Academic Curriculum

(2015-16 Onwards)

BACHELORS OF DESIGN

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Foundation Programme									**Autumn Semester**		
	Course Code	**Course Title**	**Contact Hours Per Week**				**Credits**	**ETE Duration Hrs.**	**Weightage (%)**		
			L	**T**	**P**	**Total Contact hours**			**CW**	**MTE**	**ETE**
AUTUMN SEMESTER	FD101	Design Concepts-I	1	-	4	5	3	3	50	-	50
	FD111	Drawing & Color	1	-	4	5	3	3	50	-	50
	FD121	Material and Process	1	-	2	3	2	3	50	-	50
	FD131	Communication Design- I	1	-	4	5	3	3	30	20	50
	FD141	History of Art & Culture-I	2	-	2	4	3	3	30	20	50
	FD151	Environment & Waste Management	3	-	-	3	3	3	50	-	50
	FD161	Social and Professional Ethics	3	-	-	3	3	3	50	-	50
	Sub Total		12	-	16	28	20				

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Foundation Programme									**Spring Semester**		
	Course Code	**Course Title**	**Contact Hours Per Week**				**Credits**	**ETE Duration Hrs.**	**Weightage (%)**		
			L	**T**	**P**	**Total Contact hours**			**CW**	**MTE**	**ETE**
SPRING SEMESTER	FD102	Design Concepts-II	2	-	6	8	5	3	50	-	50
	FD112	Visualization and Representation	2	-	6	8	5	3	50	-	50
	FD122	Material- Exploration and Prototyping	2	-	4	6	4	3	50	-	50
	FD132	Communication Design - II	1	-	4	5	3	3	30	20	50
	FD142	History of Art & Culture-II	2	-	2	4	3	3	30	20	50
	Sub Total		9		22	31	20				

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts-I **L-T-P-C**
Course Code: FD101 **1-0-4-3**

Course Objectives:

- To develop an understanding and appreciate the basic Elements & Principles of Design, Design concepts & Composition as well as introduce the students to the basic concept of design.

Course Description:

UNIT-I

- Study of elements of designs; line, color, shape, texture, patterns and forms.
- Types of line, line art work and application based design development. Psychological implication of lines shapes and forms.
- Study and development of textures of marble, blow, smoke, embossed, salt, sand, collage, fabric, surface enhancement texturing, thread puling etc.
- Study of Negative and positive space and its application in design concepts
- Color theories and schemes. Tint and shades, tones, complimentary, triad, contrast, pastels, dusty pastels and study of color psychology and combinations.
- Understanding of Elements, Principles of Design and their articulation.
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop sense of composition.
- To develop understanding of tangible and non-tangible aspects of elements of design.
- Development of prints, line illusion, impact of prints through lines, shapes and forms on various surfaces.

UNIT-II

- Study of Principle of Design, Concepts and its application in given themes.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, emphasis, proportion scale in 2, 3 & 4.
- Understanding & Articulation of Aesthetic Principles (Visual Order, Movement, Placement, Size, Alignment and Orientation).
- Study of application of Design concepts by National and International Designers, artists and craftmen.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises
- Exhibit, adapt, utilize & investigate the process of design thinking.
- Demonstrate the ability to project their approach to their respective fields.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style,UK October 2014/US December 2014, Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion, UK March 2013/US January 2013, Fairchild Books (also 4th edition January/November 2008)

Reference Books:

- Bloomsbury Academic, Fashion Theory Volume 18 issue 4- The Journal of Dress Body & Culture, UK September 2014. Bloomsbury Academic.
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design,UK September 2012/US November 2012,Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2000, Tuschen publishers.
- G.J Sumathi,Elements of Fashion and Apparel Design, New India 2007, New Age International publisher
- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, .UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Drawing & Color
Course Code: FD121 **L-T- P-C**
1-0-4-3

Course Objectives:

- To develop skills of freehand drawing and sketching to cultivate an ability to visualize, analyze, observe and communicate ideas/concepts.
- To understand and communicate through drawing & color studies, the principles governing the visual phenomenon as perceived by the human eye.
- To explore and enhance construction and analytical methods of drawing, sketching and coloring, through diverse methods and techniques.

Course Description:

UNIT-I

- Freehand Sketching and its importance.
- Sketching with various medium like Pencil, Pen, ink, water color, Poster color, Oil Pastel color, Dry Pastel, Charcoal Pencil, Color Pencils etc.
- Perspective drawing.
- Line Contour
- Study of 2 dimensional and 3 dimensional sketching/drawing.
- Study of Color and its application (Primary, Secondary, Tertiary, Intensity, Value, Hue, Tints, Shades, Tones and Color Wheel)

UNIT-II

- Study method and process of shading techniques through scribbling, doodling, stippling and hatching.
- Nature Study and its application in design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of freehand sketching/drawing, its application & color study.
- Apply learning through a development of 2D sketches and drawing
- Exhibit, adapt & utilize the role of drawing& color in design.
- Demonstrate the ability to handle drawing & color application.

Text Books

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing
- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing. Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration- How to develop your own style, UK October 2014/US December 2014, Bloomsbury Academic

Reference Books:

- Jeanne Allen. 1986 Designer's Guide to Color 3. Chronicle Book
- Elisabetta Drudi, Tiziana Paci , Figure drawing for Fashion, 2001,The Pepin Press
- Bina Abling, Fashion Sketchbook, UK June 2012/US April 2012, Fairchild Books.
- Bina Abling, Marker, Rendering for Fashion, Accessories & Home Fashions, UK November 2005/US September 2005. Fairchild Books
- Naoki watanabe, Contemporary fashion illustration techniques, June2009, Rockport publications.
- Danielle Meder, Draw fashion now, 2006, Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015, Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material and Process

Course Code: FD131 **L-T- P-C**
1-0-2-2

Course Objectives:

- To develop understanding of behavior, characteristic, properties, dimensionality, physical and visual potential of basic material (solid, sheet, linear and granular).
- To develop an instinct for material and their potential through manipulation.
- Orientation of basic hand tools, precision tools and techniques to manipulate materials.

Course Description:

UNIT-I

- Understanding of material, its behavior, characteristic and properties.
- Material manipulation & exploration (Paper, POP, GI Wire, Clay, Plastic, Metal Sheet etc.).
- Handling of tools & equipment.
- Precision and accuracy, precautions and care.

UNIT-II

- To explore product's construction, finishing and application of basic elements and principals of design on it.
- Introduction to visual elements in the three dimensions with a basic understanding and application of elements and principles of design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Material manipulation &exploration and finishes.
- Apply their learning through hands on approach to skills, mediums and tools. .
- Exhibit, adapt, utilize & investigate the role of material for appropriate application& co relation & precision in design.

Text Books:

- Usha Srikant, Ethnic Embroidery of India, 2000 ,Honesty Publishers & Distributors
- Beverly Lemire, Cotton, March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.
- JJ Pizzuto, Fabric Science, 11th Edition, 2012, Bloomsbury Publication

Reference Books:

- Kimberly Irwin, Surface Design for Fabric-Bundle Book+ studio access card, March 2014, Fairchild Books Holly Harrison (2007) Mixed media collage- An Exploration of contemporary Artists, methods & materials, UK, Quarry Books.
- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, The Country Diary Book of Crafts, 1985, Bloomsburg Books London
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide, ,Feb 2014., Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan, Sourcing and selecting Textiles for Fashion: sourcing and selection, 2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-I
Course Code: FD141 **L-T-P-C**
1-0- 4- 3

Course Objectives:
The course has an emphasis on how meaning is constructed and communicated through digital media. Students use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic photography, digital image creation and the integration of a variety of media. Digital imaging tools include raster software applications such as Photoshop to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Basic understanding of communication, Significance, effectiveness and importance of different sensory organs.
- Evolution of communication, basic elements of communication, different types of communication, travel of communication and their barriers, important C's of communication.
- Difference between communication & mass communication.
- Comparison and significance of different medium of communication (Newspaper, TV, Cinema).
- Role of communication in society.
- Process from idea to formulation of opinion. Future and trends of communication.

UNIT-II

- Creative Writing – principles and methods of effective writing.
- Exception in mass media writing, use of words, sentences, types of words and construction of sentences.
- Use of tenses in different media writing.
- Photography - Interaction of words and images-explore and examine how words and images interact to create emergent meaning.
- Basics of photography, composition and different aspects of photography.

- Basics of Adobe Photoshop.

Learning Outcomes:

On the fundamental level, by the end of this course student should walk away with:

- A basic understanding of communication.
- An ability to understand your masses.
- Express your utmost creativity through writing.
- Ready to see the world with different perspective through lenses.

Text Book:

- Kumar, Kewal J, Mass Communication in India, Jaico Books, New Delhi.
- George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication,2007.
- Langford, M. (2000). Basic Photography. New Delhi: Focal Press.

Reference Books:

- J.S. Yadava & Pradeep Mathur, Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi
- Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi
- Folts, J. A. and Lovell, R. P. Handbook of Photography.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -I
Course Code: FD151 **L-T-P-C**
2**-0-2-3**

Course Objectives:

- To introduce students to Oriental/Eastern history of art and culture and interpret the symbols for contextual application.
- Basic knowledge and grasp of the overall context (cultural, socio-economic, political, religious etc.) of important works of Indian/Eastern art, in relation to contemporary practices
- Interpretive response to creative application of materials, techniques, elements and principles of eastern art.

Course Description:

UNIT-I

- History of Oriental Art and costumes forms Prehistoric times till date. Impact of cultures influences on fashion movement.
- Study of Mongolian art and clothing movement and its impact on other cultures.
- Ancient Indian costume study and development of samples. Study of development of accessory line from B.C to A.D to digital age. Study of art movement from Stone, Bronze Age to vedic, Maurya, Gupta, Magdha, Indo Scythians, and rise of Hinduism, Jainism, and Buddhism.

UNIT-II

- Indian Traditional Painting/Artists. Concepts and evolution.
- Buddhist Art, Islamic Art, Hindu Art & Theory of Rasa Shastra.
- Eastern Art, Social & Cultural Revolution in the Indian Context**.**
- Study of Cultural influences.
- Study of color coding for class and society in different dynasties.
- Study of post-colonial and impact of British colonies on Indian culture development.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Eastern/Oriental art & culture
- Apply learning through effective presentations & documentation of Crafts of India.
- Exhibit, adapt, apply, utilize & investigate the role of Oriental art& culture.

Text Books:

- Helen Warner, Fashion on Television- Identity & Celebrity Culture, UK April 2014/US June 2014, Bloomsbury Academic
- Jessica Hemmings, Cultural Threads- Transnational Textiles Today, November 2014, Fairchild Books.
- Susan. B. Kaiser, Fashion & Cultural Studies, , UK November 2012/US January 2013, Berg Publishers

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress- Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Environment & Waste Management
Course Code: FD 161 **L-T-P-C**
3-0-0-3

Course Objectives:

- To familiarize students with basics of environmental sciences , disaster & waste management.

Course Description:

UNIT-I

- **General:** Definition, Scope & Importance, Need For Public Awareness- Environment definition, Type of Ecosystem, Balanced ecosystem, Human activities – Food, Shelter, Economic and social Security. Effects of human activities on environment, agriculture, Housing, Industry, Mining and Transportation activities, Bio diversity & its conservation
- **Renewable & Non-renewable resources:** Natural Resources- Forest resources Water Resources , Mineral resources , Energy resources , Land resources - Availability and Quality aspects. Energy–Hydro Electric, Nuclear, Solar , Hydrogen as an alternative future source of Energy. Biomass and Bio-gas
- **Environmental Pollution and their effects**: Water pollution, Land pollution. Noise pollution, Public Health aspects, Air Pollution**.** Current Environmental Issues of importance, population Growth, Climate Change and Global warming- Effects, Urbanization, Automobile pollution, acid rain, Ozone Layer depletion, Animal Husbandry, Salient features & amendments of Enviromental Protection Act , Water Prevention & Control Act , Air prevention & control of pollution Act , Salient Features of Environmental Summit – Paris 2015 .
- **Disaster Management**: Introduction on Disaster Different Types of Disaster : A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures(Building and Bridge), War & Terrorism etc. causes, effects and practical examples for all disasters.

UNIT-II

- **Disaster Preparedness and Response Preparedness:** Disaster Preparedness: Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of

Government, International and NGO Bodies. Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management.

- **Waste Management:** Municipal Solid Waste Management, Waste Collection, Storage and Transport. Waste Disposal - Key issues and features. Waste Processing Techniques. Source Reduction, Product Recovery and Recycling. Recovery of Biological Conversion Products: Composts and Biogas. Composting and Biogasification Technology. Hazardous Waste: Management and Treatment. Integrated Waste Management (IWM).
- **Solid Waste Management Act** :Municipal Solid waste (Management & Handling) Rules 2000, Waste Management Rules 2016 (Amendments)

Learning Outcomes:

- Under this the students will be able to identify different dimensions of environmental studies; problems related to the environmental degradation & will be able to take remedial steps.
- Disciples will learn about different type of disaster that occur in nature consequently learning to develop the preparedness and remedial techniques.
- Upon learning the problems related to environmental waste students will be able to segregate the waste in different categories and will learn its effective management techniques

Text Books:

- Management: A Global Perspective, Weihrich, H. and Koontz, H., New York, McGraw Hill 2006
- Disaster Management: A Disaster Managers Handbook, Carter, W.N., Manila, ADB. 2006
- Disaster Management Handbook for Bangladesh, Parts I-IV. Dhaka, BDPC and PACT, Rahman, M.S 2005
- Management, Stoner, J.A.F. and Freeman, R.E., Prentice-Hall, New Delhi 2004

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress- Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Social and Professional Ethics
Course Code: FD 171 **L-T-P-C**
3-0-0-3

Course Objectives:

This course input is intended

- To help the students appreciate the essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings
- To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence.
- To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in value education to the young enquiring minds.

Course Description:

UNIT-I

- Understanding the need, basic guidelines, content and process for Value Education.
- Self-Exploration–what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self-exploration
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in harmony at various levels.
- Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
- Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of 'I' and harmony in 'I'
- Appraisal of Physical needs, meaning of Prosperity in detail

- Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship
- Understanding the meaning of Vishwas; Difference between intention and competence
- Understanding the meaning of Samman, Difference between respect and
- differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family!

UNIT-II

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfillment among the four orders of naturerecyclability and self-regulation in nature
- Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence.
- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
    a) Ability to utilize the professional competence for augmenting universal human order
    b) Ability to identify the scope and characteristics of people-friendly and ecofriendly production systems,
    c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
    a) At the level of individual: as socially and ecologically responsible engineers, echnologists and managers
    b) At the level of society: as mutually enriching institutions and organizations

Learning Outcomes:

- The students start exploring themselves; get comfortable to each other and start finding the need and relevance for the course.
- The students start finding that technical education without study of human values can generate more problems than solutions.
- The students become aware of their activities of ‘I’ and start finding their focus of attention at different moments.

Text Books:

- R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2

Reference Books:

- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.
- PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Purblishers.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts –II **L-T-P-C**
Course Code: FD102 **1-0-4-4**
Pre-requisite(s): Design Concepts-I

Course Objectives:

- To develop skills of visualization, communication and over all understanding of attributes of 3d forms.
- Depicting various qualities and characteristics of materials through rendering such as transparency, high gloss and matt.

Course Description:

UNIT-I

- To study the processes of different mediums while applying elements and principles of design.
- Visualization of Tangible and Non Tangible aspects of 2D & 3D Design (Physical Characteristic, Emotive Quality, Symbolism and Visual Hierarchy, Contextual form, Abstract form, Pictorial and Typographical Elements).
- Understanding of Scaling and enlargement of design.

UNIT -II

- Development of motifs or pattern to apply on various surfaces. Focusing on surface ornamentation.
- Study of color selection implied for different themes.
- Inspiration capturing, collection of inspiration and study of design extractions out of each inspiration.
- Product development process: inspiration, ideation, exploration and Prototyping.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of developing representation skill to aid design ideation & visualization.
- Ability of the student to represent 3D objects along with surface material specification.
- Exhibit, adapt, apply, utilize & investigate the role of design ideation and visualization.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books

- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style, UK October 2014/US December 2014,. Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion. Fairchild Books (also 4th edition January/November 2008), UK March 2013/US January 2013.

Reference Books:

- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design, UK September 2012/US November 2012, Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Visualization and Representation **L-T-P-C**
Course Code: FD 112 **1-0-4-4**
Pre-requisite(s): Drawing and Color

Course Objectives:

- To observe, analyze, visualize, understand, communicate and interact with the environment through advanced level of drawings and color study.
- To enhance 3-D quality of an object, space or form through color renderings.

Course Description:

UNIT-I

- Study of various lifestyle products.
- Dissection and cross section of fruits/vegetables.
- Study of basic Geometry and Tessellation.

UNIT-II

- Study of various material rendering (fabric, wood, ceramic, paper, plastics, leather, rag zine, various types of fabrics.)
- Study of Still life from light, composition, space, shade, scale and proportion etc. Representation of 3D through rendered surfaces.
- Study of Human Anatomy and proportions.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of surface rendering techniques.
- Apply learning through a development of all material rendering.
- Exhibit, adapt, apply & utilize the study of light and shade in design.
- Ability of the student to represent 3D objects along with surface and material specification.

Text Books:

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing

- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing,UK October 2008/US August 2008,Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, . UK January 2014/US November 2014, Fairchild Books

Reference Books:

- Jeanne Allen, Designer's Guide to Color ,1986, Chronicle Books
- Elisabetta Drudi, Tiziana Paci, Figure drawing for Fashion,2001, The Pepin Press
- Danielle Meder, Draw fashion now,2006,Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015,Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material-Exploration and Prototyping **L-T-P-C**
Course Code: FD 122 **1-0-2-4**
Pre-requisite(s): Materials & Process

Course Objectives:
Develop understanding of:

- Variety of materials in raw, process and finished forms and uses (wood, metal, plastics, glass, ceramic, leather & textiles etc.),
- of basic processes to enhance physical characteristic of materials through surface treatment.
- of tools, equipment, machinery, manufacturing process and their limitations as well as applications

Course Description:
UNIT-I

- To develop understanding of basic principles of manufacturing processes, and insight into technology and innovation.
- Familiarization & orientation to raw processes and finished forms of materials (wood, metal, plastic, glass, ceramic, leather, textiles etc) of subtractive (machining) & additive (fabrication, form) process of materials
- Historical study of technology & innovation in context of prototyping.
- To explore materials like Boxboard, Wire, Mount board, Copper, Aluminum etc.

UNIT -II

- To study and explore materials in 3 dimension (Volume, proportions, surface, quality, Characteristic of curve, plane, forms and space).
- Judgment of application, limitation and use of materials & processes.
- Study of development of commercially viable products in respect to different themes provided.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of pre and post production aspects of material.
- Apply learning through hands on experience of exploring tools, equipment & machinery for undertaking the process of design.
- Exhibit, adapt, utilize, and investigate the role of material exploration for design translation through an assimilation of diverse inputs.

Text Books:

- Usha Srikant,Ethnic Embroidery of India,2000,Honesty Publishers & Distributors
- Beverly Lemire, Cotton ,March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.

Reference Books:

- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, the Country Diary Book of Crafts, 1985, Bloomsburg Books London.
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide,Feb 2014, Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan,Sourcing and selecting Textiles for Fashion: sourcing and selection,2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Power Point Presentation.

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COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-II **L-T-P-C**
Course Code: FD 132 **1-0-4-4**
Pre-requisite(s): Communication Design-I

Course Objectives:
The course has an emphasis on how meaning is constructed and communicated through digital media. Students continue to use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic videography, digital image creation and the integration of a variety of media. Digital imaging tools include vector software applications such as Adobe Illustrator/ Corel Draw to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Communication Theory – Introduction of Different communication theory and Models.
- Significance of different theory and models in present scenario.
- Origin and development of Print, electronic & Web Media.
- Basics of Video – Elements of videography. Production process.
- Script writing, story board, log sheet.
- Introduction to editing software.
- Timeline, shot division, effects and transition.

UNIT-II

- Creative Writing II – Translation – meaning, types and principles of translation.
- Rewriting. Types of writing for mass media.
- Difference between web writing, news writing and magazine writing.
- Ingredients of writing for new media. Review – Book, Film & TV programmes.
- Story writing.
- Basic Photography (Practical) – Camera Parts and functions, Lighting, Exposure, Composition, Depth of field, Rule of third etc.

Learning Outcomes:

- An understanding of how communication works.
- Origin of different mode of communication and human needs.
- Understand the new media and how media change the scenario of communication

- Explore the world of new media along with visuals and photographs.

Recommended Text book:

- Sharma, O.P. Practical Photography. (2003). New Delhi: Hind Pocket Books.
- Thomas S. Kane, Oxford Essentials Guide To Writing.

References:

- Folts, J. A. and Lovell, R. P. Handbook of Photography.
- Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -II **L-T-P-C**
Course Code: FD 142 **2-0-2-4**
Pre-requisite(s): History of Art & Culture - I

Course Objectives:

- To introduce the students to ancient history with reference to western art & culture. To develop an understanding of the social & cultural revolution that brought significant change in the overall perception of people across the world.
- To point out the various functions western art has served through the ages in different geographical, cultural& socio-economical context.

Course Description:

UNIT-I

- To engage with and explore the concept of cultural studies in the context of western art from prehistory to modern.
- Study of Art movement from Ancient world Greek, Egypt, Roman, to Study of Art and object development during Byzantine, Romanesque, and Gothic.
- Study of Art movement from Renaissance, Baroque, Rococo, Neo Classicism, Romanticism, Art Nouvae.
- Study of object development during 1910 to 2010.

UNIT-II

- To study the impact of development in object's (textures, colors and its reflection in society).
- To explore the relationships between Western culture and the social and political developments of the region (World War I & II, Industrial revolution etc.)
- The study of Western Art, Social & Cultural Revolution in the Indian Context.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of western art & culture
- Apply learning through effective presentations & documentation of the overall research in relation to contemporary art & cultural practices.
- Exhibit, adapt, utilize & investigate the role of Western art & Culture in the Indian context.

Text Books:

- Al Ries, Laura Ries March, 2009. The Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands, HarperCollins e-books

Reference Books:

- Werness Hope D, The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, . January 2000, Oceania & North America, Continuum Publication
- Geczy Adam, Art: Histories, Theories & Exceptions: ,January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg. Dress & Society. UK December 2008/US October 2008. Fairchild Book.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 203	Textile Study - I	2	-	2	4	**3**	3	25	25	50
	FD 213	Basics of Pattern Making & Draping	2	-	4	6	**4**	4	30	20	50
	FD 223	Basics of Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 233	Fashion Illustration & Presentation (Women's Wear- Casual)	1	-	4	5	**3**	3	50	-	50
	FD 243	Fashion Materials and Explorations	1	-	2	3	**2**	3	30	20	50
	FD 253	Fashion Studies- I (Women's Wear- CASUAL)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	6	6	**3**		50*	-	50#
	FD 263	Introduction to Computerized Fashion Design	1	-	2	3	**2**	2	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

Note: - Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Textile Study I **34-0- 30- 3**

Course Code: FD 203

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES: (08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES: (08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS**:** Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING: (08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING: (06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY: (04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. **Learning Outcomes**:

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

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

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

- Handouts: As instructed by subject teacher

- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Basics of Pattern Making & Draping **34-0- 30- 3**

Course Code: FD 213

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES:** **(08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES:** **(08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS**:** Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING:** **(08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING:** **(06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY:** **(04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. Learning Outcomes:

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

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

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

- Handouts: As instructed by subject teacher

- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

Title of Course: Basics of Garment Construction **L-T-P-C**
Course code: FD 223 **0-0-96-3**
Pre-requisite(s): Basic hand sewing, handling of sewing machine and fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation.
- Understand the idea of a relationship between pattern making and sewing.
- Apply technique and method of construction and draping with context to material, form manipulation in a creative manner.
- Apply basic garment construction skill in process of design realization.

Course Description:

Machine Sewing: Operation, Stitch Practice and Types of Stitches. **(00-10)**
Garment Construction Methods and Techniques
1) Basic Bodice, Basic Skirt, Basic Sleeve and Basic Trouser Foundation, Torso Foundation **(00-21)**
2) Seams (Plain, French, Mock French, Flat Fell)
3) Seam Finishes (Pinked, Overlock, Bias-Bound, Turn& Stitch, and Hong Kong Bound.), Hem Finishes. **(00-10)**
4) Circular lines and Angular lines and corner finishes. **(00-10)**
5) Plackets, Pockets (Patch & Side), Cuffs, Collar (One pcs, Peter pen). Zip (Visible with Flap) **(00-15)**
6) Waist Finishes, Waistband (Elasticized or Drawstring), Facing, Opening Fasteners. Darts, Pleats, Tucks, and Gathers. **(00-10)**
7) Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic skirt Assembling a skirt and bodice with sleeve attachment. **(00-20)**
8) Construction of a casual Wear Garment

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.
- Construction of a casual wear Garment

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
3 .Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing
5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown

Evaluation Process:

Course Work: 50% weightage. Practical laboratory course work.
End Term Examination: 50% weightage, Practical examination conducted for the Laboratory assignments.

Other Study Material:

Direct reading and interest based resource: Trend forecast magazine like Donna collezioni and Bambini, technical magazine like stitch time, and Trend Forecast and Fashion and Trend side: WGSM on web
Visit to design studio, workshop garment units and garment fair/exhibition, Fashion Week in India
Attending workshop organized by promotional bodies and fashion forums

Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824,
http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

Handouts: As indicated by course instructor.

Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year

Autumn Semester

L-T- P- C

16-0-64-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Casual)
Course Code: FD 233
Pre-requisite(s): Basic understanding of human Anatomy

Course Objectives:

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

Course Description:

- Human (women) body types, anatomy-(face, hair, hands & feet) and body movements. **(4-10)**
- Comparative study between human & fashion figure proportion. **(2-10)**
- Flat sketching, garment details and draping on body. **(2-14)**
- Doodle sheets as per inspiration taken for Women's Casual wear category. **(2-05)**
- Specification sheets for required designs. **(2-10)**
- Range Development. **(4-15)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual communication and presentation.

Reference Books:

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

- Takamura, Zeshu. Fashion Illustration Techniques: A Super Reference Book for Beginners, Pageone, 2012
- Abling, Bina. Fashion Sketchbook. FairchildBooks, 2012.
- Lee, Jaeil. Steen, Camille .Technical Sourcebook for Designers. FairchildBooks, 2014.

Evaluation Process:

- *Class Works*: **60% weightage**: It includes the compilation of all classroom assignments.
- *End Term Examination*: **40% weightage**: Range development sheet and flat drawing of the final garment.

Other Study Material:

- Handouts: As indicated by course instructor.

Website references:

- https://fashionary.org/
- http://www.fashionarium.com/post/539040090/step-by-step-fashion-illustration-tutorial-with
- http://www.ralphpink.com/tutorials/cad-fashion-illustration/
- https://www.youtube.com/watch?v=30VuFOym59U
- https://www.youtube.com/watch?v=mGhl18A4Ky0
- https://www.youtube.com/watch?v=2Ws28_OiMNQ
- https://www.youtube.com/watch?v=Zs5ORdQconc
- https://www.youtube.com/watch?v=Iqg5fLBhqfo
- https://www.youtube.com/watch?v=Wr5z5tbwALg

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Fashion Materials & Exploration **16- 0-32-2**

Course Code: FD 243

Pre-requisite(s): Textile Study II & Material Study II

Course Objectives:

- To enable the students to develop core skills in the understanding & identification of Fiber/Textiles & other materials used in Garment design.
- Innovative and experimental ways of exploring fabrics for fashion
- Sensitive to the concept of fabric and its manipulation in design & fashion.

Course Description:

- Decorative Materials & Trims **(01-02)**
- Fabrics for Fashion **(02-06)**
- Creative Draping, pattern cutting and construction **(01-04)**
- Fabric Manipulation **(01-06)**
- Experimental Methods of using fabrics/fibers **(01-04)**
- Innovative silhouettes **(02-04)**
- List of fashion fabrics **(03-02)**
- Fashion material awareness **(02-02)**
- Build sensitivity towards all of the above **(03-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding and identification of Fabrics and other materials used in garments.
- Apply design learning through innovative and experimental ways of exploring fabrics
- Exhibit, adapt, utilize & investigate the process of building a sensitive approach towards fashion fabrics

Evaluation Process:

- Class Work: 30% weightage. It includes Class Assignments on fiber/fabric/form explorations with documentation.
- Mid Term Examinations: 20% weightage. Two Examinations (Practical) of 20 mark each.
- End Term Examination: 50% weightage on Viva Voce with the Product & Portfolio.

References:

- Akshay Tholia (Year)*Live Textiles- A Practical Approach to Understand Fabrics Vol 1& 2* SARV International 2nd Edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publising

- Braddok Clark Sarah & Omahony Marie (Year 2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson Publishing
- Cadigan, Erin (Year 2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publ India Private Ltd
- Anne Morrel (Part A, B, C, D) 1999, 2000, 2001, 2003 *Indian Embroidery Techniques at the Calico Museum of Textiles, A working guide*, Published by Calico Museum of Textiles Sarabhai Foundation, Ahmedabad
- Colin Gale & Jasbir Kaur,(Jan 2011), *Fashion & Textiles (an overview)*, Berg Publishing/CBS 1st Edition
- Jenny Udale, 2008, *Textiles & Fashion*, Ava Academia Publishing Switzerland
- Gail Baug, 2011,12, *The Fashion Designers Textile Director (The Creative Use of Fabrics in Design)*, Thames & Hudson

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: https://www.behance.net/gallery/16990915/Materials-Exploration-Final
  https://in.pinterest.com/iamshoshannaros/materials-exploration-inspiration/
  https://www.google.co.in/?gfe_rd=cr HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"ei=4D8CV7UFhZbxB-7yiKAE HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"gws_rd=ssl#q=fashion+materials+fabrics,
  https://www.youtube.com/watch?v=UeYtKhE-58I
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off,

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

Title of Course: Fashion Studies-I (Women's Wear-Casual) **L-T- P- C**

Course Code: FD 253 **37-0-128-5**

Pre-requisite(s): Foundation Course in Design, Knowledge of Pattern Making, Draping and Garment Construction.

Course Objectives:

- Apply understanding of Fashion Design Process along with Fashion Forecasting and trend study in the Women's wear Casual segment
- Provide advance knowledge in pattern cutting for Casual wear.
- Enable students to address a design brief with relevance to casual clothing.

Course Content:

Design Brief:

Design casual wear for women between 18-22 years for Spring-Summer wear 2017. The inspiration should be taken from Nature following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.

Design:

- Brainstorming with the segment category casual wear **(05-06)**
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Casual wear ensembles, details trims and finishes, Client research. **(05-02)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development **(05-16)**
- Derivations, Scrap book, Doodles. **(06-10)**
- Fabric sourcing and surface development for Casual wear. **(05-02)**
- Selection of the Range and Ensemble to be stitched. **(02-10)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(02-02)**
- Full design process documented **(03-12)**

Design Studio:

- Illustration with Front & Back selected **(00-10)**
- Specification Sheet **(00-02)**
- Material & Cost sheet **(00-02)**
- Pattern making & draping for Casual Wear. **(00-10)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Casual wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-10)**
- Design Realization of one chosen ensemble from a range of five. **(04-14)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (casual) for Spring Summer (S/S)2017
- Apply design learning through construction of a range of chosen ensemble

- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Casual Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.
- Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
- Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
- Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
- Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.
- Jack Handford (2003) Professional Pattern Making for Designers, Women's wear & Men's Casual wear , Fairchild Books, Spi edition (15 March 2003)
- Author/Year unavailable .*Fashion Source Book*. Blackwell Science Publication
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown
- Marian L Davis 1987. *Visual Design in Dress*. Prentice Hall (2 copies)
- Marilyn J Horn. 1968. *The Second Skin- An Interdisciplinary Study of Clothing*. Houghton Mifflin Company, Boston.
- Margaux Tartauotti. Year unknown. *The Fine Art of Dressing*. Publisher unknown.
- Kathryn Mc Kelvey & Janine Munslow 2003. *Fashion Design, Process, Innovation, & practice*. Blackwell Publishing

Other Study Materials:

- Handouts: As indicated by subject teacher
- Websites: www.fdci.org , www. **HYPERLINK "http://www.casualclothing.dk/"casualclothing** HYPERLINK "http://www.casualclothing.dk/".dk/ , www.the **HYPERLINK "http://www.thecasualsdirectory.com/"casual** HYPERLINK "http://www.thecasualsdirectory.com/"sdirectory.com/ , www.dorothyperkins.com/en/dpuk/.../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"clothing** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092".../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"casual** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"- **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"wear** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"-2097092
- Magazines: Bazaar, Elle, Sweet, Very, JJ, Burda, Fudge, Grazia

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Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T-P-C

16-0-32-2

Title of Course: Introduction to Computerized Fashion Design
Course Code: FD 263
Pre-requisite(s): Basics of Adobe Photoshop and Illustrator

Course Objectives:

- Learning and understanding of digital design development process and representing ideas that contributes to good design using digital media.
- The aim of the course is to give the students good knowledge about the fundamentals of technical drawings and digital rendering tools/ techniques.

Course Description:

- **Digital Fashion drawing and rendering techniques using Adobe Photoshop CC:** Digitizing fashion illustrations and usage of digital tools to render a fashion product using virtual fabric placement and application of light effects. **(5-13)**

- **Digital flat drawings and specification sheet development using Adobe Illustrator CC:** Creating Flat/ Technical drawing of the basic women's wear (casual) category. Drafting a specification sheet along with garment measurements/ trim details/ color codes/ stitching and finishing details etc. **(5-14)**

- **Visual composition and presentation using digital tools and techniques:** Usage of raster and vector graphic tools to visualize the product and presentation of the same in visually appealing manner. Creation of mood/ inspiration/ color/ silhouette/ Range board/ look book etc. **(6-05)**

Learning Outcomes:

- Demonstrate competence in basic digital fashion illustration techniques and graphic skills for visual communication and presentation using both raster and vector software.
- Apply learning through creation and representation of design ideas and technical specifications using Photoshop & Adobe illustrator CC.

Reference Books:

- Tallon, Kevin. Digital Fashion Illustration with Photoshop and Illustrator, Batsford, 2008
- Centner, Marianne. and Vereker, Frances. Fashion designer's handbook for adobe

illustrator. Oxford, UK: Blackwell Publishing, 2007
- Lleonart, Aitana. and Santos, Daniela.Fashion illustration: flat drawing.Bath,UK: Parragon,2007
- Tallon, Kevin. Creative Fashion Design with Illustrator-Digital fashion Design Course. Pavilion Books 2013
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image. Fairchild Books.

Evaluation Process:

- **Course Work: 60% weightage**: It includes the compilation of all classroom assignments in digital format.
- **End Term Examination: 40% weightage**: Spec sheet of final garment (Front/ Back) using adobe illustrator.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=XLk5eaOCz9c
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM
- https://www.youtube.com/watch?v=aBfWE45-sCc
- https://www.youtube.com/watch?v=GBbL9_4ktKw
- https://www.youtube.com/watch?v=M-3prytho5M
- https://www.youtube.com/watch?v=zdhcJPutu6k
- https://www.youtube.com/watch?v=FylI1xQUD2o
- https://www.youtube.com/watch?v=SMlLuvJE0Xs

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Academic Curriculum (2015-16 Onwards)

Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FD 204	Textile Study - II	1	-	2	3	**2**	3	25	25	50
	FD 214	Advance Pattern Making & Draping	1	-	6	7	**4**	4	30	20	50
	FD 224	Advance Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 234	Fashion Illustration & Presentation (Women's Wear- Indian Wear)	1	-	4	5	**3**	3	50	-	50
	FD 244	Form Realization	1	-	2	3	**2**	3	30	20	50
	FD 254	Fashion Studies- II (Women's Wear- Indian Wear)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	4	4	**2**		50*	-	50#
	FD 264	Fashion Design Computer: Photoshop	1	-	2	3	**2**	2	50	-	50
	FD 274	Traditional Textiles & Crafts	1	-	2	3	**2**	Viva	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Note:- Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Textile Study - II: **2 Hrs.**

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Second Year

Spring Semester

L-T- P-C
13-0-26- 02

Title of Course: Textile Study II
Course Code: FD 204
Pre-requisite(s): Textile Study I

Course Objectives:

- Finishing Process (Preparatory, Stabilizing, Textural, Functioning effects)
- Dyeing processes (Finishing with Color)
- Printing (Color, Design & Ornamentation)

Course Description:

- **Kinds of Finishing process**:
  1) PREPARATORY: Singeing or Gassing, Bleaching
  2) STABILIZING: Mercerizing, Ammoniating, Shrinking
  3) CHEMICAL TREATMENT: Resin, Fulling, Tentering, Crabbing
  4) TEXTURAL PROCESS: Temporary/permanent Stiffening, Weighting, Calendaring, Glazing Schreinerizing, Embossing, Moireing, Cireing, Beetling, Raising, Napping, Sanding, Gigging, Tigering, Electrofying, Shearing, Crinkled effects, Burn out (etched effects)
  5) FUNCTIONAL EFFECTS: Shape-Retentive, Wrinkle Resistant, Wash & Wear, Permanent Press, Durable Press, Water Repellency, Semi Durable, Durable & Non-Durable, Water Proofing, Absorbency, Soil Repellency/Release, Stain Resistance, Frame Retardants, Anti-Bacterial, Mildew Proofing, Slip Resistance, Antistatic, Heat Refectant, Foam Laminating, Fabric to fabric bonding. **(05-09)**

- **Dyeing:**
  1) Selection of Dye: Natural Dyes, Synthetic Dyes, Oxidation Basis, Acid (Anionic) Dyes, Acid -Milling Dyes, Acid-Premetalized dyes, Mordant or Chrome, Substantive Direct , Developed Dyes, Azoic Dyes , Disperse Dyes , Vat Dyes , Reactive Dyes, Pigment Dyes, Optical Brighteners (Colorless Dyes). Principal Classes of Synthetic Dyes and their Characteristics. **(02-04)**

  2)Dyeing Methods: Stock Dyeing, Yarn Dyeing, Top Dyeing, Skein (Hank) Dyeing, Package Dyeing, Warp-Beam Dyeing, Space Dyeing, Piece Dyeing, Beck Dyeing, Jig Dyeing, Pad Dyeing, Cold Pad-Batch Dyeing, Vacuum Impregnation, Foam Dyeing, Solvent Dyeing, Dope Dyeing, Chip Dyeing and Garment Dyeing**.** Identifying Dyeing Defects**:** Test to determine color fastness, Fastness to washing, Fastness to Pressing, Fastness to Light, Fastness to Perspiration, Fastness to Crocking, Fastness to Gas Fading. **(02-04)**

- **Printing:**

Distinguishing Printing from Dyeing, Dyes for Printing, Methods of Printing: Direct , Discharge Printing, Block Printing, Resist Printing , Roller Printing, Duplex Printing, Stencil Printing , Flat Screen Printing, Rotary Screen Printing, Transfer Printing, Dry Heat Transfer Printing, Blotch Printing , Tak Dyeing, Jet Spray Printing, Polychromatic Dyeing, Photo printing, Electrostatic, Warp, Differential, Batik, Tie Dyeing, Plangi Dyeing, Air Brush Painting, Composition or Paste Designing, Flocking. **(04-09)**

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Learning Outcomes:

- Demonstrate complete knowledge and understanding of Fabric finishing , Dyeing & Printing processes
- Exhibit, adapt, utilize & investigate the complete process and method of Fabric finishing, dyeing and Printing in laboratory as well as Industry.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments on Tie dye techniques and Printing. Swatch collection of other Printing techniques.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher,
- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition.
- Johnson, (Year 2013)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser, Mary *World Textile: A Concise History*. Thames & Hudson
- McDonald, Fiona, (2011) *Textiles, A History* , Remember when Publishers.
- Cadigan, Erin (2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Pvt Ltd
- Young, Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publishing India Pvt Ltd, 2nd revised edition

Other Study Materials:

- Website Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

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Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
13-0-78-4

Title of Course: Advance Pattern Making & Draping
Course code: FD 214
Pre-requisite(s): FD 203 Basics of Pattern Making & Draping

Course Objectives:

- Advance pattern making blocks to understanding 2D Women's Wear (Indian wear)
- Advance pattern making blocks appropriate Draping understanding
- Tools, Terminology, Specification & Technical sheets.

Course Description:

- **Terminology:** Specification Sheets, Special Advance Information(Layout Plan, Cutting, Cost Sheet, Design Specification Sheet etc.) **(02-05)**
- **Pattern Making:** Dart Manipulation(with Pivotal tech. and slash - spread technique)Variation of Basic Torso Foundation, Basic Princess line Foundation, Bodice Block Basic Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation & Cowls Variation. **(04-18)**
- **Basic Bodice Contouring:** Principle, Corset, Strapless Foundation, **(02-17)**
- **Advance Draping:** Understanding of 3D designing Bodice Block variation **(02-10)**
- **Skirt variations:** (Gored, Gathered, Flared, Circular, Handkerchief, Peg, Godets etc.) **(02-18)**
- **Workshop:** on Poshak and Indian wear detailing & Fasteners **(01-10)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body Measurement, drafting, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.
- Pattern making of Women's Wear(Indian Wear)

Reference Books:

- Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
- Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books
- Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
- Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
- Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
- Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion*

Draping 3rd Edition. Fairchild Books
- Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
- Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
- Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
- Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
- Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
- Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course work: 30% weightage. It includes Class Assignments on dart manipulation.
- Mid Term Examinations: 20% weightage. Two Mid Examinations (Practical's)of 20 mark each.
- End Term Examination: 50% weightage. Final Examination (Practical) with Portfolio submission.

Other Study Material:

- Websiteshttps://www.pinterest.com/julieinleeds/draping/,http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"kpid=9332518114 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"tag=googinkenshoo-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/

- Handouts: As indicated by Course Instructor.

- Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch

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Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C

0-0-78-3

Title of Course: Advance Garment Construction
Course code: FD 224
Pre-requisite(s): FD 206 Basic Garment Constructions

Course Objectives:

- Familiarize students with Advance Garment Construction with SNLS (single needle lock stitch) machine and its operation,
- Understanding the relationship between Pattern Making and Sewing.

Course Description:

- **Machine Sewing:** Operation, Stitch practice and Types of stitches **(10)**
- **Garment construction methods and techniques**: Basic Torso Foundation, Princess Line Foundation, Bodice Block Basic **(15)**
- **Bodice Block variation:** Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation& Cowls. Neckline **(15)**
- **Basic Bodice Contouring**: Corset, Strapless Foundation, **(15)**
- **Skirt variations**: Gathered Flared, Circular, Handkerchief, Peg, Godets etc. **(15)**
- Workshop on Indian Wear detailing &Fasteners (Poshak) **(08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments Women wear (Indian wear)
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing

- Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown

Evaluation Process:

- Class Work: 50% weightage. It includes laboratory work and variations of basic blocks.
- End Term Examination: 50% weightage. Practical Examination on the laboratory work.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

- Handouts: As indicated by course instructor.

- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
13-0-52-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Indian Wear)
Course Code: FD 234
Pre-requisite(s): Basics of Analog Fashion Illustration Techniques.

Course Objectives:

- To further develop an understanding of visualization and presentation process in context to the women's Indian wear category.
- Further demonstrate an ability to communicate design ideas through flat, 2-D drawings.
- Developing individual style of illustration and presentation.
- Exploring mix media techniques for effective visual communication.

Course Description:

- Stylization of fashion figure in context to Indian Women's Wear Category. **(4-15)**
- Comprehensive study of Indian wear silhouettes, embellishments, details, prints and Fabrics etc. **(4-15)**
- Exposure to traditional handmade/ mix media rendering techniques & exploring textile prints, fabric rendering, body form through traditional miniature art practice **(1-03)**
- Doodle development sheets for the selected inspiration. **(1-03)**
- Specification sheets for required designs (working on details). **(2-06)**
- Range Development using mix media techniques. **(1-10)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual Communication and presentation.

Reference Books:

•*Watanabe, Naoki.* Contemporary Fashion Illustration Techniques, Rockport Publishers

•Seaman, Julian.Foundation in fashion design and illustration. London: Batsford, 2001

•Riegelman, Nancy. Colors for modern fashion. Los Angeles: Nine heads media, 2006

•Riegelman, Nancy. Nine heads : guide to drawing fashion.-- Los Angeles, US: 9 Heads, 2006.

•Blackman, Cally. Hundred years of fashion illustration.-- London: Laurence King, 2007

• Alkezi , Roshen. Ancient Indian Costume. National book trust, 2014.

Evaluation Process:

- ***Course Works*: 60% weightage**: It includes the compilation of all classroom assignments.
- ***End Term Examination*: 40% weightage**: Range development board and flat drawing of the final Indian wear garment.

Other Study Material:

- Handouts: as indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=S2iwZPdcdaQ
- https://www.youtube.com/watch?v=uZDY2PwqtQ8
- https://www.youtube.com/watch?v=RbHFC-P9n4A
- https://www.youtube.com/watch?v=J4io30FtTuo
- https://www.youtube.com/watch?v=FERQVe55hIs
- https://www.youtube.com/watch?v=TYs6LSRUSZQ
- https://www.youtube.com/watch?v=Pa81P40rDIQ
- https://www.youtube.com/watch?v=Imy83iE5ADE
- https://www.youtube.com/watch?v=twT0WgoBp0A
- https://www.youtube.com/watch?v=8u86gylarUA

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
11-0-28-02

Title of Course: Form Realization
Course Code: FD 244
Pre-requisite(s): 3D Design Concepts & Composition

Course Objectives:
To understand the relationship between fabric , body & garment, fashion design process, development of relevant design aesthetics, application of basic elements & principles, skills of visualization, presentation and actualization to body types, adding fullness, contour draping, realizing form, movements in context to women's wear.

Course Description:

- Body Types and form, Form aesthetics in fashion **(02-02)**
- Form exploration, experimentation and manipulation. **(02-06)**
- Creative draping technique on dress form. **(03-04)**
- Creative pattern making **(00-04)**
- Design analysis, Creative elements of each design & help determine draping techniques required to develop patterns **(03-04)**
- Transform 2D explorations into 3D forms **(03-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the relationship between fabric, body & garment through development of relevant design aesthetics.
- Apply learning through a knowhow of creative pattern making & draping
- Exhibit, adapt, utilize & investigate the process of form exploration, body types, movement and contour in women's wear

Evaluation Process:

- Course Work: 30% weightage, It includes practical class assignments for form realization, Design process of form Realization and various explorations with different fabrics.
- Mid Term Examinations: 20% weightage. Two Examinations of 20 mark each.(Time bound Exercise)
- End Term Examination: 50% weightage, Practical Examination & file presentation of the class work with documented processes in the digital format.

References:

- Armstrong H.J (2009*), Pattern making for Fashion Design*, New York, Prentice Hall.
- Zarapkar, K. R. (2005), *Zarapkar System of Cutting, India*, Navneet Publications
- Aldrich, W. (2008), *Metric Pattern Cutting for Women's Wear*, Oxford, Willey Blackwell Publication
- Drudi, E. (2003), *Wrap and Drape Fabric: History, Design and Drawing*, Amsterdam, Pepin Press.

- Nakamichi, T. (2010), *Pattern Magic*, London, Lawrence King Publishers.
- Nakamichi, T. (2011), *Pattern MagicII*, London, Lawrence King Publishers.
- Hilde Jaffe, *Draping for Fashion Design* , Pearson Education
- Karolyn, Draping: *The Complete course* , Laurence King Publishing, PAP/ DVD edition.
- Hisako, Sato, (2012) *Drape Drape*, Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 2* Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 3* Laurence King Publishing
- Helen Joseph Armstrong, *Draping for Apparel Design*, Bloomsbury Publishing India Pvt ltd, 3rd revised edition Edition
- Zarida Zaman, (2014), *Fashion Pattern Cutting: Line, Shape, Volume* , A & C Black Publishers Ltd
- Crawford, Amaden, Connie (2012) *The Art of Fashion Draping*, Bloomsbury Publishing India pvt Ltd; 4th revised edition edition
- Donnanno Antonio, (2017), *Fashion Pattern making*, Promopress
- Gilewska, Teresa, (2013) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- Gilewska, Teresa, (2011) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- San Martin, Macarena, (2009) Pattern in Fashion with CD, Taschen GmbH; Pap/Cdr edition

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.fdci.org, www.style.com
- Magazines: Collezioni, Vogue, Elle

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Second Year

Spring Semester

L-T-P-C
26-0-52-4

Title of Course: Fashion Studies-II (Women's wear-Indian)
Course Code: FD 254
Pre-requisite(s): Basics of Analog Fashion illustration techniques
Course Objectives:

- Apply understanding of fashion Design Process along with Fashion Forecasting and trend study in Women's Wear-Indian Wear Segment.
- Enable the students to address a market oriented design brief with Indian aesthetics.

Course Content:

Design Brief:

Taking inspiration from the Brand that caters to Indian Wear Segment for women between 20- 25 Years. Spring-Summer wear 2018. The inspiration should be taken from the Brands that cater Indian Wear (Brands based in Jaipur) Anokhi, Soma, Cottons, Kilol, FAB India, Zari, Vasanshi, RANA, RASA, the category is Bridge. Study and research the product line of the brand, their USP, and other salient features. Give an Innovative design approach to them enhancing their USP as well as present product line. This should be done with rigorous market survey, understanding the Indian wear category, their clientele following a Proper Design process.

Design:

- Brainstorming with the segment category Indian wear **(02-02)**
- Research on market, trends, Forecasts, brands for specific Indian wear ensembles. **(02-00)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board Fabric and Technique Board, Range Development (five)) **(02-08)**
- Derivations , Scrap book , Doodles **(06-04)**
- Research on Indian wear details, trims and finishes, client research. **(04-00)**
- Fabric sourcing and surface development for Indian wear (Explorations developed) **(02-02)**
- Specific research on Indian market, trends, Forecasts, brands for specific Indian wear ensembles **(04-00)**
- Selection of the Range and Ensemble to be stitched. **(00-04)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(00-02)**
- Full design process documented **(02-06)**

Design Studio:

- Illustration with Front & Back selected **(00-04)**
- Specification Sheet **(00-02)**

- Material & Cost sheet **(00-02)**
- Pattern making & draping for Indian Wear. **(00-04)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Indian wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-04)**
- Design Realization of one chosen ensemble from a range of five. **(02-08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (Indian)
- Apply design learning through construction of a range of chosen ensemble
- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Indian Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Bhandari, V. (2005). *Costume, Textile and Jewellery of India: Traditions in Rajasthan*, California, Mercury Books.
- Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal*, New Delhi, Wiley Eastern.
- Kumar, R. (1999). *Costume and Textile of Royal India*, U.K., Christie's.
- Bhatnagar, P. (2005). *Decorative Design History in Indian Textile and Costume*, New Delhi, Abhishek Publications.
- Prakash, K. (2004). *Indian Fashion Designs*, New Delhi, English Edition Publishers.
- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.

7. Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
8. Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
9. Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
10. Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites:www.fdci.org,http://www.ritukumar.com/home, http://www.buyindianwear.com/,http://www.kalkifashion.com/, http://www.payalsinghal.com/indian-wear, http://www.indianweddingsaree.com/
- Magazines: Grazia, Bazaar, Cine Blitz, Femina, Cosmopolitan, Asiana, Marie Claire, Savvy, New Woman, Woman's Era

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Second Year

Spring Semester

L-T-P-C

13-0-26-2

Title of Course: Fashion Design Computer: Photoshop
Course Code: FD 264
Pre-requisite(s): Computer Application 1 & 2

Course Objectives:

- Developing advance skills in Adobe Photoshop for Fashion presentation and Fashion graphics.
- Exploring advance digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Developing Individual/ Unique style of Visual Communication.

Course Description:

- **Advance digital Fashion drawing rendering and graphic techniques using Adobe Photoshop CC:**
  Developing individual style of Visual presentation and creating high impact imagery for fashion communication using custom tools settings. Creating art plates based on specific themes and introduction to advance digital photo manipulation and editing. **(6-13)**

- **Advance visual composition and presentation using digital tools and techniques:**
  Creating high-end textile prints and surfaces, using mix media techniques.
  Introduction to basic animation effects and 3d rendering in Photoshop.
  Introduction to digital painting using Photoshop. **(7-13)**

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Centner, Marianne. and Vereker, Frances. *Fashion designer's handbook for adobe illustrator.Oxford*, UK: Blackwell Publishing, 2007.
- Hess, Jay. *Graphic Design for Fashion*. Hardback, 2010.
- Shaoqiang, Wang.*Fashion Graphics*,Paperback, 2010.
- Blankchard, Tamseen. *Fashion and Graphics*, Paperback, 2004.
- Tallon, Kevin. *Digital Fashion Illustration with Photoshop and Illustrator*, Batsford,

2008
- Fiell, Pater. and Charlotte. *Graphic design: now*. London: Taschen, 2005.
- Walton, Roger (ed.)*Big book of graphic design*. New York: Collins Design,2007.

Evaluation Process:

- *Course Works*: **60% weightage**: It includes the compilation of all classroom assignments in digital format.
- *End Term Examination*: **40% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://spraygraphic.com
- http://www.linkism.com
- http://www.4wall.co.uk/
- http://www.insideugly.co.uk/
- http://apeonthemoon.com/
- http://paperfashion.wordpress.com/
- http://www.hongkiat.com
- http://carbonmade.com
- https://g14pool.files.wordpress.com/2013/11/advanced_photoshop_2013-no-105.pdf
- https://drive.google.com/file/d/0ByQx1BW_tW3YLUs0WW1QRDN0TmM/view

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Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T-P-C

13-0-26-2

Title of Course: Traditional Textiles & Crafts
Course Code: FD 274
Pre-requisite(s): Textile Study-I & basic knowledge of Indian Crafts

Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- Traditional Textiles & Crafts of different states of India **(03-04)**
- History, Origin, Raw Material & Processes **(04-00)**
- Textile Dyeing & Printing techniques (Batik, Block Printing esp. natural dyeing i.e Ajrakh, Dhabu etc.) **(02-04)**
- Traditional resist printing techniques, Tie & Dye (Ikat, Patola, Pochampalli etc.) **(02-04)**
- Traditional painting techniques- Warli, Madhubani, Miniature and Kalamkari painting. **(02-04)**
- Weaving techniques- Banaras brocades, Kanchipuram, Chanderi, Jamavar, Kullu Shawls, Paithani, Mekhla Chadar **(02-04)**
- Traditional embroideries of India- Phulkari, Chikankari, Kasuti, Kutch & Saurashtra, Kantha, Zardozi, Gota Patti, Banjara, Crewel, Kashida Kari, Chamba Rumal, Pipli, Tharu, Khatwa etc **(02-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India
- Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.
- Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.

Evaluation Process:

- Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.
- End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.

References:

1. Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal,* New Delhi, Wiley Eastern.
2. Gillow, J. and Barnard, N. (1991). *Traditional Indian Textiles,* London, Thames and Hudson.
3. Bhatnagar, P. (2008). *Decorative Design History in Indian Textiles and Costumes,* New Delhi, Abhishek Publications.
4. Askari, N. and Crill, R. (1997). *Colors of the Indus: Costume and Textiles of Pakistan,* London, Merrell Publishers Ltd.

5. Ghosh, G.K. (2011). *Indian Textiles: Past and Present,* New Delhi, Abhishek Publications.
6. Mathur, A. (2006). *Woven Wonder: the Tradition of Indian Textiles,* New Delhi, B.P.I. India.
7. Naik, S.D. (2010). *Traditional Embroideries of India,* New Delhi, Ashish Publishing House.
8. Ranjan & Ranjan , 2009, *Handmade in India A Geographic Encyclopedia of India Handicrafts,* Abbeville Press, Inc US 1st Edition
9. Rta Kapur Chishti & Rahul Jain , (2000), *Handcrafted Indian Textiles,* Roli Books, 1st edition
10. Crill, Rosemary , (1998) *Indian Ikat Textiles,* Weather Hill Publ.
11. Pepin Press, (1999), *Indian Textile Prints* with CD , PAP/Cdr edition.
12. Catherine Legrand , (2013), *Indigo-The color that changed the world* , Thames & Hudson 1st edition
13. Edwards Eiluned, (2011), *Textiles & Dress of Gujarat*- Grantha Corporation Publ.
14. Usha Srikant, (2005), *Ethnic Embroidery of India- 1& 2,* OM Books

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com www.premiervision.fr, www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India www.indiaheritage.org/creative/creative_textiles.htm www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles www.nopr.niscair.res.in/bitstream/123456789/10310.pdf

- Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK

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Third Year- Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 305	Pattern Making & Grading (Men's Wear)	1	-	4	5	**3**	3	30	20	50
	FD 315	Garment Construction for Men's Wear	-	-	6	6	**3**	5	50	-	50
	FD 325	Fashion Illustration & Presentation (Men's Wear)	1	-	4	5	**3**	3	50	-	50
	FD 335	Merchandising & Production Methods	2			2	**2**	**3**	30	20	50
	FD 345	Fashion Design Computer: Illustrator	-	-	6	6	**3**	2	50	-	50
	FD 355	Fashion Studies- III Part A (Men's Wear Project)	1		6	7	**4**	Jury	50*	-	50#
	FD 365	Fashion Studies- III Part B (Men's Wear Project)	1	-	6	7	**4**		50	-	50#
		Sub Total	**6**	**-**	**32**	**38**	**22**				

T-Theory
P- Practical

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

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Third Year SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	FD 306	**Electives B** [+]	1	-	2	3	**2**		50	-	50[#]
	FD 316	Pattern Development Software	-	-	4	4	**2**	3	50	-	50
	FD 326	Basics of Portfolio Development^	-	-	4	4	**2**	Viva	50	-	50
	FD 336	Kids Wear- Part A (Boys/Girls/Toddler Age 3-9)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
Spring	FD 346	Kids Wear- Part B (Boys/Girls/Toddler	1	-	6	7	**4**	Jury conducted of Semester	50*	-	50[#]
	FD 356	Evening Wear Part A (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
	FD 366	Evening Wear Part B (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
		Mody University Elective (select any One)[$]	3	-	-	3	**3**				
		Sub Total	**8**	**-**	**34**	**42**	**25**				

Electives B [+]

	Course Code	Course Title	L		T	P	Credits				
	FD 306-1	Costume Designing	1	0	2	3	2		Jury conducted at the end of Semester		
	FD 306-2	Fashion Styling	1	0	2	3	2				
	FD 306-3	Creative Textiles	1	0	2	3	2				
	FD 306-4	Fashion Critique	1	0	2	3	2				

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

5/^ Compulsory elective only for batch 2015-16. It will be eliminated later for other batches. +- Minimum enrolment 40%- This is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

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Third Year

Autumn Semester

L-T- P-C
1-0-4- 3

Title of Course: Pattern Making & Grading (Men's Wear)
Course Code: FD 305
Pre-requisite(s): Advance Pattern Making and Grading

Course Objectives:

The course is designed to inculcate the skills of making patterns for the men's wear which is expected to grow in Indian market in terms of exports and domestic market. Students would be encouraged to make their unique sketches and make the patterns for the same.
To familiarize the students with the concept of grading for fashion.

Course Content:

UNIT- I

- Making patterns of Basic shirt.
- Making patterns of slim fit and conversions to other variations

UNIT-II

- Collars- (shirt collar, stand collar, roll collar, notch collar), cuffs, plackets.
- Basic trouser and Jeans block and variation to baggy and cigarette pants.

UNIT-III

- Pattern Development of Basic Jacket with Lining
- Pattern Development of basic waist coat
- Conversions of coat to dinner jackets and Tuxedo

UNIT-IV

- Standardization of measurements: fundamentals of grading and grading terminology.
- Practice for shirt and trouser grading from size "S" to Size "XXL".

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Men's garment methods of drafting.
- Exhibit, adapt, utilize & investigate the requirements in understanding the design and present the details and accuracy with industry standards.

Evaluation Process:

- Course Work: 30%. It includes hard copy presentation of pattern developed and maintained in a file.
- Mid Term Examinations: 20%. It is practical examination.
- End Term Examination: 50% practical examination.

Text books:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010. Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, Pattern Making for Men's Wear: Classic to Contemporary, I. and Kim, M. 2014. New York, Fairchild Books.

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.
2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.
3. Price, J., Grading Techniques for Fashion Design, 1996. New York, Fairchild Books.

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Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

L-T- P-C
0-0-6- 3

Title of Course: Garment Construction for Men's Wear
Course Code: FD 315
Pre-requisite(s): Advance Garment Construction and Pattern Making

Course Objectives:

The course is designed to inculcate the skills of Men's Wear garment construction techniques, with focus on fit and details.

Course Content:

UNIT-I

- Stitching of Executive shirt with front one pocket on muslin, Lenin or cotton fabric.
- Stitching of Slim fit shirt block on muslin. Attachment of Collars, cuffs and plackets
- Stitching of Trouser with zip fly, cross and back pocket with technical details on belt attachment, loop attachments on twill, or Lenin fabrics.

UNIT-II

- Trouser conversion block to cigarette and baggy on muslin.
- Jacket block with lining attachment.
- Specification Sheet and Costing of each garment stitched.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of stitching requirements for men's clothing.
- Exhibit, adapt, utilize & investigate the process and quality requirement, and understanding of sewing machines types and designs detailing.

Evaluation Process:

- Course Work: 50%. Toile stitched garments presentations.
- End Term Examination: 50% Practical exam for stitched garment presentation and Viva.

Text Books:

1. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
2. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
3. Cabrera, R., Classic Tailoring Techniques: A Construction Guide for Men's Wear, 2009. New York, Fairchild Books.

References:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010, Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, I. and Kim, M., Pattern Making for Men's wears: Classic to Contemporary, 2014. New York, Fairchild Books.

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Third Year

Autumn Semester

Title of Course: Fashion Illustration & Presentation (Men's Wear) **L-T-P-C**

Course Code: FD 325 **1-0-4-3**

Pre-requisite(s): Fashion Illustration & Presentation

Course Objectives:

The course is a study of illustration of different garments for men. To sketch fashion figures using Photoshop and Adobe Illustrator. The students would be able to translate their designs using the software. Communicate visually and verbally the design development process, illustration and technical process.

Course Content:

UNIT-I

- Illustration of men's poses, 3/4th, front, back and half view.
- Illustration of men's features- Face, hair, garments hands and feet
- Illustration of men's, different poses, importance of the background.

UNIT-II

- Illustrating men's figures in different mediums.
- Live model drawing.
- Creating silhouettes; creating croqui; color and color adjustments; fabric rendering etc.

UNIT-III

- Flat sketches and Garment Details.
- Fabric rendering in different medium.

UNIT-IV

- Theme based illustration. Front and back illustration, five sheets for five themes, sportswear, leisure wear, formal wear, cocktail and tradition wear.
- Compositions

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Anatomy of male and its illustrations.
- Exhibit, adapt, utilize & investigate the skills to present accuracy in rendering and illustrations.

Evaluation Process:

- Course Work: 50% it is hard copy presentation of prescribed topics.
- Mid Term Examinations: NIL
- End Term Examination: 50% Practical exam

Text Books:

1. Wayne, C., Essential Fashion Illustration – Men, 2009. U.K., Rockport Publishers.
2. Mitchell, J., Men's Fashion Illustration from the Turn of the Century, 1990. New York, Dover Publications.
3. Drudi, E., Figure Drawing for Men's Fashion, 2011, Amsterdam, Pepin Press.

References:

1. Allen, A. and Seaman, J., Fashion Illustration: Basic Techniques, 2003. Oxford, Batsford.
2. Ireland, P.J., Fashion Design Illustration: Men, 1996. Oxford, Batsford.
3. Ireland, P.J., Fashion Design: Drawing and Presentation, 1998. Oxford, Batsford.

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Third Year

L T P C

Title of Course: Merchandising and production methods **2-0-2-3**

Course code: FD 335

Pre-requisite(s): Not Applicable

Course Objectives:

- Understand, define and apply basic concepts of apparel manufacturing and merchandising as its component.
- Understanding basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.
- Understand role of merchandising in retail and export formats and co-ordination with other departments and vendors.
- Develop in-depth understanding of production (computerized methods and mass production techniques and their significance).
- Create awareness in respect of marketing through brand creation and promotion.

Course Description:

UNIT-I

- Definition of merchandising, types of merchandising, difference between apparel, fashion, visual and retail merchandising.
- Role and function of Apparel merchandiser, communication channel and documentation procedures.
- Basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.

UNIT-II

- Overview of apparel manufacturing Industry
- Set up in export houses with respect to raw material storage, spreading, cutting, sewing and involvement of merchandising activities.
- Understanding the process of sampling and scheduling-their types, approvals of design and samples for product development, CPM and TNA preparation.

UNIT-III

- Understanding the process of costing, aims of costing, difference between estimating and costing, elements of cost, Material cost component, fabric consumption calculation and its application.
- Bill of Material, sourcing, Material evaluation, vendor evaluation, purchase order and material planning.

UNIT-IV

- Different types of retail and export formats involved in selling of product.
- Export documentation-Export procedures-FOB, CIF and C&F, Certificate of Origin, Letter of Credit, Bill of Lading.
- Basics of production planning, its importance and execution.

Learning Outcomes:

- Demonstrate a comprehension of garment production and export with respect to manufacturing techniques and inter-departmental working.
- Learning importance of different stages of sampling and effect of scheduling on market influx.
- Understand sourcing strategies appropriate to various models of fashion business practice.
- Able to analyze customer focused range plans in relation to profit, cost, selling price, product design, garment life cycle and the selling environment.

Textbooks:

1. Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
2. Anne Marie Fiore. , Understanding Aesthetics for the Merchandising & Design Professional. . UK June 2010/US April 2010. Fairchild Books
3. Grace I Kunz, Merchandising: Theory, Principles & Practice. UK October 2009/ US August 2009. Fairchild Books

References:

1. Jeremy A. Rosenau & David. L. Wilson. Apparel Merchandising- the Line starts here. UK April 2014. Fairchild Books
2. John Donnellan. Merchandise Buying & Management. UK November 2013. Fairchild Books
3. Rosalie J Regni & Jimmie G Anderson. Entrepreneurship in Action- A retail store in simulation. UK

Evaluation:

- Course Work: 30% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 20% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage with document.

Other Study Material:

1. Websites:http://www.britannica.com/EBchecked/topic/1706624/fashion-industry/296477/Fashion-retailing-marketing-and-merchandising, http://retailminded.com/3-retail-merchandising-tips-never-to-ignore/ http://www.retailstorewindows.com/2011/01/10-commandments-of-visual-merchandising.html
2. Handouts: As indicated by course instructor
3. Magazines: GURL the mag, DKNY, VM, Vogue, WSJ, Apparel, Apparel online, Elle, New York, Retailer, Essence, Retail Minded, Style.com, Accessories.
4. Case Studies for Merchandising & Retailing: http://www.smartinsights.com/social-media-marketing/google-plus-marketing/case-study-using-google-for-fashion-retail-marketing/, http://www.ijeeee.org/Papers/031-Z0014.pdfhttp://www.fineimpressions.com/custserv_content.jsp?pageName=caseStudies

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Autumn Semester

Title of Course: Fashion Design Computer: Illustrator **L-T-P-C**

Course Code: FD 345 **0-0-6-3**

Pre-requisite(s): Fashion Design Computer (Photoshop)

Course Objectives:

- To develop advanced skills in Adobe Illustrator, Fashion Graphics, Motif and layouts for vector based fashion presentation.
- To develop advanced skills in vector based digital drawing and rendering tools/ techniques.
- To develop Individual/ Unique style of Visual Communication.
- To introduce the basic specs sheet techniques with all technical details
- To develop advance skills in vector base software's Adobe Illustrator and Photoshop for Vector Based Flat sketch & Specs sheets.
- To explore advance digital drawing and rendering tools/ techniques to create professional digital flats sketches and specs.

Course Description:

- Learning advanced level Adobe Illustrator and its tools techniques.
- Developing skills in Adobe Illustrator, Fashion Graphics, Motif Creation and layouts for vector based fashion presentation.
- Exploring advanced digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Learning Individual/ Unique style of Visual Communication.
- Developing Digital Flat sketches and Specs sheets rendering and graphic techniques using Adobe Illustrator CC and Adobe Photoshop CC.
- Developing individual style of Visual presentation and creating high impact imagery for Flat Sketches and Specs sheets using custom tools settings.
- Creating Flat sketches and specs based on specific themes and introduction to techniques of flats sketches and specs sheets.
- Developing advance visual composition and presentation using digital tools and techniques.
- Creating a high quality flats sketches with textile prints and surfaces, using mix media techniques.

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software in relation to Visual Communication.
- Reflect a unique style of visual communication through a series of fashion Illustrations
- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software's.
- Reflect a unique style of visual communication through a series of artworks

Textbooks:

1. Fashion Designer's Handbook for Adobe Illustrator by Centres, M
2. Fashion Illustration Flat Drawing by Maite Lafuente
3. Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.

2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.

3.Price, J., Grading Techniques for Fashion Design,1996. New York. Fairchild Books.

Evaluation Process:

- Course Works: 50**% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- http://veerle-v2.duoh.com/blog/comments/the_new_adobe_icons_and_branding
- http://adobeforfashion.com/illustrator-tutorials/
- https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion-Design-Drawing-Flats/115431-2.html
- http://theswatchbook.offsetwarehouse.com/2015/02/16/what-do-fashion-designers-use-adobe-illustrator-for/
- https://design.tutsplus.com/tutorials/how-to-create-a-colorful-fashion-illustration-in-adobe-illustrator-part-1--vector-15559

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Third Year

Autumn Semester

Title of Course – Fashion Studies III Part A (Men's Wear Project) **L-T-P-C**
Course code: FD 355 **2-0-6-0**
Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Menswear Range.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Men's wear for Spring-Summer 2018. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion-combinations, linings, stiffening fabrics etc.

Evaluation Process: (Design & Design Studio)

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

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Third Year

Autumn Semester

Title of Course – Fashion Studies III Part B **L-T-P-C**

(Men's Wear Project) **2-0-6-0**

Course code: FD 365

Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I Design:

- Brainstorming with the segment category Men's wear
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Men's wear ensembles, details trims and finishes, Client research.
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development
- Derivations, Scrap book, Doodles.
- Fabric sourcing and surface development for Men's wear.
- Selection of the Range and Ensemble to be stitched.
- Specification Sheets, Cost Sheet, Technical Sheets.
- Full design process documented

UNIT-II Design Studio:

- Illustration with Front & Back selected
- Specification Sheet
- Material & Cost sheet
- Pattern making & draping for Men's Wear.
  Selection of seam and seam finishes, sheet showing all technical details appropriate to Men's wear details, trims, fasteners and construction technique (stitch length, SPS)
- Design Realization of one chosen ensemble from a range of five.

Evaluation Process:

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

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Third Year

Title of Course: Electives B* (Costume Designing) **L-T-P-C**
Course code: FD 306-1 **2-0-2-3**
Pre-requisite(s)-Fashion Studies III

Course Objectives

- To know the history of Indian costume and its clothing.
- To learn about different eras of India
- Understand about different states and their traditional outfits.

Course Description:

Development and understanding drafting of costumes from

1 Indus valley civilization
2 Mauryan and Sunga dynasty.
3 Satvahana period
4 Kushan period
5 Gupta period
6 Mughal era/ Medieval period
7 State costumes- Traditional and modern

Learning Outcomes:

- To learn and understand the origin of clothing.
- Costumes and accessories of different periods
- Traditional costume and contemporary

Evaluation Process:

End Term Jury and Display

Textbooks:

1. Roshan Alkazi., Ancient Indian Costume. 2014., National Book Trust India.

References:

1 Vandana Bhandari, “Costume, Textiles and Jewellery of India – Traditions in Rajasthan”, New Delhi, 2004.Prakash Books.
2 Anamika Pathak, Indian Costumes, 2008, New Delhi, Roli Books.
3 Ritu Kumar, Costumes and Textiles of Royal India, 2006, U.K., Antiqe.

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Third Year

Title of Course: Fashion Styling L-T-P-C
Course code: FD 306-2 **2-0-2-3**
Pre-requisite(s) - Fashion Trend and Forecasting

Course Objectives:

Acquire an understanding of the concepts that go into creating a comprehensive look for either 2D or 3D media. Understand techniques, processes and contexts in creating an image for clients according to the given brief. The module in Fashion Styling mainly deals with the basic concepts of wardrobe styling, fashion styling and image consulting.

Course Content:

- Terminology and Job definitions.
- Fashion Looks.
- Components of fashion.
- Figure types and visual corrections.
- Accessories, hair and makeup.
- Backdrops and props.
- Basics of branding.
- Analyzing client requirements.
- Creating looks for various occasions.
- Creating looks for 2D (print media).
- Creating looks for 3D (TV, music videos etc.)

Learning Outcomes:

- To learn the techniques for fashion presentations and creative ways as required for shoots.
- To get hands on the ability to produce and think creatively for number of ways for personality presentations.

Evaluation Process: End Term Jury and Presentation

Textbooks:

1. Widows, l. and Mc Guinness, J. Image Makers- Styling, Hair and Make-up, 1997. Oxford, Batsford.
2. Piras, C. and Roetzel, B. Ladies: A Guide to Fashion and Style, 2002. Germany, DuMont.
3. Arnold, R. Fashion, desire and Anxiety- Image and Morality in the Twentieth Century, 2001. New Jersey, Rutgers University Press.

References:

1. Larg, A. Fashion Shots, 1998. U.K., Rotovision.
2. Chace, R. Complete Book of Oscar Fashion, 2003. Auckland, Reed Publishers.
3. Tolkein, T. Dressing up Vintage, 2000. New York, Rizzoli International Publishers.

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Third Year

Title of Course: (Electives B+) Creative Textiles **L-T-P-C**
Course code: FD 306-3 **2-0-2-3**
Pre-requisite(s): Fashion Fabric and Trim Study

Course Objective's:

- To develop and enhance the approach towards holistic design process.
- Development in the area of surface ornamentation and needle work.
- To explore innovative techniques and finishes applied on fabrics for an end use.

Course Description:

- Surface ornamentation.
- Styles and methods of ornamentation.
- Technologies, materials and techniques of ornamentation..
- Idea generation, visual and material exploration.
- Experimentation through workshop methods.
- Design development and application of color.
- Repeats, patterns and compositions in design.
- Texturing of fabric with color application and stitching techniques.
- Visual and verbal presentation of design inspiration, process and outcome.

Evaluation Process:

End term jury and display

Learning Outcomes:

- Understanding the use of different techniques to construct aesthetically appealing compositions.
- Methods of ornamentation.
- Texturing of fabric with color application and stitching techniques.

Textbooks:

1. Shrikant Usha, Ethnic Embroidery of India, Volume I, 2005, Mumbai, Usha Shrikant.
2. Irwin Kimberly A, Surface Design for Fabric, 2015, New York, Fairchild.
3. Stalp, Marybeth C., Quilting, The Fabric of Everyday Life, 2007, Oxford, Berg.

References:

1. Buhler Alfred, Indian Tie Dyed Fabrics, Vol IV, 1980, Ahmedabad, Calico Museum.
2. Kristen Dibbs, Machine Embroidery, 2001, Australia, Sally Milner.

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Third Year

L-T-P-C
2-0-2-3

Title of Course: (Elective B [+]) Fashion Critique
Course code: FD 306-4
Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios and understanding the process of critiquing fashion, it's concept and definition
- Critically analyze how mass communication is used to promote fashion by means of advertisement, promotions, films, video's, print etc.
- Create awareness in respect of design inspiration in terms of history, politics, art or decade and correlate with fashion such that professionals can be created who can effectively communicate, analyze and observe the fashion trends keenly with details.

Course Description:

- Inputs in introduction and history of fundamentals of media and communication through different tools of criticism**.**
- Informed, responsible fashion promotion, fashion writing and report making, observation by content of fashion magazines, print, text and alternative power of blogs with function of images and photography by using fashion terminology, fashion studies and design aesthetics**.**
  .
- Analysis of Designer with respect to Histiographical and stylistic reading: Biography, style and the role of the designer in 20th century fashion and analysis of design collection with respect to Avant garde and Radical fashion.
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry and work with public opinion, research data on industry derived projects & cases, plan.
- Talking about the way people dress: the trend indicators as fashion icons like the cuts, the colors, the dimensions, the shape, the placement by use of communication plans, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media.

- Locate, understand and critically evaluate information related to fashion from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. Learn the skills of being a critical blogger and moving beyond PR release.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.
- Enable acquiring of the methods and proper vocabulary to become active critics. Apply their learning through analytical and writing and presentation skills.
- Assess and make value judgments about changeable field of fashion with help of adaptation and utilization of fashion communication.

Textbooks:

1. Fashion theory. , The Journal of Dress Body & Culture. . Volume 18 Issue 4- UK September 2014. Bloomsbury Academic.
2. Vikki Bell. , Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory. . UK March 2007/US March 2007. Berg Publishers
3. Polly Guern. Creative Fashion Presentations 2nd Edition. UK October 2004/US August 2004. Fairchild Books

References:

1. Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
2. Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
3. Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

Evaluation Process:

- Course Work: 50% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation)

Other Study Material:

- Websites Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- http://www.whowhatwear.com/inside-the-fascinating-life-of-a-fashion-critic-yaeger-wilson-givhan-jacobs-hyland-friedman
- Handouts: As indicated by course instructor
- Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

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Third Year

Title of Course: Pattern Developing Software **L-T-P-C**
Course Code: FD 316 **0-0-4-2**
Pre-requisite(s): Pattern Making and grading technique

Course Objectives:

- To introduce the basic tools for pattern develop on software
- To understand the operation of tools for measurement feeding.
- To explore advance digital techniques for the marker layout planner.
- To understand the benefits of software over manual working process.

Learning Outcomes:

- Demonstrate advance proficiency in digital pattern development
- Apply learning through effective application of software's.
- Reflect a sense of speedy marker plan development.

Course Description

- Basic understanding of Pattern Developer software
- Basics of tools and Measurement tools
- Learning on Feeding system
- Process of pattern development
- Contouring and balance lines creations
- Layout plan development
- Fabric consumption calculation
- Grading methods, feeding and development
- Plotter planning and commands

Textbooks:

- Helen Joseph Armstrong. Pattern Making for Fashion Designers. 5th Edition 2014.Pearson Education Publication.
- Winifred Aldrich., Metric pattern cutting for women wear. 2014Wiley Blackwell publisher.
- Natalie Bray. , More Dress Pattern Designing. October 2009Wiley Blackwell publisher

Evaluation Process:

- Course Works: 50% weightage: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 50% weightage: Practical exam and viva

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Third Year

Title of Course – Basics of Portfolio Development
L-T-P-C Course code: FD 326 **0-0-4-2**

Pre-requisite(s) - Foundation courses, Illustration, Pattern making and garment construction, fabric trim study and styling, textile and art study

Course Objectives:

This course is devoted at developing a design portfolio for men's wear/women's wear/ Kids' wear. The design portfolio is an expression of a fashion designer involving his creativity, design ability, illustration and presentation skills.

Course Content:

Research and theme based contextual project, design development, tech pack, flat sketch etc. complied into a professional portfolio.

Learning Outcomes:

- To enable them to develop skills for professional presentation
- To enable them to understand the importance of time management, core skills and soft skills

Evaluation Process:

- Class Work- 50% Hard and soft copy portfolio compilation
- ETE – 50% Hard and soft copy portfolio compilation

Textbooks:

- Drudi, E. Figure Drawing for Fashion Design,. (2011). Amsterdam, Pepin Press.
- Bruke, S. Fashion Artist: Drawing Techniques to Portfolio Presentation, (2006). U.K., Burke Publishing.
- Riegelman, N. 9 Heads: A Guide to Drawing Fashion, (2006) London, Thames and Hudson.

References:

- Riegelman, N. Colors for Modern Fashion: Drawing Fashion with Colored Markers,2006. London, Thames and Hudson.
- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers, 1998. New York, Fairchild Books.

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Third Year

Title of Course: Kids Wear –Part A (Age 3-9) **L-T-P-C**
Course code: FD 336 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Process of fashion forecasting; sources of fashion forecasting.
- Long term and short term forecasting
- Soft line and Hard line goods
- Study of forecast for seasons. Forecasting agencies.

UNIT-II

- Understanding of kid's figure of different age groups and renders them.
- To develop an understanding of the fashion design process along with kids wear segments.
- Developing a design brief for a market.
- Developing a range for kids of different age groups.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Class Work- 50% Class work progression and feedback Internal Jury
ETE – 50% Final submission and Viva. Final Jury

Textbooks:

- Winfred, A Metric Pattern Cutting for children's wear
- Richardson. Designing and pattern making for stretch fabrics
- Children's costume by Peacock, John

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books**.**

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Third Year

Title of Course: Kids Wear Part B (Age 3-9) **L-T-P-C**
Course code: FD 346 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Consumer research.
- Information analysis and translation; direction of fashion change; demographics and fashion forecasting.
- Cultural indicators: color forecast, textile forecast, silhouette forecast including WSGN software.
- Collection of Pins for study of colour, pattern, texture and trend forecast.

Market survey and report preparation

UNIT-II

- To understand the fabrics suitable for kids, the prints, color combinations, texture and feel of the fabric.
- Using appropriate fasteners for kids wear and its understanding
- Presentation in the research document of the forecast, brand and market study.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Design and Design Studio

Class Work- 50% Class work progression and feedback Internal Jury

ETE – 50% Final submission and Viva. Final Jury

Textbooks:

1 Winfred A, Metric Pattern Cutting for children's wear and baby wear, 2011, New Delhi, Wiley.

2 Richardson, designing and pattern making for stretch fabrics, 2008, New York, Fairchild.

3 Peacock John, Children's costume- The complete historical source book, 2009, London, Thames and Hudson.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

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Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Evening Wear –Part A (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 356 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description: Design and Design Studio

- Illustrating and designing for a Market.
- Fashion Trend and Forecasting.
- Fashion Resources.
- Specific Market research.
- Advanced draping- cowls, roaching, fluting
- Explorations like halter, one off shoulder, corsetry, boning etc.
- Client research and visual research.

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

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Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Evening Wear –Part B (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 366 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description:

- Preparation of Boards for client requirement
- Explorations for design elements and finalization for collection
- Selection and finalization of swatches
- Preparation of tech packs and pattern developments
- Prototype development
- Stitching of garments
- Product shoots
- Promotional plans

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

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Academic Curriculum (2015-16 Onwards)

Fourth Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 407	Final Design Project (Collection of 5 Ensembles by each student in any one of three Apparel Categories: • Men's Wear • Women's Wear • Kid's Wear It could even be combination of Men's & Women's Wear or Women's & Kid's Wear) To be complete in Industry		5	30	35	**20**	Jury at the end of Semester with all documents & Power-Point Presentation (Internal Jury members) For Awards (Two External Jury Members)	30	-	70
		Sub Total		**5**	**30**	**35**	**20**				

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Fourth Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Spring Semester	FD 408	Internship # Feb-May (16 Weeks)	-	-	-	Approx. 36	**20**	Viva (With Report & Power-Point Presentation)	00	-	600

*- Minimum enrolment 40%- this is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

 # Internship: Students will join internship immediately after closing of Autumn Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Spring Semester (Fourth Year).

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Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Final Design Project
Course Code: FD 407
Pre-requisite(s):

Course Objectives: The subject is focused to develop the design thinking, research, ideation, and concept development through hands on experience from various phases of research to actual garment development**.**

Course Content: Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

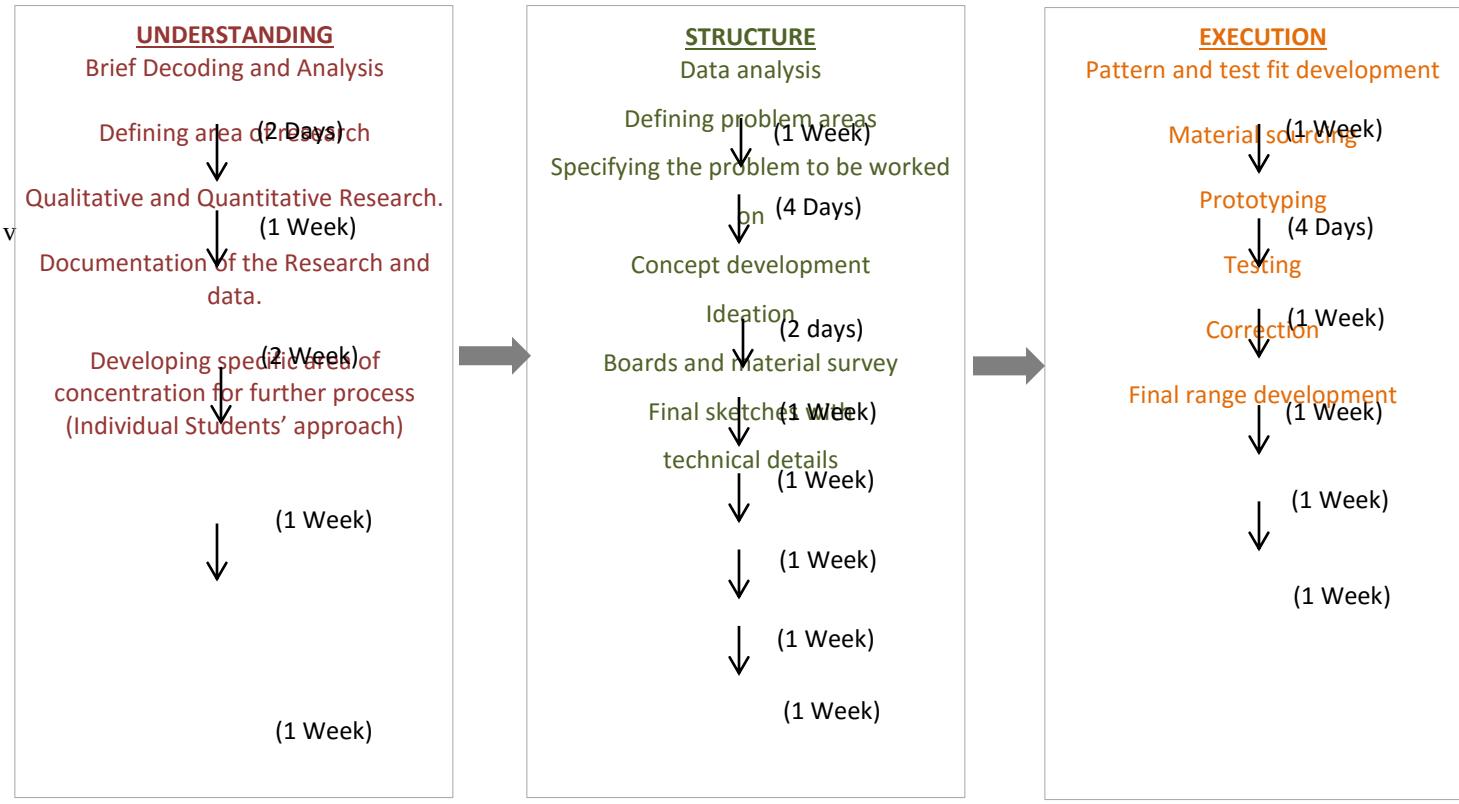
UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Range in specified category.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Range for specified category. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion- combinations, linings, stiffening fabrics etc.

The Process flow for the Final Design Project (FOR 18 WEEKS)



Evaluation Process: (Design & Design Studio)

• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

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Academic Curriculum (2015-16 Onwards)

Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Major Internship
Course Code: FD 408
Pre-requisite(s):

Course Objectives: The semester indulge the students to understand their roles and responsibilities in actual field (Industry).

Course Content/Process:

STEP I- Negotiation with the Industry for area of work

(In the guidance of CDC And should initiate in the semester break)

- Students has to define their area of work/Interest.
- Students are supposed to negotiate with the industry people for their project and interest areas.
- Students are supposed to join industry keeping in mind the duration of project should be minimum 4 months.

STEP-II -Working in the industry

- The details of industry have to submitted with the college.
- Industry mentor and college mentor should be specified by the students.
- Both mentors should be introduced to each other by the student.
- The status of the project should be regularly discussed with the mentor at the minimum interval of 15 days.

STEP-III- Documentation and Presentation

- Proper documentation of the entire process should be done with the guidance of the mentors.

Evaluation Process: (Design & Design Studio)
• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

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Second Year

AUTUMN SEMESTER

Semester III	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	FM 203	Fashion Design Process	1	-	4	5	**3**	3	30*	20@	50#
	FM 213	Pattern Making & Draping	1	-	4	5	**3**	3	50	-	50
	FM 223	Garment Construction	-	-	6	6	**3**	4	50	-	50
	FM 233	Introduction to Computerized Fashion Design	1	-	4	3	**3**	4	50	-	50
	FM 243	History of Indian Costumes	2	-	2	4	**3**	3	25	25	50
	FM 253	Fashion Studies	2	-	2	4	**3**	3	30	20	50
	FM 263	Study of Fashion products	2	-	4	6	**4**	2	50	-	50
		Mody University Elective **(select any One)**$^{\$}$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

As decided by Academic Council from time to time

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

Practice hours required per week (Autumn Semester)

- Fashion Design Process: **2 Hrs.**
- Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2**

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Academic Curriculum (2015-16 Onwards) **Second Year** **SPRING SEMESTER**

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 204	Fabrics & Trims Study	2	-	2	4	**3**	4	25	25	50
	FM 214	Buyers and Organizations	3	2	-	5	**4**	3	25	25	50
	FM 224	Product Development Process	3	2	-	5	**4**	3	25	25	50
	FM 234	Basics of Merchandising	3	2	-	5	**4**	3	25	25	50
	FM 244	Fashion Movement	3	2	-	5	**4**	3	25	25	50
	FM 254	Fashion Trend & Forecasting	2	-	2	4	**3**	Viva	50	-	50
		Mody University Elective **(select any One)**[$]	3	-	-	3	**3**				
		Sub Total	**19**	**8**	**4**	**31**	**25**				

As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Fabrics & Trims Study: **2 Hrs.**
- Buyers & Organizations: **2 Hrs.**
- Product Development Process: **2 Hrs.**
- Fashion Movements: **2 Hrs.**
- Fashion Trend & Forecasting: **2 Hrs**

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Second Year

L-T-P-C

Title of Course: Fashion Design Process **1-0-4-3**

Course code: FM 203

Pre-requisite(s): Introduction to fashion Industry and Design concepts

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future.
- Understanding that managing fashion business (technical, aesthetic & industrial) is being aware of consumer demands and catering to it.
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking.
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach.
- Customer-focused ethos/customer centric product design process
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client)
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch
- Design Process & new technologies
- Research & Analysis- study trends, market, consumer brands.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. Changing Fashion- A Critical Introduction to Trend Analysis & Meaning. Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. Designers Guide to Fashion Apparel. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. Fashion & the Consumer. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. Fashion Entrepreneurship- Retail Business Planning. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. The Dynamics of Fashion. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. Beyond Design: The Synergy of Apparel product development. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. Beyond Design: The Synergy of Apparel product development. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.The Why of the Buy- Consumer Behavior & Fashion Marketing. Fairchild Books.

9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend Forecasting to Shop Floor. Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.Understanding Aesthetics for the Merchandising & Design Professional. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. Ethics in Fashion Industry. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. Social Responsibility in the Global Apparel Industry. Fairchild Books.

Evaluation Process:

- Course Work: 30% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- Mid Term Examination: 20 % . Viva for the products and work in progress
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites: https://fuel4fashion.wordpress.com/2013/10/11/the-fashion-design-process/
   http://process.arts.ac.uk/sites/default/files/pecha-kucha__milan_dieffenbacherfinal.pdf
   http://www.businessoffashion.com/articles/basics/the-basics-part-5-design-and-development
2. Handouts: As indicated by the course instructor.
3. Magazines: Fashion, MRM, Vogue, Inside, Elle, Surface, W, Hoop, Fashion Affair, Ignite, Essence, Beautiful, Porter

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Second Year

Title of Course: Basics of Pattern Making & Draping **L-T-P-C 1-0-4-3**

Course code: FM 213

Pre-requisite(s): NIL

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets.
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve.
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc.
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke.
- Closures- Zip, Buttons, Hooks &drawstring.
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. How to draft basic patterns. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. Fabulous fit 2nd edition. Fairchild Books
3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. Basic Pattern Skills for Fashion Design. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. Principles of Flat Pattern Design 4th edition. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. Draping Basics, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. The Art of Fashion Draping 3rd Edition. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. Integrating Draping, Drafting & Drawing. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. The Art of Fashion Draping. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. Draping for Apparel Design. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. Draping for Fashion Design. Pearson Education
11. Carolyn Kiisel. October 2013. Draping: The Complete Course. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... Couture unfolded: Innovative pleats, folds & draping in Fashion Design. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of patterns & drapes for garment/ product development. Hard copy compiled in file.
- End Term Examination: 50% weightage. Viva with all Products developed. Hard copy compiled in file

Other Study Material:

1) Websiteshttps://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

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Second Year

Title of Course: Garment Construction **L-T-P-C 0-0-6-3**

Course code: FM 223

Pre-requisite(s): NIL

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches)
- Garment construction methods and techniques:
- Seams and Seam Finishes, Edge Finishes, Hem Finishes.
- Circular lines and Angular lines in corner finishes.
- Plackets, Pockets, Cuffs, Collar.
- Waist Finishes, Darts, Pleats, Tucks and Gathers.
- Fasteners.
- Assembling a skirt and bodice with sleeve attachment.

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. Industry Clothing Construction Methods. Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. Tailoring Technique's for Fashion. Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. The Art of Couture Sewing. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. Basic Fashion Design 03-Construction. Ava Publishing
- Pamella Powell. UK September 2010/US July2010. Tailored Fashion Design. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. Fashion Sewing- Introductory Technique's. Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. Apparel Quality- A Guide to Evaluating Sewn Products. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. Classic Tailoring Technique's- A Construction Guide for Women's Wear. Fairchild Books
- Raul Jewel. Publishing year unknown. Encyclopedia of Dress Making. Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of construction works for the Product development.
- End Term Examination: 50% weightage. Viva with all Products developed.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
- Handouts: As indicated by course instructor.
- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Title of Course: Introduction to Computerized Fashion Design **L-T-P-C**
Course Code: FM 233 **1-0-4-3**
Pre-requisite(s): Computer Application I and II

Course Objectives:

- Introduction to advanced use of software's in fashion design.
- To Develop advanced skills applicable in computer graphics in relation to fashion design and business.
- To Explore advanced tools and their application for Visual Communication in fashion business.

Course Description:

- Engage with using vector based software's such as Adobe illustrator CC for Vector Based Illustration in relation to display & Planning.
- Developing skills to create professional digital drawings for Visual Communication in design.
- Exploring various plan and display types and rendering through proper tools and techniques.

Learning Outcomes:

- Demonstrate advanced proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software skills and presentations of the same in rendering of various plan and display types.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Fashion Designer's Handbook for Adobe Illustrator by Centres, M
- Fashion Illustration Flat Drawing by Maite Lafuente
- Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin
- Pattern Background material
- Fashion Pattern

Evaluation Process:

- Course Works: 5**0% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://www.guidebookgallery.org/splashes/illustrator
- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- uoh.com/blog/comments/the_new_adobe_icons_and_branding
  http://adobeforfashion.com/illustrator-tutorials/https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion
- Design-Drawing-Flats/115431-2.html

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Academic Curriculum (2015-16 Onwards)

Second Year

L T P C

Title of Course: History of Indian Costumes **2 0 2 3**

Course code: FM 243

Pre-requisite(s): Fashion Design Process

Course Objectives:

- Overview of history of costume & fashion in India from ancient times to modern
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern
- How clothing is used as a universal means of symbolizing roles and social positions.
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period.
- Gain greater perspective on the overall historical, social, economical and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize & investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Karl Aspelund. UK July 2009/US My 2009. Fashioning Society- Hundred years of Haute Couture. Fairchild Books
2. Bonnie English. UK July 2007/ US July 2007. A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk. Berg Publishers
3. Lee Bender. UK February 2009/ US February 2009. Bustop & the Influence of the 70's on Fashion Today. Berg Publishers
4. Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus UK October 2011. Berg Publishers
5. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. Survey of Historic Costume. Fairchild Books
6. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. Fashioning Bollywood- The Making & Meaning of Hindi Film Costume. Bloomsbury Academic.
7. Joanne B Eicher & Sandra Lee Evenson. UK October 2014/US August 2014. The Visible Self- Global Perspectives on Dress, Culture & Society. Fairchild Books.
8. Elaine Stone. UK September 2011/US July 2011. In Fashion. Fairchild Books.
9. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. The World of Fashion. Fairchild Books
10. Jay Diamond & Ellen Diamond. UK January 2008/US November 2007. The World of Fashion. Fairchild Books
11. Ira Neimar. UK December 2011/US October 2011. The Rise of Fashion & Lessons learned at Bergdorf Goodman. Fairchild Books.
12. Mica Nava. UK September 2007/US September 2007. Visceral Cosmopolitanism Gender, Culture & the Normalization of Difference. Berg Publisher.

13. Geraldine Howell. UK December 2012/US December 2012. Wartime Fashion- From Haute Couture to Home Made 1939-1945. Berg Publishers.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.

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Second Year

Title of Course: Fashion Studies **L-T-P-C**
Course code: FM 253 2-0-2-3
Pre-requisite(s): Design Concepts and drawing and colour study

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design, their articulation
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop a sense of composition.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dimensions.
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry. Fashion trends and forecasting. WGSN

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Evaluation Process:
Weightage – 30% for Class Work. Assessment will be on hard copy
MTE 20%. Written practical examination
ETE 50%. Practical written examination

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. The Design Process. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. Structure & Form in Design. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. Designing- An Introduction. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. Beautiful Thing- An Introduction to Design. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. Basic Fashion Design 05-Fashion Drawing. Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. Creative Fashion Illustration-How to develop your own Style. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. Key Concepts for the Fashion Industry. Bloomsbury Academic.

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Second Year

L T P C

Title of Course: Study of Fashion Products **2 0 4 4**

Course code: FM 263

Pre-requisite(s): Survey of Apparel Designs

Course Objectives:

- Understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers
- Understanding relationship between textile design and selection and fashion business.
- Understand outside influences on fabric and design choice such as availability, cost and environmental concerns.

Course Description:

- Evolution and identification of different fabric prints and designs with consideration to the present global production perspective.
- Overview of production lifecycle on basis of fabric, surface ornamentation and construction methods and its impact on sourcing before the product becomes available in market.
- Conceptualizing collection with analysis of how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation.
- Sourcing fabric and accessories with view of profit maximization in export and designer based orientation with understanding of management of soft goods related to inventory and logistics from factory to stores.
- Strategizing the business plan and using related software programs for planning, forecasting, replenishment, and consumer response exemplifying by Case studies of sourcing and supply chain management policies of major apparel producers and retailers.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.
- Able to conceptualize, source and select fabric for development of line/collection and choosing the target market.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. Sustainable Fashion Supply Chain Management: From Sourcing to Retailing. Springer Edition
2. Jung. E. Brookshire. February 2014. Global Sourcing in the Textile & Apparel Industry (Fashion Series). Prentice Hall
3. Naomi Thompson. June 2012. Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks. Pavilion.
4. Fashion Dex Incorporation. March 2015. Apparel Production Source Book 2015- Solving your domestic production sourcing needs. Fashion Inc.
5. Pamela Ravasio. February 2011. Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. A Guide to Business/Principles & Practices Watson Guptill Revised edition, edition
7. Marlon Zama, Brian Webber, Charles Dagher. November 2004. Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries. Publisher not known
8. Erin Cadigan Sourcing and selecting textiles for Fashion Bloomsbury
9. Doris H Kincade & Fay Y Gibson. Feb 2009. Merchandising of fashion products Study guide for Merchandising of Fashion. Prentice Hall

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Via with all Products developed with Portfolio and Power Point Presentation.

Other Study Material:

- Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
- Handouts: As indicated by course instructor.
- Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
- Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
- Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
- Case Studies: http://www.gep.com/knowledgebank/case-studies

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Spring Semester Second Year

Title of Course – Fashion Fabric and Trim Study **L-T-P-C**
Course code: FM 204 **2-0-2-3**
Pre-requisite(s)-Fibers, Fabrics and Finishes

Course Objectives:

- To understand the hand, feel, structure-woven and knits –it's properties and usage of different fabrics in Fashion.
- Making a swatch collection of types of fabrics.
- To source the right trim for the right fabrics from the market.

Course Description:

1. Understanding of fabrics woven and knits- from their structure, Fluidity, Ornamentation, Expansion, Compression.
2. Fabric terminology and end uses
3. Surface ornamentation techniques and Swatch collection with necessary information like name, weave, classification, properties, count, etc.
4. Indian traditional dyeing and embroidery techniques as overview and its concept
5. Selection of trims, fasteners like buttons, shank buttons, wooden buttons etc. as per weight and type of fabric.
6. Samples done with basic natural and manmade fibers.
7. Overall understanding of use of fabrics in Fashion- combination, linings, stiffening fabrics etc.

Learning Outcomes:

- To understand the hand feel, structure, properties and usage of different fabrics in Fashion.
- To understand different techniques of doing different dyeing and embroidery techniques.
- To survey the market for different types of trims.
- To source the right trim for the right fabrics.

Evaluation Process:
25 % CW, 25% MTE and 50% ETE (Submission and Viva)

References

1. Humphries, M. (2008). *Fabric Reference,* New Jersey, Prentice Hall Publisher.
2. Marypaul, Y. (1995). *Textiles: A Handbook for designers,* New York, W.W. Norton and Co.
3. Mc Carty, C. and Mc Quaid, M. (2002). *Structure and Surface,* New York, The Museum of Modern Art.
4. Pizzuto, J.J., et al. (2009). *Fabric Science,* New York, Fairchild Books.
5. Martin, C. and Main, A. (2005). *Surface Texture Book,* London, Thames and Hudson.
6. Hall, A.J. (1975). *Standard Handbook of Textiles,* U.K., Butterworth- Heinemann Ltd.
7. Moss, S. (2001). *Costume and Chemistry- A Comprehensive Guide to Material and Apparel,* Oxford, Batsford.

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Spring Semester Second Year

Title of Course: Buyer's & Organizations **L-T-P-C**
Course code: FM 214 **3 2 4**
Pre-requisite(s): Understanding Buyers Style

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying.
- Activities, process and people involved from the perspective of the fashion buyer.
- Brand Personality, life cycle costs, organizational buying behavior, Customer Relationship Management, value analysis, customer interaction approach.
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a merchandise plan, mathematical formula, buying strategy, developing sales forecast
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.
- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

- Helen Goworek. 2001. Fashion Buying. Blackwell Science
- Richard Clodfelter. UK October 2002/US August 2002. Making Buying decisions 2nd edition- using the computer as a tool. Fairchild Books
- Richard Clodfelter. UK September 2008/US July 2008. Making Buying decisions 3rdedition- using the computer as a tool. Fairchild Books
- Bette K Tepper. UK November 2001/US September 2001. Mathematics for retail buying 5th edition. Fairchild Books
- John Donellan. UK February 2002/US December 2001. Merchandising Buying and Management. 2nd edition. Fairchild Books.
- Linda Cushman. UK October 2004/US August 2004. Using computerized spreadsheets-Mathematics for retail buying. Fairchild Books
- David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend forecasting to shop floor. Fairchild Books
- Richard Clodfelter. UK September 2012/US July 2012. Retail Buying (From Basic's to Fashion). Fairchild Books.

- Dana Connel. UK December 2009/ US October 2009. A Buyer's Life- A Concise guide to retail planning and forecasting. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. The Why of the Buy-Consumer Behavior and Fashion Marketing. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. The Why of the Buy-Consumer Behavior and Fashion Marketing. Fairchild Books.
- John Donellan. UK November 2013/US September 2013. Merchandise Buying & Management. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

- Websites: http://www.acrwebsite.org/search/view-conference proceedings.aspx?Id=5822
- http://connection.ebscohost.com/c/articles/6597444/fashion-involvement-buying-behavior-methodological-study
- http://bdigital.ufp.pt/bitstream/10284/1020/7/fashion%20involvement.pdf, http://aspire.surrey.ac.uk/items/749C040A-A54C-9038-2EF4-7D9AD740FEB1.html
- Handouts: As indicated by the course instructor.
- Magazines: Glamour, Marie Claire, Bazaar, Inside, Elle, Esquire, CQ, Business of Fashion, Seventeen, Brava, Law A La Mode, Vogue, Fashion.

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Spring Semester Second Year

Title of Course: Product Development process **L-T-P-C**
3- 2- 0- 4

Course code: FM 224
Pre-requisite(s): NIL
Course Objectives:

- Role and Functions of a Merchandiser in the Product Development Process.
- Understand and analyze the role of a Merchandiser in meeting with the challenges of Product Development.
- Understanding Organizational Readiness for Product Development, product range and product line compatibility along with the product branding.

Course Description:

- Understanding Product, Product Development Process, Product Development Stages, and Factors to Consider for Product Development, Role and Responsibilities of a merchandiser according to his position in Organizational Hierarchy.

- The Merchandiser, Merchandiser's role and duties, Merchandise Planning Process, Merchandiser and Product Development.

- Organizational Readiness for product development, Preparations by the Merchandising Department, Sourcing for product development, maintaining inventory, maintaining assortments.

- Understanding product adoption process, Developing Product Mix and Product Range, Product line Compatibility and Attributes.

- Product or Merchandise selection as a Competitive Advantage tool, Product Branding and role of a Merchandiser.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of product development in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's product development, product range and line process along with factors affecting brand creation.
- Exhibit, adapt, utilize & investigate the role of Merchandiser in the product development process in an organization.
- Complete awareness about product development and merchandise selection as Competitive tool.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Indicative Reading:

- Handbook of New Product Development Management, *Edited by: Christoph H. Loch and Stylianos Kavadias*, ISBN: 978-0-7506-8552-8, Taylor & Francis as of 2011.
- Regan. L. Cynthia, Apparel Product Design and Merchandising Strategies, 2008, Pearson Prentice Hall, 2008, ISBN 0131197592. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice hall,

- Rosemary Varley, Retail Product Managemnet: Buying and Merchandising, 2005, Routledge.
- Tony Hines, Fashion Marketing, 2006, Butter Worth – Heinemann.

Reference Books:

1. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
2. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing.
3. Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.
4. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
5. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Books.
6. Jay Diamond; Ellon Diamond, The World of Fashion , 2007, Fairchild.
7. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics.* Fairchild Books.
8. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books.
9. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books.
10. Kitty G. Dickerson, Inside The Fashion Business, 7th Edition, 2003 Prentice hall
11. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
12. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books.
13. Merchandise Buying & Management, John Donnellan, 2001, Farechild Books,.
14. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
15. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books

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Spring Semester Second Year

Title of Course: Basics of Merchandising Buying Styles **L T P C** **3- 2 - 4**

Course code: FM 234

Pre-requisite(s): NIL

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the Buyer's Merchandise Planning.
- Understanding Various Buying Styles.
- Understanding Buyer Behaviour and its Process.
- Understanding Buyer's end operations and Merchandise goals, planning and Value delivery process from the perspective of a Merchandiser.

Course Description:

- Merchandise Planning, Understanding Merchandising Needs, Understanding Buyer's Merchandise Planning, and Meeting Buyer's Goals.
- Research on Contemporary Fashion Companies' their products and Consumers, Helping Buyer's succeed in the market, the right merchandise blend.
- Trend Analysis and forecasting your buyer's future needs, streamlining buyer's merchandising process, corporate level buying, Evaluation yardsticks for buyers.
- Merchandiser, Key Roles and Responsibilities of Merchandiser in retail sector.
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors.
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display.
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity.
- Develop sales Forecast: trends, websites plan stock levels, monitor performance.
- Understanding potential customers: Challenges in meeting consumer demands for the right product, at the right prices and at the right times. Using Technology: for retail buying and working with foreign markets

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser in decoding buyer's need.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers and their needs.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring delivery of value to the buyer and buying organizations.
- Ability to understand buyer's requirements and decision making process along with evaluation yardsticks.

Reference Books:

- Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
- Frings, Gini S. (2002). **Fashion: From Concept To Consumer.** 7th Edition. New
- Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Book
- Grace I Kunz. UK October 2009/ US August 2009. Merchandising: Theory, Principles & Practice. Fairchild Books
- Jernigan, M.H. & Easterling H. (1990). **Fashion Merchandising & Marketing.** New York, Macmillan

- Jersey, Prentice-Hall John Donnellan. UK August 2007/US June 2007.
- Merchandise Buying & Management 3rd edition. Fairchild Books john Donnellan. UK February 2002/US December 2001. Merchandise Buying & Management 2nd edition. Fairchild Books
- Linda. M. Cushman. UK May 2011/US March 2011. A Practical Approach to Merchandising. Fairchild Books
- Mike Easey, ed. (2002). **Fashion Marketing.** 2nd Edition. Oxford, Blackwell Science Ltd.
- Pamela. M. Philips, Ellye Bloom, John D Mattingly. Fashion Sales Promotion- The Selling behind Selling. Prentice Hall
- Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. Developing & Branding the Fashion Merchandising Portfolio. Fairchild Books
- Rosetta Lafleur. UK March 2010/US January 2010. Merchandise planning workbook. Fairchild Books.
- Stone, Elaine. (1990). **Fashion Merchandising.** 5th Edition. New York, Mc Graw-Hill

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

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Spring Semester Second Year

L-T-P-C
3- 2-0-4

Title of Course: Fashion Movement
Course code: FM 244
Pre-requisite(s):Historical development of Fashion Industry

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon: explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources.
- Reflect critically on the historical, social, cultural and global dimensions of fashion. Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day.
- Understanding development of the field of fashion studies, theoretical viewpoints. Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc.
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.

Reference Books:

1. French Lunning. UK February 2013/US April 2013. Fetish Style. Bloomsbury Academic
2. Maria Mellins. UK August 2013/US September 2013. Vampire Culture. Bloomsbury Academic.
3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. Fashion & Museums- Theory & Practice. Bloomsbury Academic.
4. Janice Miller. UK July 2011/US Sept 2011. Fashion & Music. Berg Publishers

5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. Dress Sense- Emotional & Sensory Experiences of the Body & Clothes. Berg Publisher
6. Pamela Church Gibson. UK December 2011/US December 2011. Fashion & Celebrity Culture. Berg Publishers
7. Susan B Kaiser. UK November 2012/US January 2013. Fashion & Cultural Studies. Berg Publishers.
8. Stephanie Talbot. UK January 2013/US May 2013. Slogan T-Shirts (cult & culture). A & C Black Visual Arts.
9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. Dress & Society. Berg Publishers
10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. Berg Publishers. Appearance & Power.
11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. The Visible Self - Global Perspectives on Dress, Culture & Society. Fairchild Books.
12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. Global Perspectives on Dress, Culture & Society. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

4) Websites:http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
http://thoughteconomics.blogspot.in/2012/09/fashion.html
5) Handouts: As indicated by course instructor
6) Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

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Spring Semester Second Year

L-T-P-C
2 0 2 3

Title of Course: Fashion Trend and Forecasting
Course Code: FM 254
Pre-requisite(s): Fashion products
Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- **Introduction to term Forecasting**
- **Role of Forecasting in Indian and global fashion industry**
- **Function and process of forecasting**
- **Long and short term forecasting**
- **Types of forecasting and study of colour, texture, trend, style and fashion forecasting**
- **Forecasting agencies**
- **The method of study of forecast**
- **Role of merchandiser in knowing forecasting**
- **Study of forecast pertaining to different continents**
- **Plethora of fashion**
- **Study of demographics and fashion cultures**
- **Process of forecasting documentation**
- **Survey y and analysis study**

Learning Outcomes:

- **Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India**
- **Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.**
- **Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.**

Evaluation Process:

- **Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.**

- **End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.**

References:

15. **Singh, M., et al. (1995). Saris of India: Bihar and West Bengal, New Delhi, Wiley Eastern.**
16. **Gillow, J. and Barnard, N. (1991). Traditional Indian Textiles, London, Thames and Hudson.**
17. **Bhatnagar, P. (2008). Decorative Design History in Indian Textiles and Costumes, New Delhi, Abhishek Publications.**
18. **Askari, N. and Crill, R. (1997). Colors of the Indus: Costume and Textiles of Pakistan, London, Merrell Publishers Ltd.**

19. Ghosh, G.K. (2011). Indian Textiles: Past and Present, New Delhi, Abhishek Publications.
20. Mathur, A. (2006). Woven Wonder: the Tradition of Indian Textiles, New Delhi, B.P.I. India.
21. Naik, S.D. (2010). Traditional Embroideries of India, New Delhi, Ashish Publishing House.
22. Ranjan & Ranjan , 2009, Handmade in India A Geographic Encyclopedia of India Handicrafts, Abbeville Press, Inc US 1st Edition
23. Rta Kapur Chishti & Rahul Jain , (2000), Handcrafted Indian Textiles, Roli Books, 1st edition
24. Crill, Rosemary , (1998) Indian Ikat Textiles, Weather Hill Publ.
25. Pepin Press, (1999), Indian Textile Prints with CD , PAP/Cdr edition.
26. Catherine Legrand , (2013), Indigo-The color that changed the world , Thames & Hudson 1st edition
27. Edwards Eiluned, (2011), Textiles & Dress of Gujarat- Grantha Corporation Publ.
28. Usha Srikant, (2005), Ethnic Embroidery of India- 1& 2, OM Books

Other Study Materials:

Handouts: As instructed by subject teacher

- **Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com**
- **www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com**
- **www.premiervision.fr, www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India**
- **www.indiaheritage.org/creative/creative_textiles.htm**
- **www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles**
- **www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles**
- **www.nopr.niscair.res.in/bitstream/123456789/10310.pdf**
- **Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK**

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Third Year
Autumn Semester

S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
1	FM 305	Product Pricing & Selling	2		2	4	**3**	3	25	25	50
2	FM 315	Enterprise Resource Planning	2		4	6	4	3	50		50
3	FM 325	Retail Structure & Different Retailing Techniques	2		2	4	3	3	25	25	50
4	FM 335	Fashion Communication and Publishing	2		2	4	3	3	50		50
5	FM 345	Fashion Event Management	1		4	5	3	3	50		50
6	FM 355	Supply Chain & Product Sourcing	2		2	4	3	3	25	25	50
7	FM 365	Production Planning & Control	2		2	4	3	3	25	25	50
	Sub Total		13		19	32	22				

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Spring Semester

S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
	FM 306	Global Issues & Ethical Trading	2		2	4	3	3	25	25	50
	FM 316	Market Research	2		4	6	4	3	25	25	50
	FM 326	Fashion Trend Forecasting,Promotion and Fashion Brand Management	2		4	5	4	3	25	25	50
	FM 336	Visual Merchandising	1		4	5	3	3	25	25	50
	FM 346	Digital Media Marketing	2		2	4	3	3	50		50
	FM 356	#Textile Internship(2 weeks)	1		4	5	3	3	50		50
	FM 366	Fashion Product Management	1		2	3	2	3	25	25	50
		CBCS	3	0	0	3	3	3	25	25	50
		Sub Total	14	0	22	35	25				

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Autumn Semester

L-T- P-C

Title of Course: Product pricing and selling _____
Course Code: FM 305

Pre-requisite(s):Basics of Merchandising, Product development Process

Course Objectives:
Promote an in-depth introduction to product cost, techniques used in buying and planning process.
Provide a thorough grounding in accounting and costing approaches used in the Fashion Industries.
Offer hands-on experience in the use of business metrics and spreadsheets.
Explore the application of these to the systematic analysis of a range of Fashion Business scenarios and environments.

Course Content:

UNIT- I
Basic concepts of calculating cost of different fashion products in terms of manufacturing, Factors affecting profit including billed cost, cost of goods sold, delivered cost and skeletal profit and loss statements
UNIT-II
Cost of merchandise and terms of sale including Different types of discounts and different types of dating, negotiating transport terms
UNIT-III

Calculating mark ups and mark downs and strategies used for pricing
UNIT-IV

Six month merchandise plan for planning stocks, purchases and markdowns
Learning Outcomes:

Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Communicate mathematical and technological information with clarity, logic and accuracy.

Synthesise, assess and evaluate information and data from appropriate sources and use these to make informed, independent judgments and decision making in relation to technical product and/or business contexts.

Evaluation Process:

Class Work:25%
Mid- Term:25%
End Term:50%

Text books:

1. A practical approach to merchandising mathematics Linda M cushman
2. Davis Burns, L, Mullet, KK, and Bryant, NO (2011). *The Business of Fashion. Designing, Manufacturing and Marketing. Fourth Edition.* New York, USA: Fairchild Books/Conde Nast.
3. Anderson, DR, Sweeney, DJ, Williams, TA, Camm, JD, and Martin, KM (2012). *An Introduction to Management Science. Quantitative Approaches to Decision Making (13th Edition).* Mason, OH: South-Western/Cengage Learning.

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Autumn Semester

Title of Course: Fashion Communication and Publishing **L-T- P-C**

Course Code: FM 335

Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through magazine production;
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at PR in fashion magazine publishing;
- Writing creatively for a fashion magazine; work with a magazine layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion magazine proposals and project in all their mechanical and editorial aspects

Course Content:

UNIT- I

What is Magazine Production?

Bibliography and suggested readings. First key concepts of magazine production: its challenge, its process, career possibilities. A short history of magazine production from its beginning to its latest trends, with a specific focus on the fashion magazine.

UNIT-II

The power of magazines: The business of publishing; the role of publishers and how they relate to other departments on a typical commercial magazine; understanding how editorial departments work; distribution.

UNIT-III

Art and design in the magazine production process: Structure of an editorial department, essential elements for creating good content based around preparation, commissioning and checking/subbing material; planning cycles; news, features and reviews

UNIT-IV

Photography and design – Creating visual appeal Content: The role of the art editor and the importance of good design in creating compelling publications; typography, colour and graphics (photography and illustration), used to create a visual object that will appeal to readers. Successful approaches and techniques in the fashion publishing industry.

UNIT- V

Fashion journalism: Writing for Magazines. Topic research, storytelling tools, evaluating story ideas; writing the query letter.

UNIT – VI

Fashion Promotion Communication Content: Writing for advertising, for Public Relations, and for the New Media – strategies, text typologies, media involved, and communication goals according to target audiences.

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work:50% Minor Project

End Term:50% Major Project

Text books:

1. Jason Whittaker, Magazine Production, Routledge, London & New York, 2008.
2. Ambrose, G. & Harris, P. The Visual Dictionary of Pre-Press & Production, Lausanne: AVA 2010. Blanco, J. The Complete Guide to Book Publicity, New York: Allworth 2004.
3. Campbell, R. Media and Culture – An Introduction to Mass Communication. Fifth edition, – St. Martins Press, 2005. Marshall, L. Bookmaking, Editing/Design/Production, Third Edition (2004).
4. Smith, R. D. Strategic Planning for Public Relations. 3rd edition. Routledge, 2009. Turow, J. Media Today.
5. An Introduction to Mass Communication, London & New York: Routledge 2010, pp. 262-297. VV. AA., Turning Pages.
6. Editorial Design for Print Media, Berlin: Gestalten 2010. Watson, J. and Hill, A.
7. A Dictionary Of Communications And Media Studies. Sixth edition, A Hodder Arnold Publication, 2003. Wilcox, D. L. and Cameron, G. T.
8. Public Relations: Strategies and Tactics, 10th edition, Pearson Education Inc., 2012.

References:

1. _____
2. _____

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Third Year
Autumn Semester

Title of Course: Fashion Event Management _____
Course Code: FM 345
Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through event being organized.
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at fashion event management and various fashion shows and social awareness events;
- Writing creatively for an upcoming event; work with event layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion event conduction proposals and project in all their mechanical and editorial aspects

Course Content:

Unit I : Introduction to event Management, Size & type of event,
Event team, Code of ethics
Unit II: Principles of event Management, concept & designing,
Analysis of concept, Logistics of concept.
Unit III:Feasibility, Keys to success, SWOT Analysis
Unit IV: Aim of event, Develop a mission, Establish Objectives,
Preparing event proposal, Use of planning tools
Unit V:Protocols, Dress codes, staging, staffing
Unit VI :Leadership, Traits and characteristics

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work: 50% Minor Project

End Term: 50% Major Project

Text books:

Suggested Reading

- Event Management by Lynn Van Der Wagen & Brenda R Carlos.
- Successful Event Management By Anton Shone & Bryn Parry
- The Fundamentals of Fashion Management By: Susan Dillon
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, 2nd Edition C. A. Preston
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions
- Front Cover Leonard H. Hoyle

References:

1. Fashion show
earthbeat.sk.ca/get_involved/documents/ActionGuideFashionShow.pdf
2. Fashion Show Production and Management - Iowa State University
www.hs.iastate.edu/cwsyllabi/2015Spring/AESHM/AESHM472.pdf
3. How to plan a fashion show - Amnesty International
https://www.amnesty.org.uk/files/sfr_guide_how_to_plan_a_fashion_show.pdf
4. SPRING FASHION SHOW
www.philau.edu/ebooks/styleline/spring09/pdf/stylelinespring09.pdf

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Autumn Semester

Title of Course: Enterprise Resource Planning LTPC
Course Code: FM 315
Pre-requisite(s): Product Development

Course Objectives:

- Provide understanding of integration of information systems, sales and distributions, accounts, inventory receivables, inventory and human resources.
- Provide hands-on use of software on grounds of accounting and costing approaches used in the Fashion Industry.
- Explore the application of systematic analysis of a management of Fashion Business

Course Content:

UNIT- I
The basic concept of Enterprise Resource Planning and Management
UNIT-II
Practical application of financial accounting, management accounting and HR accounting
UNIT-III
Practical application of manufacturing –Aggregate Planning, Master Demand Scheduling, Fabric management module, product Master and BOM management, Work order Management, Batch Management, Material management, Material requirement planning
UNIT-IV
Supply chain management-Order management and project management
Limitations and Scope of ERP

Learning Outcomes:

- Understand concepts and applications of enterprise resource management (ERM) and enterprise resource planning (ERP) systems.
- Develop working skills in planning and managing enterprise resources including aggregate planning, master demand scheduling, materials requirements planning, capacity management, and short-term scheduling.
- Apply modern software including Oracle ERP system to plan and manage resources in organizations.

Evaluation Process:

Class Work: 50%

End Term: 50%

Text books:

References:

1. _____
2. _____
3. _____

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Spring Semester

Title of Course: Global issues and ethical trading _____

Course Code: FM 306

Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackle environmental and social issues present in garment industry at national and international level.

Course Content:

UNIT- I

- Key theories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances.

UNIT II

- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA, Quota Allocation and elimination, GATT, FTA

UNIT III

- The international market with regard to products, services and intellectual property and how those challenges affect economic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade.

UNIT IV

- Ethical Trading- Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification

Learning Outcomes:

- To Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies.
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry,*Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*

6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd9058525737500662 3f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_Nena Bode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)
- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY**)**

Videos

- General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA) https://youtu.be/KMZGbaXYq58
- The Fiber Side of Textile Recyclinghttps://youtu.be/CJka9tHkxjs

https://www.youtube.com/watch?v=pEbFnAMHHps

- The Full Story of the Rana Plaza Factory Disaster.https://youtu.be/pEbFnAMHHps
- Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated

http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india

- They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory

http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html

- Govt comes out with plan to resolve Tirupur crisis

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Third Year
Spring Semester

L-T- P-C

Title of Course: Market research
Course Code: FM 316
Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with research and develop problem aspects.
- To develop and find out more market entry techniques and create new product segments
- To display skills of carrying significant research for different brands, do brands comparison and create new market
- To develop research aptitude for capturing potential markets
- To develop required skills to translate ideas and designs into potential marketing and merchandising features.

Course Content:

UNIT- I
- Research theory: defining purpose of market research

UNIT II
- Research Analysis: Choosing what to research, Selection theme, primary and secondary sources and sources and inspiration and target age group and demographics across the globe.

UNIT III
- Defining Research and Review of Literature

UNIT IV
- Methods and procedures of conducting research and method of analysis

UNIT V
- Compiling research –sketchbook, techniques for drawing, collage, analysis of research and mood boards and designing from research and communicating ideas through various formats

Learning Outcomes:

- To relate easily to the need and importance of market research in field of merchandising.
- To be able explain the process of marketing and relate it to manufacturing and production.
- To carry out market research for various fashion product categories
- To be able derive time plan and action plan for given order execution

- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Reference Books:

- Research and Design Second Edition Simon Seivewright Bloomsbury edition
- Research Methods for the fashion Industry Judy Zaccagini Flynn and Irene M Foster

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

Case studies:

- Emerging Trends in Fashion Marketing: A Case Study of ... - RASCI rasci.in/downloads/2012/Emerging_Trends_Fashion_Marketing_2012.pdf
- Luxury and Premium Fashion Brands Online Marketing, Case Study ... https://www.theseus.fi/bitstream/handle/10024/45356/Nuutinen_Susanna.pdf
- Market Research Case Studies - NPD Group U.K. https://www.npdgroup.co.uk/wps/portal/npd/uk/solutions/case-studies

Videos

- Fashion Market Research Flick Through (1st Class Degree) https://youtu.be/3xvTa5AhnHk
- Market Research | How to Start Your Fashion Company® https://youtu.be/mHuYiKoDxFY

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Spring Semester

L-T- P-C

Title of Course: Fashion Trend Forecasting, Promotion and Brand Management
Course Code: FM 326

Pre-requisite(s): Product development Process
Buyers and Buying Organizations

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Content:

UNIT- I

- Understand and apply Range planning and seasonal merchandise mix

UNIT- II

- Work on the Product Development process flow along with costing for the selected market.

UNIT- III

- Launching the brand for the chosen market.

UNIT- IV

- Evaluation of sales and distribution channel for the market.

UNIT- V

- Developing Branding and Promotion plan and designing marketing mix.

Learning Outcomes:

- Able to analyse the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting, Om Books International, New Delhi*
2. Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi
6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing*
7. *Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
8. Peterson, L.K & Cullen, Cheryl Dangel,(2000*),Global graphics: color: a guide to design with color for an international market,* Rockport Publishers, Massachusetts
9. Packard, S., winters, A. & Axelrod, N. (1998), *Fashion Buying& Merchandising*. 2nd Edition, New York, Fairchild Publications
10. O'Hara, G. (1986), *The Encyclopedia of Fashion*. London, Thames & Hudson
11. Brannon, Evelyn L. (2002),*"Entrepreneurship*", Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Submission of brand portfolio and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businesscasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU

BBC Three - Secrets of the Superbrands (Fashion) https://youtu.be/fd7lfcnlb9c

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Spring Semester

L-T- P-C

Title of Course: Visual Merchandising _____
Course Code: FM 336

Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of visual merchandising.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of making window display and creating floor layouts for in-store retail merchandising and window displays.

Course Content:

UNIT I

- History of Visual Merchandising, Basics of VM, and role of Visual Merchandiser-activities, visual merchandising of department store, multiple chain store, small retail outlets.

UNIT II

- Methods and techniques for creating successful displays-Store design and study of various retail stores and Windows display-themes, schemes, budgeting, props, signage, graphics, window calendar, mannequins

UNIT III

- Visual Merchandising and planning –set up display shop, store planning and design

UNIT IV

- Areas of Visual Merchandising and display –Point of purchase display, Trade show design-industrial display, Fashion Shows, Trade org and sources

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in visual merchandising
- To learn the techniques and art of creating attractive visual displays.
- To learn from various case studies about the best window displays and in-store interiors
- Interiors

- To develop commercial and service aspects in field of retail.

Reference Books:

- Visual Merchandising Second Edition, Tony Morgan
- Visual Merchandising And Display ,Sixth Edition, Martin Pegler
- The Why of Buy

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Creation of portfolio of techniques and methods of window display
- End Term Examination: 50% weightage (Power Point Presentation, photoshoot and virtual tour of created VM displays).

Other Study Material:

Case studies:

- http://www.smartmerchandiser.com/visual-merchandising-case-studies/
- http://onedoor.com/customer-stories/
- www.whiteghyll.co.uk/case-studies/
- https://www.tutor2u.net/_legacy/assets/retailcafe/unit3/Unit%203%20Resources.pdf
- www.franklinretail.com/ng7la2fahdrxj4q/

Videos

- Visual Merchandising Secrets: How to Design Stores That Delight ...
- Video for visual merchandising▸ 25:58
- https://www.youtube.com/watch?v=RbtekNjTpaM
- What Is Visual Merchandising? - YouTube
- Video for visual merchandising▸ 3:24
- https://www.youtube.com/watch?v=hugOxXQ9dfc
- Visual Merchandising: How To Attract Customers' Attention - YouTube
- Video for visual merchandising▸ 1:35
- https://www.youtube.com/watch?v=my7ECNL_c14
- Silent selling: the art and science of visual merchandising - YouTube
- Video for visual merchandising▸ 49:51
- https://www.youtube.com/watch?v=ICViBwGb--4

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Third Year

Spring Semester

L-T- P-C

Title of Course: Digital Media Marketing _____
Course Code: FM 346
Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of digital media.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of marketing, story board development, layouts for various fast fashion and luxury fashion brands.

Course Content:

UNIT- I
- Evolution of Digital Media Marketing and website creation.

UNIT II
- Blogging and Content Marketing and Search Engine Optimization

UNIT III
- Social Media Marketing and Online Advertising

UNIT IV
- Influencer and Affiliate Marketing

UNIT V
- Create and Manage YouTube Channel

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in digital media marketing.
- To learn the techniques and art of creating attractive digital media.
- To learn from various websites about the best website development interfaces and their designs.
- To develop commercial and service aspects in field of digital media marketing.

Reference Books:

- Digital Marketing for Dummies by Ryan Deiss and Russ Hennesberry, 2017
- Don't Make Me Think Revisited: A Common Sense Approach to Web Usability by Steve Krug
- Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising by Cory Rabazinsky, 2015
- Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog by Jo and Dale Reardon, 2015
- Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017

Evaluation Process:

- Course Work: 50% weightage. It includes Digital media portfolio development.
- End Term Examination: 50% weightage (YouTube development, photoshoot and virtual tour of digital portfolio).

Other Study Material:

Case studies:

- https://www.6smarketing.com/casestudies/
- https://blog.thesocialms.com/9-digital-marketing-case-studies/
- https://www.digitalvidya.com/blog/case-study-on-how-burberry-became-a-digital-luxury-brand/
- https://www.beebyclarkmeyler.com/digital-marketing-case-studies/

Videos

- 19 Digital & Social Media Marketing Trends for 2018
  https://youtu.be/EETCzJdw1Xg
- What is Digital Marketing? Step By Step Digital Marketing Tutorial
  https://youtu.be/WoGgA2ahvoM
- Build A Digital Strategy in 5 Steps
  https://youtu.be/KgwrnjVRHRw

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Third Year

Spring Semester

L-T- P-C

Title of Course: Textile Internship **Total Contact H: 45**

Course code: FM 356

Pre-requisite(s): Completed Two Year studies of BFM, Textile Study

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 45 hours per week during the two weeks (15 days) in semester of January to May, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the textile processing, finishing, sourcing, marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the students will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of textile processing and finishing along marketing/fashion concepts and terms.

2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

16. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
17. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
18. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
19. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
20. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
21. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship and guidelines by project mentor.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

Websites:

https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ

Handouts: As Indicated by course instructor.

- Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London

Case Studies:

- https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

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Third Year

Spring Semester

L-T- P-C

Title of Course: Fashion Product Management _____

Course Code: FM 366

Pre-requisite(s): Product development Process

Course Objectives:

- Acquiring global knowledge about the complex world of fashion and how its market works.
- Knowing about the life process of the fashion product, from its design, to production and sale
- Understanding the important part played by marketing and brand management in fashion.
- Acquiring the necessary tools to be able to apply profitability and efficiency criteria.
- Acquiring the industry's key negotiation and management skills.
- Understanding the role of the commercial department and the different distribution and sales channels.

Course Content:

UNIT- I

- Life cycle of the product, Purchasing plan and Collection structure.

UNIT- II

- Production and suppliers and Demand planning

UNIT- III

- Logistics and distribution channels- Production and management of suppliers in Asia and India.

UNIT- IV

- Behaviour of consumers and trends, Competition and Commercial analysis and price setting, Product categories management.

UNIT- V

• Communication and PR, Sales point and visual merchandising (Personal shopper, buying experience, etc.).

Learning Outcomes:

- To relate easily to the need and importance of fashion product management
- To explain the process of public relations in product management.
- To carry out negotiation and understand the building competition.
- To plan preproduction activities for given situation
- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary product categories related challenges.

Reference Books:

- Media of Idea Searching for Design IDEA SEARCHING FOR DESIGN HOW TO RESEARCH AND DEVELOP DESIGN CONCEPTS By : David Bramston, YeLi David J. Tyler
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000)*,*
- *Modern Production / Operations Management, John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition*,(2005)Apparel Manufacturing: Sewn Product Analysis book*
- *Media of Going Global, GOING GLOBAL THE TEXTILE AND APPAREL INDUSTRY, Grace I. Kunz, Elena Karpova, Myrna B. Garner*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 25 marks
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf

- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf
- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf

Videos

- James · Product Manager Zara.com https://youtu.be/cFvueK-XwmA
- What Is Product Life Cycle in Fashion? https://youtu.be/ON8kozB5yhI
- Fashion Product and Promotion - University of Sunderland video
  https://youtu.be/g6m9QAw4wko
  https://youtu.be/9Rn8bDLVfks
- The Future of Product Management — Janice Fraser https://youtu.be/f116MblyZbQ
- Amazon University Recruiting: Product Management https://youtu.be/68Gh9TzemM4

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AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	FM 407	Internship # June- July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva (With Report & Power-Point Presentation)	50	-	50
	FM 417	Major Project	-	-	-	40	**10**	Viva (With Report & Power-Point Presentation)	50	-	50
		Sub Total	**-**	**-**	**-**	**88**	**25**				

 # Internship: Students will join internship immediately after closing of Spring Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Fourth Year).

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SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 402	Dissertation	-	6	14	20 Contact hrs and 35 Independent hrs.	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	FM 404	Portfolio Development	1	2	6	9	**5**	Viva (With Report & Power-Point Presentation)	25	-	75
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

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Autumn Semester

Title of Course: Internship **Total Contact H: 48**

Course code: FM 407 (Internship)

Online feedback ()

Pre-requisite(s): Completed Three Years studies of BFM **Jury:**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

6. To ensure that students understand a broad range of marketing/fashion concepts and terms.
7. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
8. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
9. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
10. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

22. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
23. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
24. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
25. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
26. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
27. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the DigitalPresentation of Internship and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

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Title of Course: Major Project **Total**
Contact H: 40
Course code: FM 417

Pre-requisite(s): Completed Three Years studies of BFM

Course Objectives:

- *Students have to carry out literature survey, compile text material and pursue project on any specific topic of interest to them. It is expected from the students that they will utilize the allotted hours/ week in library, laboratory or industry as per the requirement of the project. In case of industrial project, student may spend required time in industry in consultation with faculty/ supervisor. Students have to give their presentation in front of board of panel.*

Course Description:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor.

In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.

3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the continuous monitoring and assessment by the mentor.
- 50% weightage is based on the Digital Presentation of Project and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

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Fourth Year

Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: FM 402
Pre-requisite(s): BFM Year 1, 2 & 3

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis
  - Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

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Fourth Year

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: FM 404
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing aholistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.

- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:

- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/

Academic Curriculum

(2015-16 Onwards)

BACHELORS OF INTERIOR DESIGN

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

B. Interior Design

First Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	ID 111	A. Design Studio –I B. Architectural Graphics Skills- Manual & Computers I	8 (4 + 4)	8	0 800 400 + 400 (200 + 200) (200 +200)	50% 50%	0	3
	ID 121	Building Materials & Construction Technology -I	6	6	100 500 250 + 250	50% 50%	3	3
	ID 131	Basic Structure Design	3	3	50 250 125 + 125	50% 50%	2	0
	ID 141	Evolution of Interior Spaces I	3	3	50 250 125 + 125	50% 50%	2	3
	ID 151	Basic Design	8	8	0 800 400 + 400	50% 50%	0	3
	ID 161	Colour Theory & Techniques	2	2	0 200 100 + 100	50% 50%	0	0
	TOTAL		30	30				12

	Subject Code	Subject Name	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	ID 112	A. Design Studio –II B. Architectural Graphics Skills- Manual & Computers II	10 (5 + 5)	10	0 1000 500 + 500 (250 + 250) (250 +250)	50% 50%	0	3
	ID 122	Building Materials & Construction Technology -II	7	7	100 600 300 + 300	50% 50%	3	3
	ID 132	Design Thinking	3	3	50 250 125 + 125	50% 50%	2	3
	ID 142	Evolution of Interior Spaces II	3	3	50 250 125 + 125	50% 50%	2	3
	ID 152	Furnishing	3	3	0 300 150 + 150	50% 50%	0	0
	MDC 003	Environmental Studies	4	4	400 0	50% 50%	3	0
	TOTAL		30	30				12

Second Year **B. Interior Design**

Second Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	ID 211	Design Studio – III, ,Computer Application I, Principles & Elements of Design, & Communication skills	15 (9 +6)	15	0 1500 900 + 600 (450 + 450) (300+300)	50% 50%	0	6
	ID 221	Building Materials & Applications - I	4	4	100 300 150 + 150	50% 50%	3	0
	ID 241	Interior Environmental Analysis	3	3	50 250 125 + 125	50% 50%	2	3
	ID 251	Building Services - I	3	3	100 200 100 + 100	50% 50%	3	0
	ID 281	Space & Furniture Design-I	2	2	0 200 100 + 100	50% 50%	0	3
		Value Added Courses (Foreign Language)	3	6	0 300 150 + 150	50% 50%	0	0
	TOTAL		30	33				12

ID 271 Related Study Programme 2 Credit

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	ID 212	Design Studio – IV, Computer Application II, & Theory of Design	16 (12+4)	16	0 1600 1200 + 400 (600 + 600) (200+200)	50% 50%	0	6
	ID 222	Building Materials & Applications - II	4	4	100 300 150 + 150	50% 50%	3	0
	ID 242	Landscape for Interiors - I	2	2	50 150 75 + 75	50% 50%	2	3
	ID 252	Building Services -II	3	3	100 200 100 + 100	50% 50%	0	3
	ID 272	Space & Furniture Design-II	3	3	100 200 100 + 100	50% 50%	3	0
		Value Added Courses	2	4	0 200 100 + 100	50% 50%	0	0
	TOTAL		30	32				12

Third Year B. Interior Design

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	ID 311	Design Studio – V	16	16	0 1600 800 + 800	50% 50%	0	6
	ID 321	Revitalization of Arts & Crafts	2	2	100 300 150 + 150	50% 50%	3	0
	ID 331	Specification, Quantity & Estimation	3	3	50 250 125 + 125	50% 50%	2	0
	ID 341	Landscape for Interiors - II	3	3	0 300 150 + 150	50% 50%	0	0
	ID 351	Working Drawing and Computer Application	4	4	50 350 175 + 175	50% 50%	2	0
	ID 361	Elective/Workshop	2	4	0 200 100 + 100	50% 50%	0	6
	TOTAL		30	32				12

Third Year B. Interior Design Stage - 2

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External Viva	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	ID 312	Practical Training	28	0	0 2800 1400 + 700+700	50% 50%	0	0

Fourth Year **B. Interior Design**

Fourth Year **Subject to Approval**

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Internal	Sessional External	Weightage Internal	ETE	Exam Duration	Field Trips / Semester
Autumn Semester	ID 411	Design Studio – VII	16	16	0	1600 800 + 800	50%	50%	0	6
	ID 431	Retail Design & Visual Merchandising	3	3	50	250 125 + 125	50%	50%	2	0
	ID 461	Elective/Workshop	2	4	0	200 100 + 100	50%	50%	0	3
	ID 471	Interior Imaging & Branding	3	3	100 50 + 50	200 100 + 100	50%	50%	3	0
	ID 481	Professional practice	3	3	100	200 100 + 100	50%	50%	3	0
	ID 491	Conservation, Restoration & Readaptation	3	3	10 0	200 100 + 100	50%	50%	3	3
	TOTAL		30	32						12

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Internal	Sessional External Viva	Weightage Internal	ETE	Exam Duration	Field Trips / Semester
Spring Semester	D 412	Dissertation/Thesis	24	24	0	2400 1200+600+600	50%	50%	0	12
	D 422	Advance Elective -I	3	3	0	300 150 + 150	50%	50%	0	0
	D 432	Advance Elective -II	3	3	0	300 150 + 150	50%	50%	0	0
	TOTAL		30	30						12

First Year B. Interior Design

ID 111	Design Studio-I	10 - 10

Focus: **A.** Exploring principles of space making, introduction to the built environment and its creative exploration.

B. Learning techniques and skills to represent different objects through 2D & 3D geometry.

Objectives

- To deliver an introduction to architecture through analysis of building elements, such as floors, walls, doors, stairs, rooms, etc.
- To have an understanding of relationship between the human body, scale and the built environment, context, creative and exploratory responses, scale and proportion, basic organizational principles, abstraction, order, constants and variations and design as a response.
- Understanding importance of technical drawing as medium of communication as basic vocabulary in design.

Contents

- Introduction to subject. Getting acquainted with necessary instruments of drawing. Learning to draw straight and curved lines with different qualities.
- Learning good lettering to improve and maintain quality of presentation.
- Learning meaning of terms `Plan' & `Elevations' and using them for drawing simple objects through `Orthographic Projections'.
- Learning theory of `Orthographic Projections' and drawing projections of points, lines, geometric solids.
- Drawing - Drawing sheet sizes, composition, fixing. Simple exercises in drafting, point and line, line types, line weights, straight and curvilinear lines, dimensioning, lettering, borders, title panels, tracing in pencil, ink, use of tracing cloth. Portfolio preparation.

- Architectural symbols - representation of building elements, openings, materials, accessories etc., terminology and abbreviations used in architectural presentation.

- Architectural representation of landscape elements such as trees, indoor plants, planters, hedges, foliage, human figures in different postures, vehicles, street furniture etc.; by using different media and techniques and their integration to presentation drawings.

- Measuring and drawing to scale - scales and construction of scales, simple objects, furniture, rooms, doors and windows etc. in plan, elevation and section etc. reduction and enlargement of drawings.

- Dealing with sections of simple geometric solids and their combinations.
- Learning principles of development of lateral surfaces of solids, applying them to work out and drawing developed surfaces of simple geometric solids and using them to make models of some of them.

- Auxiliary orthographic projection of solids and its application to sections of solids by inclined plans.
- Principles of space - making.
- Abstract sketches, model making, pencil and ink drawing, idea of human scale: methods of measurement.
- Site visits, experiential exploration of built environment, Case Studies.
- Measure drawings, analytical studies to understand building order, anthropometric content in design inputs lectures on factors affecting design and design disciplines.
- Mental and visual 3D perception

Outcome

- Students will learn about observation and logical skills to involve understanding of a space creation.
- Students will learn desired written and presentations skills to express their designs.
- Students will able to visualize the idea and concept with expression of thoughts via appropriate communication method.
- Students should learn all aspects of **technical representation of drawings** to express and document their design projects through graphical communication.
- Students will be able to express all drawing contents through all taught mediums of communication.

Examination Pattern:

- Sessional: 100 % {(25 % Internal continuous assessment + 25% External: Architectural Graphic and Techniques I) + (25% Internal continuous assessment + 25% External: Design Studio I) }

Reference Books:

- Geoffrey Broadbent. **Design in Architecture**, London:D.Fulton
- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- Edward De Bono, **Lateral Thinking**
- James snyder and Anthony Y catanse, **Introduction to Architecture**, Mc Graw-Hill Book company, New York, 1979.
- Bryan L.Peterson**, Design Basics for Creative Results**, F&W Publications, Inc. Noone, Donald.J, Creative Problem solving, Hauppauge, 1993.
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new ideas**, Harper Collins publishers, 1992.
- Bhatt, N.D. and Panchal V.M. **Engineering Drawing: Plane and Solid Geometry**, 42nd ed. Charotar Pub., Anand, 2000

ID 121 Building Materials & Construction & Technology - I	6 - 6

Focus: Understanding of basic building elements, building materials, & construction process.

Objectives

- To have an understanding of the properties, characteristics, strength, manufacture, processing and application of materials such as mud, brick, stone, bamboo, timber, etc. and methods of preservation, treatment and types of uses.
- To help students understand the basic building elements, their function and behavior under various conditions with specific reference to 'load bearing construction' and simple non RCC frame structure.
- To develop strong sense of perception, understanding the basic principles of construction and materials.
- The emphasis should be on teaching the fundamental principles and constructional details suitable for Indian conditions.
- Students will be encouraged to study both in classroom and also outside at work sites in order to get the practical exposure.

Contents:

Construction

- Structural and nonstructural building elements and Terminologies.
- Basic wall section of load bearing and framed structures.
- Introduction to various tools and equipment's commonly used in construction
- Types of Masonry construction in brick and stone.
- Bamboo construction Methods.
- Stone construction joinery details.

Materials

Visual Qualities of Materials (Survey), Finishes through Colour and Texture, Developing Sample of textures, Perception regarding Design Visual

Mud: Fundamentals of soil science, types of soils, principles of soil stabilization, types of stabilizers, requirements and types of mud wall building and surface protection, advantage and disadvantage of mud construction.

Stones: Dressing of stones, characteristics of stones, testing of stones, uses of stone. preservation of stones, deterioration of stones, behavior of stone, fabrication, physical and chemical properties, selection of stones, types of stones.

Bricks: Types of bricks, Classification of bricks, Characteristics, Ingredients of bricks, Forms of bricks, Types of bonding in bricks.

Bamboo: Bamboo as plant classification, species, geographical distribution, anatomy of bamboo, properties, strength, processing, harvesting, working of bamboo tools, treatment and preservation of bamboo, uses of bamboo.

Timber: Classification of trees, structure of trees, characteristics, seasoning of timber, defects and diseases, decay of timber, preservation, fire resistance, conservation of timber, storage of timber, uses of timber, manufacturing process of timber, hard wood, soft wood, advantages of timber construction.

Outcome

- Students learn about construction of the building using intelligence, bamboo, brick, stone through drawing case study.
- Students will learn basic understanding of materials with respect to building components and their construction methods.
- Students will get practical experience of making small shelter structures.
- Students will learn making of plan, elevation and section along with sketches and details showing methods of construction.
- Students will also get to know some analysis fundamentals skills required for selection of materials as per design requirements.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and$_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell‟s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.
- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

ID 131	Basic Structure Design	3 - 3

Focus: Behavior of building elements and basic structural systems.

Objectives

- Understanding importance of structure and its contents with respect to behavior and language of building elements and components.
- To understand and link knowledge of architecture, civil engineering, statics and material in a natural way.

Contents

- Glossary of technical words, natural structures and intuitive understanding of their behavior, their relationship with manmade structures.
- Functions of structures. Primary and secondary forces acting on structures – gravitational force, live load, wind, temperature variation. Types of supports & their characteristics.
- Analysis & design – Design criteria.
- Primary elements of structure and their behavior.
- Factor of safety & factors affecting it. Characteristics of structural design – strength, stiffness and stability. Discussion on factors affecting them and ways of satisfying these requirements.
- Study of behavior of structures through models and testing them for given load.

Outcome

- Enable students to understand the concepts of building Structures.
- Students shall understand about the structural action of various elements.
- Students will have sufficient knowledge about various long span structures.
- Students should understand freedom of creativity, and encourages exploration, cooperation and discussion in the multi-genre science in which architecture is located.
- Student should learn that, the architecture and structure create a homogeneous unit, if the structure is not an obstacle to perceive the work and the architectonic shape creates a logical structural solution.
- Students will able to handle basic structure problems with Perception of structure, which is connected with a typological kind of a building, its size and function.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Rowland J. Main stone: **Development of Structural Form**
- Rangwala : **Engineering Materials**
- S.P.Bindra, S.P.Arora, **Building Construction**
- B.C. Punmia : **Strength of Materials vol - I**

ID 141 Evolution of Interior Spaces I	3 - 3

Focus:

The course emphasizes on developments of interior elements in response to social, religious, aesthetic and environmental factors. The course focuses on the three dimensional forms, plan forms and ornamentation.

Objectives

- To understand the effect of design movements and various schools of thought on interior environment.
- This investigation in the historical imperative in relation with design should be used by the students as an aid to the design process.

- To understand the historical progression of art and architecture in India and its application to formulate themes and concepts for contemporary designs.

Contents

- Elements of style and determinants of Interior environments in Egypt, Mesopotamia, Babylonia, Chinese, Japan, Greece, Rome and Europe in Early Christian, Romanesque, Gothic, Byzantine, Renaissance, Baroque and Rococo periods.
- An overview of Victorian, Elizabethan, art Nouveau arts and crafts, Cubism, surrealism, Romanticism etc. Forces of industrialization in Europe, changes in social structure, production systems, changes in technology and its impact on the life styles, arts and crafts and interior environments.
- Elements of style, interior environment, furniture etc in Jammu and Kashmir, Southern India, Gujarat, Rajasthan, Himachal Pradesh, states of North eastern India, Maharashtra, Uttar Pradesh, Orissa etc.
- History of modern movement in interior Design and architecture - developments of modern
  movements - various fields of design affecting interior ambiences directly - international modernism, regionalism and concerns with vernacular etc.
- Designers and their works with respect to interior architecture and interior elements of design. Contemporary expressions of styles and art forms.

Outcome:

- The knowledge to identify the common characteristics among the monuments of a particular style.
- Graphic skills to present and analyze the elements and explain its composition.
- Knowledge on good practices of Interior Design in the past.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- John F. Pile, **A history of interior design**, 2nd edition, Laurence King Publishing, 2005.
- Jeannie Ireland, **History of Interior Design**, air child publications, illustrated ed., 2009.

- Elaine, Michael Dywer, Christopher Mackinnon, Norman A. J. Berisford Denby , **A History of Interior Design**, Rhodec International, 1983.
- Giedion Sigfried, **Space, Time and Architecture: The growth of a new tradition**, 4th ed. Harvard University Press, Cambridge, 1962.
- Tadgell Cristopher, **The History of Architecture in India: From the dawn of civilization to the End of the Raj**, Om Book Service, New Delhi, 1990.
- Rowl Bejamin, **Art and Architecture of India.**
- Francis D.K. Ching, **Interior Design**, John Wiley & Sons, New York

ID 151 Basic Design	8 - 8

Focus:

The course introduces the fundamental techniques of concept sketches, design development sketches, presentation sketches, presentation renderings and architectural drawing and develops the appropriate skills for visualization and representation.

Objectives

- To create understanding and hands on skill based modes & methods of workshop art and its recording & analysis.
- To have knowledge of anthropometric content in Design, method of measurement. Human scale and proportion.
- To develop analytical thinking through exercises in fundamentals of composition, graphics, research and design process.
- To introduce representation and design drawing techniques and to facilitate effective visual communication.

Contents

- Comprehensive understanding of the design field: relationship of basic design to architectural design and design field in general. Performance requirements and criteria for judgement of design.
- Simple exercises of object drawings - natural geometric forms with emphasis on depth and dimension, detail & texture, sunlight & shadow.
- Introduction - Fundamentals of drawing and its practice, introduction to drawing equipment, familiarization, use and handling.
- Interiors and furniture sketching - Interior still life, perspectives, lighting & composition, textures and details, material expressions, individual pieces of furniture, elevations & plans etc. using different media. Drawing from photographs.
- Observation and its expression: Field, mode and methods of observation, recording and analyzing observations: its expression.
- Visual perception, Ideas as abstraction. Graphic tools to express abstraction (geometric content); and abstraction of environmental and architectural observation.
- Human dimension: Anthropometric content in design, methods of measurement, idea of human scale and proportion.
- Basic shelter: Understanding of basic shelter and its related factors through chosen examples, methods of learning.
- WORKSHOP: - Hands on practical training and creation of 3D structures to express innovation and supernatural ideas.

Outcome:

- Enable students to learn the various tools used in carpentry, metal work, masonry, painting etc. and get a reasonable skill in handling the materials and tools there off.
- Students will get an opportunity to see directly the craftsmen's work, and interact with them face to face.

Examination Pattern:

- Theory: 0 %
- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Ching, Francis D.K. **Architecture Form, space, and Order**, 2nd ed. Van Nostrand Reinhold, New York, 1996.
- Hanks, A.David. **Decorative Designs of Frank Lloyd Wright**, Dover Publications, Inc. New York, 1999.
- Helper, E.Donald, Wallach, I.Paul. **Architecture Drafting and Design**, 3rd ed. McGraw-Hill Book Company, New York, 1977.
- John.F. Pile, **Color in Interior Design**, Mc-Graw Hill professional, Ist edition, 1997
- Johannes Item, **The Art of color**, John Wiley & Sons; Revised edition, 1997
- Jonathan Pore, **Interior Color by Design, Volume 2: A design tool for Home owners, Designers and Architects**, Rockport publishers, 2005.
- Ethel Rompilla, **Color for Interior Design**, Harry N. Abrams, 2005.
- Itten, Johannes. **Design and Form: The basic course at the Bauhaus**, Thames and Hudson Ltd., London 1997.
- Krier, Rob. **Architectural Composition**, Academy Editions, London, 1988.
- Meiss, pierre Von. **Elements of Architecture: Form to place**, E and FN Spon, London, 1992.
- Pipes, Alan**. Drawing for 3-Dimensional Design**. Thames and Hudson Ltd., London, 1990.
- Smithies, K.W. **Principles of Design in Architecture**. Chapman and Hall, 1983.
- Wucius, Wong. **Principles of two Dimensional Design**. Van Nostrand Reinhold 1972.
- aureen Mitton, **Interior Design Visual Presentation: A Guide to graphics, models and presentation techniques**, 3rd edition, wiley publishers, 2007
- Mogali Delgade Yanes and Ernest Redondo Dominquez, **Freehand drawing for Architects and Interior Designers**, ww.Norton & co., 2005
- Francis D.Ching, **Design Drawing**, Wiley publishers Moris, I.H.Geometrical Drawing for Art Students.
- Thoms, E.French. **Graphics Science and Design**, New York: MC Graw Hill.
- Nichols, T.B. and Keep, Norman. **Geometry of Construction**, 3rd ed. Cleaver - Hume Press Ltd., London, 1959.
- Gill, P.S. **T.B. of Geometrical Drawing**, 3rd ed. Dewan Suhil Kumar kataria, Ludhiana, 1986.
- Shah, M.G., Kale, C.M. and Patki, S.Y. **Building Drawing: with an integrated approach to built environment**, 7th ed. Tata Mc Graw Hill Pub., Delhi, 2000.
- Bies, D.John. **Architectural Drafting: Structure and Environment** Bobbs -

Merril Educational Pub., Indianapolis.

- Nelson, A. John. **H.B. of Architectural and Civil Drafting**, Van Nostrand Reinhold, New York, 1983.

- Francis D. Ching - **Architectural Graphics**, Wiley publishers, 2002

ID 161	Colour Theory & Techniques	2 - 2

Focus: Physics, physiology and psychology of colours – visible spectrum, coloured light, colour temperature, colour interaction, colour blindness

Objective: To study and understand the importance of colours and its implementation in Design.

Content:

- Colour Systems: Colour aid system and colour systems in practice, simplified colour system, colour terminology, special colour issues, mixed colour effects, effects of texture, using colour systems.

- Colour wheel – primary, secondary, tertiary colours, colour wheel, colour schemes colour value, intensity, and modification of colour hues – tints, shades, neutralization. Colour charts – types, making and using. Colour harmony, use of colour harmony.

- Psychological impact of colour – warm, cool and neutral colours, impact of specific hues, meanings from colour, colour and form, colour and light, colour and surface qualities, colour and distances and scales. Problems with colour. Use of colour in various functional contexts – Residential interiors, Non Residential interiors. Use of colour in special situations – out door/indoor spaces, accessories, art works etc.

- Colour in Historic Interiors – Ancient Egypt, Greece, Rome, Early Christian and Byzantine, Middle Ages, Renaissance, Colonial America, Victorian Era, Eclecticism, Art Deco, Modernism, Post Modernism.

Outcome:

Students will understand colors and its implementation in design.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Randall whitehead, **The Art of living**
- Source book- Randall whitehead, **Lighting design**
- M.K.Halpeth, T.Senthil kumar, G.Harikumar, **Light right**
- Torquil Barker, **Concepts of lighting, Lighting design in Architectur**

ID 112 Design Studio-II	10 - 10

Focus: To shape spaces through an understanding of elements that builds a design language and continuing from previous semester, reinforcing the understanding & importance of representing different objects through 2D & 3D geometry and learning more complex skills in the same direction.

Objectives

- To have emphasis on relationship between the human body, scale and the built environment, context, creative and exploratory responses, scale and proportion, basic organizational principles, abstraction, order, constants and variations and design as a response.
- To teach design parameters with respect to site and environment.
- To design space through program, site analysis, area volume diagrams.
- To understand documentation of site, site analysis and basic report writing.
- Understanding importance of technical drawing as medium of communication as basic vocabulary in architecture and learning techniques & skills to represent different objects through 2D & 3D geometry thus developing visualization of geometric forms to use it in designing.

Contents

- Principles of abstraction, spatial ordering, kinds of form and their principles of combination light and perception of space and form.
- Elements of architecture, spatial order, modulation of space, space structure form co-relation, program interpretation, choice of theme, abstraction, spatial scales, ordering mechanisms, evolution of form.
- Different ways of presentation of solids in 3D projections, like Axonometric & Isometric.
- Studying sciography and methods of representing it in 2D projections.
- Applying sciography to 3D geometrical projections especially Isometric projections.
- Understanding basic principles of perspective drawings – relatively realistic way for presentation. Introduction of basic elements such as station point, picture plane, eye level, center of vision, cone of vision, vanishing points etc.
- Drawing one point and two point perspectives through
    - Plan and Elevation method
    - Plan and vanishing points method
    - Measuring point method.

Outcome

- Enable students to emphasis on analytical skill to develop design and its management.
- Student shall gain depth knowledge of visualization and enhanced conception of ideas.
- Enable students to understand shades and shadow, solar path and its relation to build masses.
- Students shall learn perspective drawing in 2D & 3D projection to accumulate space drawings with measurements.

Examination Pattern:

- Sessional: 100 % {(25 % Internal continuous assessment + 25% External: Architectural Graphic and Techniques I) + (25% Internal continuous assessment + 25% External: Design Studio I) }

Reference Books:

- John. F. Pile, **Perspective for Interior Designers**, Watson - Guptill, 1989.
- Ernest. R. Norling, **Perspective made easy**, Dover publications, 1999
- Joseph D, Amelio, **Perspective Drawing Hand book**, Dover publications, 2004

ID 122 Building Materials & Construction Technology-II	7 - 7

Focus: Understanding of advanced building elements, building materials, & construction process.

Objectives

- To have an understanding of the properties, characteristics, strength, manufacture, processing and application of materials such as paint, glass, tiles, lime and timber boards, etc. and methods of preservation, treatment and types of uses.
- To understand both in general and in detail the methods of construction by using Timber products such as ply wood.
- To understand in detail, the methods of construction by using basic materials such as clay products and natural timber for structural and non- structural components.
- To understand building industry through various market surveys.
- To gain basic knowledge of hardware, plumbing and sanitary products through case studies.

Contents

- Brick masonry (continued) – acute / obtuse angled joints, cavity wall construction.
- Types of foundation.
- Lintel & arches – types and their construction.
- Simple wooden joinery
- Construction details in door, window and staircase.
- Ferrous & nonferrous materials iron, steel, market forms of steel, aluminum and copper.

Outcome

- Student will learn Introduction to concrete technology and its materials i.e. composite buildings, complex buildings and steel buildings.
- Student also learns construction of Basic building elements such as door, window, stair-case, floor, roof, dome and vault etc.
- An understanding of basic services and hardware and sanitary equipment's for construction methods.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and$_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub.

Delhi, 2003.

- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

ID 132 Design Thinking	3 - 3

Focus: Behavior of Design and creativity of thinking. The course introduces the different tools and techniques of creativity as applicable to problem solving in design

Objectives

- Understanding importance of Creative thinking in Design, its contents with respect to behavior and language of building elements and components.
- To understand and Join knowledge of architecture, civil engineering, statics and material in a natural way.
- To introduce lateral thinking and facilitate innovative design solutions.

Contents

- Glossary of technical words, natural structures and intuitive understanding of their behavior, their relationship with manmade structures.

- Thinking techniques - Principles in generative, convergent, lateral, interactive, graphical thinking, check lists, analysis and synthesis simulation, action ability and implementations of intentions. Blocks in creative thinking. Simple exercises based on thinking techniques
- Tools and techniques of creativity - mind mapping, brain storming with related stimuli and unrelated stimuli, positive techniques for creativity, creative pause, Focus, Challenge, alternatives, concepts, provocation, movement, setting up provocations, sensitizing techniques, group or individual techniques. Simple design exercises.
- Problem statements - Brain writing with unrelated stimuli, idea mapping, random input, story boarding exercises, problem solving techniques - Divide and conquer, hill climbing strategy, means -ends analysis, trial and error, brain storming, morphological analysis, method of focal objects, lateral thinking, steps developed by Polya, Dekker, De Bono and others, research, analogy, reduction (complexity), TRIZ, Halpern‟s techniques etc. Simple Design exercises
- Functions of design.
- Creative solutions applicable to designs - Design, Invention, opportunity, problems, improvement, planning, projects, conflicts. Simple Design exercises. Creative Design process - conceptual design, embodiment design, detail design, Iterations

Outcome

- Enable students to understand the concepts of design in architecture.
- Apply the concepts of action of forces on a body and design.
- Enable students to think in creative ways.
- The concepts of elastic constants and its applications for various types of problems with thorough understanding of creative thinking.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Geoffrey Broadbent. **Design in Architecture**, London:D.Fulton
- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- Edward De Bono, **Lateral Thinking**
- James snyder and Anthony Y catanse, **Introduction to Architecture**, Mc Graw-Hill Book company, New York, 1979.
- Bryan L. Peterson**, Design Basics for Creative Results**, F&W Publications, Inc.
- Noone, Donald.J, **Creative Problem solving**, Hauppauge, 1993.
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new ideas**, Harper Collins publishers, 1992.

ID 142 Evolution of Interior Spaces- II	3 - 3

Focus:

The course provides a framework to analyze and design furniture forms scientifically and sensitizes the student's visual perception of furniture as a single form and as a system in a given interior space.

Objectives

- Imparts the knowledge of various styles, systems and products available in the market. Enhances the knowledge of ergonomics, materials, design and working parameters in designing furniture.
- Develops systematic design approach and space planning through furniture as elements of design.

Contents

- **Ancient Furniture(**Assyrian Egyptian, Greek and Roman Furniture**)**
- **The Middle Ages,** Byzantine, Romanesque, Gothic
- **Chinese Furniture:** Sources of information, Form, Colour, Materials, Surface decorations, Types of furnitures
- **17th Century 1600-1700 --Age of cabinets:** Introduction & Elements of style
- **Early 18th Century 1700-1760 New forms& Evolution of Mirrors** Introduction & Elements of style
- **Late 18th Century 1760-1800 Neo-Classicism:** Introduction & Elements of style
- **Early 19th Century 1800-1840:** Introduction & Elements of style
- **Mid 19th Century 1840-1900 Turmoil & progress:** Introduction & Elements of style
- **Art & Crafts 1880-1920** Reaction to Industrialisation
- **Art Nouveau 1880-1915 Age of Transition**
- **Art Deco 1919-1940**
- **Modernism 1925- 1970**
- **Mid century modern 1945-1970**
- **Post modern & Contemporary 1970 .**
- **Craft & Technology**

Outcome

- The students understand Indian architecture as a response to the political and socio cultural conditions present in India at different points of time.
- The architectural responses will be understood with respect to technology style and character.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Joseph Aronson, **The Encyclopedia of Furniture**: Third Edition 1961
- Bradley Quinn, **Mid-Century Modern: Interiors, Furniture, Design Details**, Conran Octopus Interiors, 2006.

- Jim Postell, **Furniture Design**, Wiley publishers, 2007.
- Edward Lucie-Smith, **Furniture: A Concise History (World of Art**) , Thames and Hudson, 1985
- Robbie. G. Blakemore, **History of Interior Design and Furniture: From Ancient Egypt to Nineteenth-Century Europe**, Wiley publishers, 2005.
- John.F. Pile, **Interior Design**, 2nd edition, illustrated, H.N.Abrams, 1995

ID 152 Furnishing	3 - 3

Focus: The course provides a framework in understanding the socio-cultural and historical aspects that influence the design of accessories and products based on their life style.

Objective

Imparts the knowledge of various styles, systems and products available in the market.
Enhances the aesthetic perception, materials, design and working parameters in designing products and accessories.
Develops systematic design approach and integration of designed furnishings with the interior.

Contents

Role of furnishings in interiors. Integration of furnishings in interior design. Orientation to sociocultural and historical context of the sector. Orientation to Indian as well as global context of interiors, trends and market.
Soft Furnishing: Meaning, Importance – relationship of furnishings with space, selection and use of furnishings – functional and decorative.
Care and Maintenance of Soft Furnishings: Stain removal, mending and darning, laundering, storage of furnishings.
Home Furnishing , Study of Window, Window treatments: curtains & draperies
Upholstery – covering materials and other items
Fittings for Doors & Windows, Ventilators:

Outcome

The course prepares the student for mass production of decorative furnishings and products for various life styles of people with the parameters of economy.

Examination Pattern:

Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Laura Slack, **What is product Design?** Roto Vision publishers, 2006
- Treena Crochet and David Vleck, Designer‟s **Guide to Decorative Accessories**, Prentice Hall, Ist edition, 2008.
- Michael Ashby, Kara Johnson, **Materials and Design: The Art and Science of**
- **material selection in product design**, Butter Worth Heinemann, 1st edition, 2002.
- International Design Yearbook, 1995: **Furniture, Lighting, Tableware, Textiles and Products**, Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, **Product Design and Development**, McGraw-Hill Education Singapore; 4th edition, 2007

- William Lidwell, Kritina Holden, Jill Butler ,**Universal Principles of Design**, Rockport publishers, 2003.

- June Fish, **Designing and Printing textiles**, Crowood press, 2005

- R.W.Lee, **Printing on Textiles by Direct and Transfer Techniques**, Noyes Data Corporation, 1981

- Marypaul Yates, **Fabrics: A guide for architects and Interior Designers**, Norton publishers, 2002.

- Corky Bingelli, **Materials for Interior Environments**, John wiley and sons, 2007

MDC 003 **Environment Studies**	**4 - 4**

Focus: Architecture and Interior Design as a system of environmental control

Objective

- To study human heat balance and comfort.
- To familiarize students with the design and settings for buildings for daylight and factors That influence temperature
- To inform about the air pattern around buildings and the effect of wind on design and siting of buildings
- To expose the students to the various design strategies for building in different types of climatic zones.

Contents

- Ecology & environment
- Climate- factors affecting, classification, modes of measurement, assessment tools
- Climate change & Carbon footprint
- Comfort- factors affecting, theories and proposed modes of measurement, assessment tools
- Introduction to building physics & Green buildings.

Outcome

- Understanding of thermal balance in human beings
- Designing climate responsive structure
- Conceptual understanding of air flow in buildings

Examination Pattern:

- Continuous Evaluation Mid Term 1: I hour duration 25 marks Weightage: 12.5%
- Mid Term 2: I hour duration 25 marks Weightage: 12.5%
- End Term: 3-hour duration 100 marks Weightage: 50%
- Field work and Report writing: ------ Weightage: 25%

Second Year B. Interior Design
Academic Curriculum (2016-2017)

Second Year

ID 211	**Design Studio – III**	**16 - 16**

Focus: **A.** Understanding of context and implementation of principles in design
B. Basic of AutoCAD software
C. Basic vocabulary of design.
D. Understanding importance of spoken, written and visual communication.

Objectives

- Understanding the residential complexes and apartments.
- Understanding fundamentals of theory of architecture
- Understanding importance of spoken, written and visual communication. basic vocabulary of design
- Studio design project
- Introduction, various terms used
- Interior Designing for Residences depending on different concepts
- Need and Importance of interiors in Residential buildings
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.
- Reinforcing spoken, written and presentation skills in English.

Content

- Studio projects shall be structured to deal with two (or more) distinctly different contexts with program being identical.
- Residential project will be introduced.
- Project may emphasis largely on Kitchen and Toilet of the residential unit for designing and detailing.
- Advanced English reading and writing exercises through book reviews, business letter writing, and presentation of design projects, group discussions and project reports.

Outcome

- Enable students to learn and understand theory of architecture in depth with practical approach in design.
- Enable students to gain confidence in spoken and written English language
- Understanding of context and relationship of functions

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) +
  (40 %: 20% Internal continuous assessment + 20% External)}

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.

- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.

- Gary Gordon & Jamco L. Nuckolls - **Interior lighting for Designers**, Third edition - John Wiley & Sons, New York, 1995.

- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.

ID 221	Building Materials & Applications - I	4 - 4

Focus: The course provides information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective: To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content:

Materials to be studied based on –

Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components. Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.

Masonry – mud, bricks, building tiles i.e roof, floor and wall tiles, stones, clay, lime, sand, mortars, cement and aggregates, concrete, gypsum based plaster etc.

Timber, cane, bamboo – characteristics of good timber, defects, applications of timber like joints, floors, openings, staircases, roof forms etc. Finishes in timber like flooring, paneling etc. Finishes to timber.

Wood – Plywood, block boards, particle board, medium density fibre etc. – their properties, process of manufacture, tools and technology of its application and quality assessment, finishes to reconstituted wood, - lamination, polishing etc. Insulation materials – various insulating materials, their properties and applications. Surface finishes for wood products and derivatives etc., Coatings – clear and pigmented finishes technical or protective coatings etc.

Paints– Protective coating paints, types of paints – water paints, distempers, cement based paints, emulsion paints, anti-corrosive paints etc. – composition, functions, preparation and application method, painting on different surfaces, defects in painting etc.

Varnishes (oil and spirit) – various types – French polish, damp proofing finishes etc. and methods of application

Outcome: Students should do case studies, market surveys, visual presentations, site visits and drawings.
An Understanding of advanced materials, products and methods of construction and in detailing.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and$_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.

- Moxley, R. Mitchell‟s **Elementary Building Construction**, Technical Press Ltd.

- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.

- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.

- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.

- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.

- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

ID 241	Interior Environmental Analysis	2 - 2

Focus: Developing the Analytical skills and understanding of climatology. The focus of the course is to impart scientific building design and site planning as related to climate, particularly to tropical climates as found in India by giving importance for human comfort in interior spaces through natural elements.

Objective:

- Understanding of Climate and its impact on design, fundamentals of climatology and environmental studies, Passive climatic control.
- To apply the principles of Solar Passive Architecture to design of buildings and Interiors.
- Introduction – Climate and built form interaction. Global climatic factors, elements of climate, impact and issues of climatic balance in traditional and contemporary built environments, issues of ecological balance, implications of climatic forces in nature of spaces and forms. Patterns of organization and elements of built form at individual building.
- Thermal comfort and heat flow: Thermal comfort factors, physiological aspects. Body heat balance. Building climatological site analysis, application of comfort diagrams, introduction to basic thermal units, theory of heat flow, heat transmission, thermal properties of materials, human heat balance. Physiological comfort, outdoors and indoors, heat flow within buildings, steady state conditions and periodic flow, thermal performance of building elements.
- Sun and Design process – Solar charts, sun angles and shadow angles, orientation for sun, sun control, design of shading devices, radiation, glare, solar energy and its technical applications. Climate and material choices, color and texture choices for interior spaces.
- To equip the students with the basic understanding of climatic types in India and the impact on requirements of building design and site planning. To introduce them for planning for thermal comfort, day lighting and natural ventilation, familiarize them with the data, methods, principles, standards and tools for planning and designing for climatic comfort.

Content:

- Introduction to passive techniques of cooling such as evaporative cooling, earth tubing, wind scoops, roof ponds, shaded courtyards etc.,
- Two design exercises (in hot dry and warm humid climate) with an objective to integrate passive cooling systems in the design.

Outcome:

Students will learn to analyze as well as the impacts of climate on design and dealing with them.

The student should be able to predict climatic conditions in a given building and redesign for given parameters.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Koeinsberger, O.H. and others, **Manual of Tropical Housing and Building**. Orient Longman, Chennai, 2003.
- Konya Allan**, Design for Hot Climates**
- Kukreja. C.P. **Tropical Architecture**. Tata McGraw Hill Pub. Co. Ltd. New Delhi, 1978.
- Markus, T.A and Morris. E.N. **Buildings. Climate and Energy**, Pitman Pub Ltd., London, 1980.
- Olgay and Olgay, **Solar Control and Shading Devices**.

ID 251	Building Services I	3 - 3

Focus: Understand building services as essential part of design

Objective

- To impart the knowledge and skills required for understanding the building services of water supply and sanitation and their integration with architectural design.
- Understanding rain water harvesting.

Content

Unit-1: Water supply introduction, sources of water supply, qualitative and quantitative aspects, impurities, purification sedimentation, coagulants, filtration, disinfection, water softening and miscellaneous treatment of water. Sources of water pollution and preventive measures. Public water distribution system, methods of layout of distribution pipes.

- Pipe sizes, fittings, valves, types of taps, wash basins, sink, bath tubs, flushing cistern. Domestic water supply systems mains, ferrules, service pipe, water meter, sump, pumps, overhead tank, distribution pipes, cold water and hot water supply for single and multistoried buildings.
- Provision for fire fighting fire hydrants. Study of solar heating systems, gas and electric geysers.

Unit-2: Sanitation: Introduction, importance and purpose of sanitation, definitions bacteria, invert, sewer, sewerage, types of refuse, collection and disposal of refuse, systems of drainage separate, combined and partially separate system, advantages and disadvantages of each system.

- Sanitary requirements for various types of buildings, types of pipes.
- Man holes drop manholes, manhole with intercepting trap, inspection chambers, self cleansing velocity, drains on sloping sites, sub soil drainage, storm water disposal catch basins, inlets, storm water regulators.
- Importance of pumps and sewage pumping stations, septic tanks soak pit, soak well, design aspects, disposal of effluent.
- House drainage principles, traps-floor trap, multi-trap, gully trap, grease and oil trap, urinals, Indian, European, Anglo Indian type of water closet, squatting urinal, bidet
- Definitions Siphonage, anti-siphonage pipe, cowl, fresh air inlet, soil and waste pipes, vent pipe
- Systems of plumbing single stack, one pipe, one pipe partially ventilated, two pipe disposal of waste water from buildings typical plan of residence with garage showing all the traps, inspection chambers, pipes connected to public sewer line alternatively

connecting the same layout of pipes to septic tank. Testing of drains and drain pipes.

- Brief study - natural methods of sewage disposal by dilution and land treatment, self purification of natural waters, oxidation, sewage treatment, oxidation ponds, aqua privy, garage drainage and layout of simple drainage systems, sewers, materials, laying and testing of sewers, ventilation of sewers, surface drains, sewer, cleaning of sewers, re-cycling of sewage water. Rain water harvesting.

- Rural sanitation, biogas, different methods of collection and disposal of dry refuse and night soil

- Site visits Water treatment plant, sewage treatment plant, multistoried apartments for studying water supply and sanitary arrangements.

Unit-3: Electrical services: Importance of electrical services in buildings, introduction to commonly used terminology, Supply and distribution of electricity to buildings substations (including high tension panels, transformers, low tension panels, generators) and overhead versus underground distribution systems, panel boards etc.

- Internal supply and distribution brief description of various cabling types, conduit, PVC casing and capping wiring systems; Earthing and brief description of protective devices fuses, MCBs, ELCB, etc., Electrical load estimation. Introduction to power and lighting circuits. Indian Electricity Rules-Relevant codes of Practice.

Unit-4: Interior lighting: Quality and quantity of light; Methods of lighting: ambient, task and accent lighting, Systems of luminaries: direct, indirect etc., Various types of electrical lamps incandescent, fluorescent/CFL, HID s, neon lamps and their lighting characteristics, Design considerations for different types of occupancies and tasks Preparation of a lighting and electrical scheme.

Outcome:

- Students will understand the importance of building services and their use in building
- Students will learn Rain Water Harvesting in buildings

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Hussain S.K, **T.B of water supply and sanitary engineering**, 3rd ed, Oxford and IBH pub. Ltd., New Delhi, 1994
- Kshirsagar, S. R, **Water supply engineering**, 6th ed, Roorkee publications, 1980.
- Rangwala, S.C. **Water supply and Sanitary Engineering : Environmental Engineering**, 19th ed, Charotar pub house, Anand, 2004.
- **Electrical wiring and contracting** (vol. 1 to vol.4), London. The New era

Publishing
Company.

- Dr Frith Abnwos and others, **Electrical Engineering handbook**.
- William . J. Guinness, **Mechanical and Electrical Systems for Buildings**, New York :Mc Graw Hill.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.
- Wanda jankowski, **Lighting : In Architecture and Interior Design**, pbc intl, 1995.
- Moore Fuller, **Concepts and practice of Architectural Day lighting**, Van Nostrand Reinhold co., New York, 1985.

ID 261	**Elective/Workshop**	**3 - 3**

Focus:
Furniture Workshop and Textile Workshop

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

ID 281 Space & Furniture Design-I	2 - 2

Objectives

To study Way of analyzing furniture forms and designing furniture forms scientifically based on ergonomics materials design and working parameters and visual perception of furniture as a single form and as system in a given interior space.

Contents

Furniture Terminology, Standard Furniture Dimensions, Carpentry Joints, Double Bed and Bedside table details with specifications, Upholstered wooden Chair details, Wardrobe internal sections, Sofa Set and Centre Table, Wall Unit/Plasma unit, Study Table, Residential Bar, Console/Dresser Mirror Frame.

Outcome

The student will be able to demonstrate the ability to apply furniture design theories and concepts into their own unique designs.
The student will be able to specify appropriate furniture for various interior spaces

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)
-

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.
- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.
- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.
- Ballast, David Kent. (2010). Interior Design Reference Manual. Belmont, CA: Professional Publications Inc.
- Design Museum. (2010). How to design a Chair. London: Octopus Books.
- Fiell, Charlotte and Peter. (2005). 1000 Chairs (Taschen 25). Italy: Benedict Taschen Verlag GmbH.
- Glasgow, Andrew and Hemachandra, Ray. (2009). 500 Tables: Inspiring Interpretations of Function and Style. New York, NY: Lark Books.
- Kim, Young-Yun and Thompson, Rob. (2011). Product and Furniture Design. London: Thames and Hudson.

- McGowan, Maryrose. (2006). Specifying Interiors. Hoboken, NJ: John Wiley and Sons.
- Natale, Christopher. (2009). Furniture Design and Construction for the Interior Designer. New York: Fairchild Books.
- Piotrowski, Christtine and Rogers, Elizabeth. (2007). Designing Commercial Interiors. Hoboken, NJ: John Wilery and Sons.
- Saville, Laurel and Stoddard, Brooke. (2008). Design Secrets: Furniture: 50 Real-Life Projects Uncovered. Minneapolis, MN: Rockport Publishers.
- Thompson, Rob. (2011). Product Prototyping and Low Volume Production. London: Thames and Hudson.

Related Study Program
Objective to observe, document, analyze, traditional and contemporary built environment at scales of dwelling-cluster neighborhood. Institutions and urban fabric so as to understand the lessons of history and to develop data base for research and teaching.

ID 212	Design Studio IV	16 - 16

Focus: A. Residential Design project for Interior

B. Basic Design theory

Objective

- To understand the basics of Landscape design and implement them in design project.
- To design studio apartment project.

Content

- The design will focus on interior landscaping solutions for the project
- Designing in specific context. Detailed layouts and site planning for building program.
- Definitions and meaning of design, importance of design. Examples of design from nature.
- Fundamental elements of design in 2-D and their definitions; point, line, shape, form, space, texture, value, color and material.
- Introduction to the principles of design in 2- D and 3-D - unity, balance, symmetry proportion, scale, hierarchy, rhythm, contrast, harmony, focus, etc. use of grids, creating repetitive patterns.

Outcome:

Students will learn landscaping for interiors and handling site.

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Joseph D Chiara,ndJulius Panero, & Martin Zelnick, **Time Saver standards for Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A Guide to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Mark.W. Lin, **Drawing and Designing with Confidence: A step-by-step guide**, Wiley and Sons, 1993.
- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.
- Robert F. Erlandson, **Universal and Accessible Design for Products, Services, and Processes,** CRC; 1st edition, 2007.
- Oliver Herwig & L. Bruce, **Universal Design: Solutions for Barrier-free**, **Birkhäuser Basel**; 1st edition, 2008
- Francis D Ching & Corky Bungelli, **Interior Design Illustrated**, 2nd edition, Wiley Publishers, 2004.

ID 222	Building Materials & Applications II	4 - 4

Focus: The course provides information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective

To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content

Materials to be studied based on –

- Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components.
- Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.
- Glass and glass products – Composition and fabrication of glass, classification, types of glass- wired glass, fiber glass, rock wool, laminated glass, glass concrete blocks - their properties and uses in buildings. Commercial forms available – their physical and behavioral properties, tools and technology of its application in built forms. Material and workmanship, specifications.
- Rubber – Natural rubber, latex, coagulation, vulcanizing and synthetic rubber- properties and application.
- Plastics – Types, thermosetting and thermo plastics, resins, common types of moldings, fabrication of plastics, polymerization and condensation. Plastic coatings, reinforced plastic, plastic laminates – properties, uses and applications.
- Adhesives – Natural and Synthetic, their varieties, thermoplastic and thermosetting adhesives, epoxy resin. Method of application, bond strength etc.
- Asphalt and Bitumen – Natural and artificial products, forms of asphalt, emulsion, cement mastic bituminous felt, their properties and uses.

Outcome:

Students should do case studies, market surveys, visual presentations, site visits and drawings.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell‟s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.
- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

ID 242	Landscape for Interiors - I	2 - 2

Focus: Introduces students to the knowledge of landscaping design parameters, landscape elements, plant materials etc. to use in the interiors effectively for aesthetic enhancement and visual comfort.

Objective:

To develop a conceptual understanding of landscaping design parameters for various built forms. To develop skills in integrating landscape design with built environments.

Content

- Introduction to landscape architecture and role of landscaping design in the built environment. Types of natural elements – stones, rocks, pebbles, water forms, plants and vegetation. Elements of interior landscape.

- Introduction to study of plants in relation to landscape design and interiors. Types of indoor plants, plant characteristics: i.e., biology, soil, moisture, light nutrient, atmospheric conditions,

- growing medium, pests & diseases. Botanical nomenclature, anatomy and physiology of plant growth. Indoor plants in Indian context. Market survey and costs.

- Design with plants – Basic principles of designs. The physical attribute of plants and relation to design. Appearance, functional and visual effects of plants in landscape design and built environment. Selection and management of plant material in relation to the built environment. Design concepts related to use of sculpture, lightings, garden furniture , architectural feature and grouping them into meaningful composition s for visual and functional effects.

- Landscaping design parameters for various types of built forms- indoor and outdoor linkage to spaces. Landscaping of courtyards- residential and commercial forms. Indoor plants and their visual characteristics- color, texture, foliage. Science of maintaining and growing greenery. Flowers- its colors, texture and its visual perception in various indoor spaces and science of flower arrangement. Automatic irrigation costing and installation of micro irrigation systems.

Outcome:

To develop the skill of using and integrating landscape elements and plant materials to transform different interior spaces through interior landscaping.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A Guide to Interior Landscapes**, Univ of Minnesota Press, 1990.

Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

ID 252	Building Services II	3 - 3

Focus: Advance services in building industry

Objective

To introduce students to Study about HVAC, Acoustics, the science of sound and lifts. Acoustics and lighting are essential components of user experience of the building and creation of appropriate ambience in accordance with building use.

Content

Unit-1: **Heat Ventilation and Air Conditioning (HVAC)**
Air cooling and air conditioning, planning and design considerations, psychometric chart and it's use, Air Condition ducting, latest air conditioning methods.
Behavior of heat propagation, thermal insulating materials and their co-efficient of thermal conductivity.
General methods of thermal insulation: Thermal insulation of roofs, exposed walls.
Ventilation: Definition and necessity, system of ventilation. Principles of air conditioning Air cooling, Different systems of ducting and distribution, Essentials of air-conditioning system.

Unit 2: Elevators, Escalator and Conveyors:
Study of elevators – size, capacity, speed, and Mechanical safety methods, positioning in core under Planning grid. Types like passenger and freight lifts, dumbwaiters, details of lift cage, lift shaft & other Mechanism. Escalator: Parallel and criss cross escalators, Conveyors: horizontal belt conveyors, horizontal moving walk way – Mechanical safety systems and automatic control, Stairways & Ramps

Unit 3: Fire Fighting Systems in a Building
Introduction to Unit, Fire extinguishing systems installed in a building and within the site, Various Warning and alarm systems, Fire resistant doors, Planning for fire escape for buildings

Unit 4: 1. Sound & Acoustics
Basic Terminology and definitions. Physics of sound, behavior of sound in an enclosed space.
Criteria for acoustic environment- location of building, geometry and shape,
Basic understanding of echo, reverberation time, sound absorption coefficient, Noise rating curves.
Acoustical design process: Predictions of acoustical conditions**,** Approach to designing enclosure for predetermined acoustical responses, corrective of existing deficient enclosures,
Introduction to sound reinforcing system- amplification and distribution. Selection of acoustic materials, construction details and fixing.
Noise: Noise- physiological and psychological effects, transmission loss, flanking of sound, Structure borne sound and noise from different mechanical equipments. Noise control techniques and their application.

Outcome:

Students will learn to incorporate design principles of acoustics, fire fighting & HVAC with understanding of their impact in design

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Poella. L. Leslie, Environmental Acoustics.
- Moore J.E., **Design of good acoustics,** The architectural press, London, 1961. Burris, Harold, Acoustics for Architect.
- Lord, Peter and Tempelton, Duncan, The Architecture of sound; Designing places of
- **Assembly**, Architectural press ltd, London, 1986.
- Egan David, **Architectural acoustics**, Mc-Graw Hill Book company, New york, 1988.
- John.F. Pile, **Interior Design**, 2nd edition, illustrated, H.N.Abrams, 1995.
- David Egan. M. **Concepts in Architectural lighting** Mcgraw Hill Book company, New York,
- 1983.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.

ID 262	**Elective/Workshop**	**2 - 2**

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

ID 272	Space & furniture design-II	3 - 3

Focus: Provides an overview of the relationship between man and space and behavior patterns of human beings in space planning along with furniture.

Objective:

To acquire the knowledge to design a space for the user based on his perception and behavior to the space.

Content:

Space perception: Perception of space through understanding associative aspects relating to space. Understanding cognitive theories and Gestalt principles of psychology related in the field of space making to develop an understanding of place making.

Relationship of spatial elements like floor, column, wall, window, door, stair, roof, light, color, textures to the psychology and perception of space.

Kinesthetic – Understanding perception while in movement and space organization around such a phenomenon.

Analysis of human mind and his/her image of the world - social behavior patterns, traditional thinking and behavior and reflection of social world into physical environment.

Human being and his behavior in various public and private areas – change of patterns in various cultures. Human behavior in a group. Activities and its relationship with grouping of people.

Furniture: Office furnitures variety of modules (open office), Reception Table, CEO Office Table, Credenza, Back unit sectional details with material specifications, Cane furniture, Stone furniture, Wrought Iron furniture, Glass furniture, Plastic/PVC/FRP furnitures, Manufacturing process for Plastic & Glass furniture.

Outcome:

Integration of psychology and user behavior in space & furniture.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space : A source book of Design Reference standards**, Watson - Guptill, 1979.
- Karlen Mark, Kate Ruggeri & Peter Hahn, **Space Planning Basics**, Wiley publishers, 2003.

- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new ideas**, Harper Collins publishers, 1992.
- Bryan Lawson, **Language of Space,** Architectural Press, 2001.
- Yi- Fu Tuan, Steven Hoelscher, **Space and Place: The perspective of experience,** University of Minnesota Press, 2001.
- Setha. M. Low, Denise Lawrence - Zunigias, **Anthropology of Space and place: Locating Culture**, Wiley - Blackwell publishers, 2003.
- Irwin Altman & Erwin. H. Zube, **Public spaces and places, (Human Behavior and environment),** Springer link, 1989.
- Roger Downs, David Stea, Kenneth. E. Boulding, **Image and environment,** Transaction Publishers, 2005.

Third Year B. Interior Design
Academic Curriculum (2016-2017)

Third Year

ID 311	**Design Studio V**	**16 - 16**

Focus: Commercial Studio

Objectives:

Understanding the Commercial complexes and offices.

Content:

- Introduction, various terms used
- Interior Designing for Commercial complexes on different concepts
- Need and Importance of interiors in Commercial complexes.
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.

Outcome: Students will have exposure to whole new dimension of Interior Architecture and learn to design for Commercial complexes.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

ID 321	Revitalization of Arts and Crafts	2 - 2

Focus:
The course culminates with a module on sensitizing the students of Interior design towards designing with local arts and crafts and incorporate in the design.

Objectives:
To understand Role of Revitalization of Art & Craft forms in Interior Spaces. Understanding of Art & Craft forms as design elements and its relevant application in the modern society.
Modernization of old craft technology for better forms for interior use
Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

Content:

Unit-1: Understanding of Art and Applied Art, Introduction to Indian tradition and culture, Introduction to Cultural heritage.

Unit-2: Different types of Arts in Indian tradition: North eastern states, Jammu Kashmir, Kerala, Madhya Pradesh, Andhra Pradesh, Gujarat**,** Rajasthan

Unit-3: Gujarat – Lacquered furniture, **Barmer Rajasthan –** Carved furniture, **Saharanpur** – Flat saw carving and inlay in wood, **Jammu and Kashmir** – Walnut furniture and paper mache furniture.

Unit-4: South India – Karnataka and Tamilnadu carved furniture in rosewood and sandal wood, **Kerala** – Cane furniture, **West Bengal, Assam and Eastern States** – Cane furniture, Bamboo furniture and Grass woven furniture.

Outcome:
Student will understand Revitalization of Arts and Crafts , which helps in Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

References:

- Fielden.Bernard ,***Guidelines for Conservation*** ,1989, INTACH, New Delhi.
- Kumar Raj, ***Essays on Indian Art and Architecture***,Discovery pub, New Delhi, 2003
- Sunil Sethi, Angelika Taschen, ***Indian Interiors***, TASCHEN America Ltd; 25th ed. edition, 2009
- Maria Dolors Ros Frijola**, The Art and craft of ceramics**: ***Techniques, projects, Inspiration***, Lark books, 2006
- Susan Bruce, ***The Art of hand built ceramics***, Crowood Press ,2000

ID 331	Specification, Quantity & Estimation	3 - 3

Focus: The course deals with – Methods for working out quantities and costs to make an estimate of the project with all specifications. Management of the projects based on time and budget.

Objective:

To equip the students with the basic understanding of – Working out quantities of different materials and their costs to prepare an estimate of the project before execution. Preparation of schedule of charts for time and budget, to have a control over the project.

Expected skills/ knowledge Transferred:

The student should develop techniques of - estimating and costing related to the interior projects. preparing schedules of time and budget for the projects to execute efficiently.

Content:

- Types of measurements, modes of measurements: methods of taking out quantities preparation of schedule or bill of quantities.
- Specifications , Rate analysis of various items of work: preparation of various items of work in the interior works.
- SI measurements system, SI nomenclature methods. Dimensional and modular coordination, modules and modes of measurements practiced by various agencies. Specification types, specification contents, standards developed by trade and industry, government agencies.
- Estimating interior items manually and through spreadsheet programs. Specification writing proforma, order writing, scheduling etc.
- Introduction to project management – Definitions and meanings, Importance, Reasons or shortfall in its performance, scientific management, life cycle of project.
- Planning and control, Human aspects, Development of project network. Critical path, PERT and CPM. Project organization. Contracting, Procurement and Recruitment budget and fund flow statement. Stabilization and finish. Organization of project: matrix organization, task forces, project teams: monitor and control of project. Project management strategies: Tools and techniques for project management. Classical persuasive and non-persuasive strategies and techniques. New techniques of management by objectives (MBO). Integrated reporting system, flow diagrams, bar charts, milestone charts, CPM and PERT. Techniques of monitoring of development works – standard oriented costs control, turnkey system, vertical production method, inventory cost control techniques and unified status, index techniques.

Outcome:
Students will learn the responsibilities & liabilities of the Profession and understand the process of Contract and Project management.

Examination Pattern:
- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Indian Institute of Architects. H.B. **Professional Practice**, The Architects pub. Bombay.
- Namavati. H. Roshan**. Professional Practice**. 8th ed, Lakshani Book Depot, Bombay, 2001.
- Christine .M. Piotrowski , **Professional practice for Interior Designers**, 3rd edition, Wiley and sons, 2001.
- Cindy Coleman, **Interior Design Handbook practice**, Mc Graw Hill professional, ist ed, 2001
- Ronald Veitch, **Professional practice for Interior Designers**, Peguis Publishers, Limited, 1987.

ID 341	Landscape for Interiors - II	3 - 3

Focus: Landscaping as a medium of design in Interior Design. Understanding of Landscape elements like trees, shrubs, plants, water, rocks and development of landscape planning and application in architectural design.

Objective: To introduce students to the discipline of landscape and to develop basic skills required in handling simple landscape design projects.

Content

- Introduction to landscape architecture for interior and exterior both, definitions.
- Noted landscape architects and their concepts and definitions
- Natural and manmade landscape, urban and rural landscape
- Elements of landscape architecture like vegetation, land forms and water bodies and their application in design
- Introduction to Site planning and site analysis
- Landscape materials and plant materials study, introduction to taxonomy
- Study and analysis of contemporary landscape designs
- Study of existing landscaped areas like courtyards, gardens, urban spaces etc.
- Street and site furniture Application of landscape design for site plans, small gardens, residential areas, urban spaces, courtyards etc.

Outcome:

Students develop skills required in handling landscaping project.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A Guide to Interior Landscapes**, Univ of Minnesota Press, 1990. Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

ID 351	Working Drawing and Computer Application	2 - 2

Focus: The focus of the course is to impart skills related to the preparation of drawings meant for execution on the site.

Objectives: To impart training in the preparation of working drawings for buildings with specific reference to code of practice and incorporating specifications as complementary to the working drawings.

Content: Preparation of plans – Architectural plans, furniture layout floor plans with clearances, different level floor plans, detailed floor plans of each room.

- Elevations and Sections – Detailed sectional elevations of all the walls in the interior with all the required dimensions and specifications.
- Details of all services – layouts for flooring, ceiling, electrical, plumbing, lighting, firefighting etc., toilet details, kitchen details, staircase details, furniture details, Interior finishing details, material, color and texture details, fixture and fixing and joinery details.
- Specifications writing: Writing detailed clause by clause specifications for materials pre and post execution, tests, mode of measurements, manufacturers details and specifications etc.
- Manufacturer's specifications – Database of manufacturers specifications for the following materials based on surveys – Glass, plywood and laminates, hardware, electrical, wiring, accessories, plumbing fitting and fixtures, flooring, cladding etc.

Outcome:

Preparation of working drawings – Suitable scales of drawings, methods of giving dimensions and standards on plans, sections, elevations, details etc.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Leibing. W. Ralph, **Architectural Working Drawings**, 4th edition, John wiley and sons, New York, 1999.
- Macey. W. Frank, **Specification in detail**, 5th edition, Technical press ltd, London, 1955.
- Shah, M.G.; and others, **Building Drawing: An integrated approach to build environment**, 3rd ed, Tata McGraw Hill Pub. Co. Ltd, New Delhi, 1996.
- Fredd Stitt, **Working Drawing Manual**, McGraw-Hill Professional; 1st edition, 1998.
- Kilmer, **Working Drawings and Details for Interiors**, John Wiley and Sons

ID 361	**Elective / Workshop**	**2 - 4**

STAGE II

ID 312	**Practical Training**	**0 – 28**

Objectives:
To offer students an opportunity to work in an interior designer's office and get acquainted with the demands of the profession.
To carry out independent critical study of a building of interior designing importance, study of an innovative building material and study of observed and drafted details.

Course contents:

The professional training shall be for duration of 16 weeks in various aspects of interiors practice. During this period, the candidate shall produce four reports viz. -

a) **Training Report:** The Training Report shall consist of the various drawings, observations; technical graphic data, etc. obtained during the process of training
b) **Building Study:** The building study shall be a critical appraisal of one of the buildings preferably designed and supervised by the firm in which the candidate has taken the training.
c) **Building Material Study:** The Building Material Study shall include pertinent data, characteristics and applications of a contemporary building material.
d) **Detailing study:** The detailing study shall deal with the various aspects of an interesting detail done by the firm, where the candidate has done the training or any other project of interest.
e) **Sketchbook:** The student shall maintain an A4 size sketchbook consisting of sketches, observations etc. to demonstrate ability to draw, analyze, understand and maintain records.
f) **Log Sheets:** duly filled and signed by the student trainee and the architect under which the training is imparted shall be submitted on weekly basis to the Institute and the same can be referred for any cross-check during assessment.

Note: Practical training will be carried out as per the Practical training rules as prescribed. The practical training shall be supervised and evaluated as part of curricular studies.
A jury comprising of an internal and external examiner shall conduct the final examination (Viva-voce) of the Practical Training completed.

Evaluation:

Sessional: 100% (50 % Internal continuous assessment + 50 % External)
No candidate shall be eligible for Practical Training unless she successfully completes and declared pass in all the studio oriented subjects of years/semesters preceding the commencement of Practical Training.

Forth Year B. Interior Design
Academic Curriculum (2016-2017)

Forth Year

ID 411	**Design Studio VII**	**16 - 16**

Objective: Understanding the hospitality, health services, performing center principles & design concepts. (Focus: Hospitality projects.)

Contents:

Unit 1: Project Introduction.

- Introduction, various terms used in hospitality projects.
- Basics of Interior Designing for hotel
- Need and Importance of interiors in hotel design.
- Approaches and techniques, interior landscaping, maintenance and management of conserved areas or buildings.

Unit 2: Literature & case studies.

- Literature study on various spaces used in hotels; in terms of standards of areas.
- Case studies of existing hotels to understand various user aspects in terms of services & design.
- To make conclusions based on case studies.

Unit 3: Concept & design development.

- To develop conceptual analysis on given design project.
- Design development based on concept incorporating all required drawings.
- Understanding design development stage with 2D & 3D interior drawings.

Unit 4: Final design proposal

- Final design proposal incorporates all literature & case studies conclusions.
- Set of drawings of all required interior details.
- 3d model showing design concepts

Outcome:

Students will understand the hospitality, health services or performing center design concepts & based on these design concepts they will design interior project.

Evaluation:

Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

References:

- Joseph D Chiara,ndJulius Panero, & Martin Zelnick, **Time Saver standards for**
- **Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A Guide to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.

ID 431	Retail Design & Visual Merchandising	3 - 3

Objective: To understand functioning of retail, merchandising spaces like small shops, large shops and mechanism of displaying (Focus: Provides an overview about multipurpose interior design aspects)

Unit 1: Introduction to retail design and visual merchandising

Concept of commercial art and merchandising – Meaning, classification, development – recent trends – art, architecture and display.

Unit 2: Dimensions of retail design

To develop understanding of other related dimensions of architecture and interior design i.e. Real Estate & Redevelopment. Types of Retail Stores , Elements of Store Design, Exterior Design of a Retail Outlet, Store Layouts, Fixtures, Store Displays, Lighting, Color and Design for Disabled.

Unit 3: Advertising and Merchandising

Advertisement – Definition, importance, classification, features of good advertisement, preparation and techniques, advertisement media – selection, classification and types, poster – importance, characteristics – steps and techniques in poster making.

Unit 4: Consumer and Merchandising

Meaning, significance and classification of consumer, Consumer rights and responsibilities, classification of consumer goods, elements involved in merchandising – grading, branding, labeling, packaging and standardization.

Outcome:

Knowledge about the need and use of commercial and visual art. Encouragement to the student to apply theoretical knowledge in designing the interiors of a retail space. Knowledge of the current trends in retail design and visual merchandising.

Evaluation:

Assignments, debates, quiz, class tests, field trips

Suggested Readings:

- Nair, R., **Marketing**, Sultan chand and sons educational publishers (1994), New Delhi.
- Nisra, M.N., **Sales promotion and advertising management**, Himalaya publishing house (1994), Bombay.
- Wolfgang, Preiser **Universal Design Handbook**,
- Wylde, Robbins, **Building for a lifetime**,
- Steven Winner , **Accessible Home Design**,
- Ken Mc Elloy, **The ABC's of Real Estate Industry.**

ID 461	Elective/Workshop (Self-study)	2- 4

Objectives: To prepare student for self-study or a visiting scholar to undertake teaching a course relevant to his/her choice and discipline, thereby giving wide exposure to students.

Contents:
This course is an open platform for the student to choose a topic of interest with approval of assigned faculty, initiate research and present it in an audio-visual format followed by a term paper. This is a self-learning module. It can serve for invited Indian or international professor to be on the campus to offer a course.

Unit 1: Introduction to Seminar

- Preliminary discussion on what is seminar, what is expected out of students; choosing a socially relevant topic for in depth study.
- Finalization of topics for students; each student presenting the potential of the topic; brief on selected topic should be discussed in a sequence: Need for the topic; Method of data collection and field visits; literature survey, Format of write up.

Unit 2: Literature review

- Literature study; study of four research papers on the topic of interest; list of books available and accessible; availability of any thesis projects on the topic, etc
- What is the social concern embedded in the topic selection? What are various facets of this concern? How to address such concerns?

Unit 3: Furthering research

- Individual student's presentation in 10 PowerPoint slides – first draft and discussion.
- Deciding the research tools to capture data; literature survey continues; discussion on paper layout.
- Field studies, ethics involved in field studies, how to conduct personal interviews, literature survey continues, progress reporting on email.

Unit 4: Final presentation and term paper

- Presentation of work done in 10 ppt slides and submission of draft paper in about 3,000 words consisting of processed pictures, sketches, graphs, etc.
- Individual discussion on research done; review of output expected; directions for appropriate manner and style in which write up is expected. Finalization of write up; discussion on possible publication; method of media communication for submission of written material.

Outcome:
Increased understanding of a new course by an external faculty

Evaluation:
Assignment, quiz, presentations.

Suggested Readings

- HART, C. (2011). **Doing a literature review: Releasing the social science research imagination**. London, SAGE.

ID 471	Interior Imaging & Branding	3 - 3

Objectives:
Focuses entirely on commercial interior styling and teaches to create interior designs that are visually pleasing, coherent and effective of the user's personality.

Contents:

Unit-1: Color physiology for interior design style. Color concept, contrast textures and patterns which help in imaging interior design projects.

Unit-2: Balance window dressing with styling and study of window treatments which provide the perfect balance in room with the help of curtains, pelmets, shutters, screens and blinds.

Unit-3: Branding: Learning and understanding functions that includes analysis and planning on how that brand is positioned in the market, which target public the brand is targeted at, and maintaining a desired reputation of the brand.

Unit-4: Visual merchandising and display . Creating memorable space through styling of spaces and application of basic decorating parameters by adding artwork, paintings, craftworks, framed photos, family portraits and books.

Out Come:
Students to complete their personal mood boards/ decorating schemes with usual file of images that expresses their personality.

Evaluation:
Test, Quiz and End-Exam

References:

- Design & Design furniture & lights by Oscar Asensio
- A-Level Product Design, Will Potts.
- Materials and Design : The Art and science of Material Selection in Product Design,Michael Ashby, Kara Johnson.
- Human Factors in Product Design, W.S.Green.

ID 481	Professional practice	3 - 3

Focus:
Introduction to the profession of interior design, its division and sub divisions.

Objective:
To acquaint the students with the norms of professional practice & role of an interior designer with respect to society & works to be executed.

Contents:

Unit-1:
Introduction to professional practice.

Profession: Idea of profession and essential difference among profession, trade and business.

- Profession of interior design, its essential tenets, duties and liabilities.

- Types and extent of services offered by interior designer, scale of fees, stages of payment, and contract between client and interior designer.

Unit-2:
Building Industry: General overview of the industry. Various participants and dimensions of building industry. Finance, statutory controls, construction procedures, enforcement issues related to building industry and the role of interior designer, employer, and contractor.

Unit-3:
Indian institute of designers (IIID) & its code of conduct, contract documents.

Unit-4:
Contract Management: Overview of procedures in contract management with a focus on interior designer's role.

Outcome:
The students understand the roles & responsibilities of a Professional Interior Designer.
Learn the procedures of Professional conduct & client expectations.
Role of IIID as a Professional body.
Tender & Contract documents.
Mode of payment for professional services offered.

Evaluation:
Exercises, Assignments, Quiz, Field Visits, Involvement in class interactions

References:

Instructional Materials: Presentations, Books, Models of Examples
Books:

- Handbook of Professional Practice – David Haviland

- Professional Documents by Council of Architecture
- Beginnings of Interior Environments by Phyllis Sloan Allen, Lynn M. Jones, Miriam F. Stimpson
- Interior Design by Ahmed A. Kasu.

ID 491	Conservation, Restoration & Readaptation	3 - 3

Objectives:

Explore the history, philosophy and science of architectural conservation through lectures and seminar discussions. Encourage appropriate methodologies and tools for recording, documentation and inventorying of heritage structures. Develop sensitivity to design in heritage environment. (Focus: This course gives a brief introduction to the subject of Architectural Conservation. It discusses the history, theory and best practices in Architectural conservation. Moving from basic theories, the course touches upon the technical aspects and ethics of conservation. The course culminates with a module on sensitizing the students of architecture towards designing in historic environments.)

Contents:

Unit I Introduction to Architectural Conservation:

Definition of Conservation and its socially accepted Meanings, Why Conservation? Justification for conservation, Development of Theory of conservation and various charters of International importance like Venice charter, Burra charter, Bombay Heritage Act, etc, Concepts of Values, Significance, Authenticity and Integrity, Ethics in Conservation.

Unit II Research in conservation:

Importance of Research in conservation, Sources of information like books, archival photographs and maps, folklores, mythology, oral tradition and memories.

Unit III Documentation:

Introduction to Heritage Database and Surveys for conservation, Listing and Inventories Measured Drawing: Techniques of Measurement, Drawing and Presentation,Photographic Documentation

Unit IV Degrees of intervention in historic buildings and monuments & decay and remedies:

Prevention of deterioration, Preservation of the existing state, Consolidation of the fabric, Restoration, Rehabilitation, Reproduction, Reconstruction

Introduction to Decay in Cultural property, Materials and Structural failures, Internal and External environment of historic buildings, Climatic causes of decay, Botanical, biological and microbiological causes of decay, Insects and other pests as causes of decay, Man-made causes of decay.

Outcome:

Understanding of conservation techniques and artifacts for re – design and restoration of old building for re-use.

Evaluation:

Assignments, tests, quiz and end term exam.

References:

- Fielden,Bernard, ***Conservation of Historic Buildings*** , 2003, Architectural Press.
- Fielden,Bernard***, Guidelines for Conservation***,1989, INTACH, New Delhi.
- Historic England, Practical ***Building Conservation: Conservation Basics***, 2013, Routledge.
- Salvador Munoz-Vinas ,***Contemporary Theory of Conservation*** , 2005, Elsevier.
- Letellier, Robin, ***Recording, Documentation, and Information Management for the Conservation of Heritage Places- Guiding Principles 2007***, Getty Conservation Institute. Los Angeles.
- Jukka Jokilehto ,***A history of architectural Conservation*** ,1999,butterworth Heinemann.

ID 412	Dissertation / Thesis	0 - 24

Objective: A project is carried out in a manner in which it is done in the relevant professional practice. The project is intended to evaluate the student's capability and maturity in the field of Interior Design. The project should reflect knowledge gained from all the courses undertaken by the student in all the previous semesters. (Focus: To carry out an independent study in order to design an interior project involving a set of complex issues.)

Unit 1: Introduction
History and theory of chosen topic, its application/validity to present day context.
Topic's language in various culture, art and craft forms and its relevance into interior spaces. Material and data search for the chosen topic.

Unit 2: Data Collection
The study in the chosen field would be completed in two stages:
(A) Data collection & analysis and
An in-depth investigation into the aspects of the chosen area.
Analysis of data, inferences to establish underlying principles
Review of existing practices/theory in view of current contexts
(B)Design
Project Preparation
Design on basis of part A.

Unit 3: Case study
Analysis, Methodological approach to research inferences

Unit 4: Design
Application of findings to a project

Outcome:
Dissertation report in hardbound written form as per requirements, including presentation drawing of the project undertaken.

Evaluation:

Three stage internal / external reviews of the dissertation project

Viva voce by internal and external jury members as End Term Examination

Reference:

- Linda N. Groat, David Wang, **Architectural Research Methods**, 2nd Edition, Wiley publications, March 2013.
- John Zeisel, **Inquiry by Design- T**ools for Environment-Behavior Research (Environment and Behavior), Cambridge University Press, 1984.

ID 422	a. Advanced Elective I (Sustainable Passive Design)	3 - 3

Objective:

- To learn basics of passive design techniques and its impact on interior design, fundamentals of passive architecture.

- To study passive design principles in old & new buildings of India.

Content:

Unit 1: Concept of passive building design.
Introduction.
Need of passive architecture.
Energy and Global environment, Energy use and Climate change – Its impact, Types of Energy.
Introduction to passive and sustainable building designs.
Summary & conclusion of unit

Unit 2: Passive techniques
Introduction.
Global warming & heat Island effect.
Heating cycle, Solar gains, Solar Geometry & Shading.
Various passive heating techniques & passive cooling techniques.
Day lighting & ventilation passive techniques.
Summary & conclusion of unit

Unit 3: Sustainable building materials & construction.
Introduction.
Impact of Construction on environment.
Techniques of sustainable construction - technologies, methods of effectiveness
Alternative materials and construction methods.
Summary & conclusion of unit.

Unit 4: Green Building Rating systems
Introduction.
Green architecture and various international rating systems for sustainability.
Indian systems – TERI GRIHA rating, LEED India rating, IGBC.
Case studies.
Summary & conclusion of unit.

Expected Outcome:
Increased understanding of the concept of passive design & its impact on built environment.

Evaluation:
Assessments in form of written test, quiz, assignment, notebook assessment.

References:

- N.K. Bansal;**Passive Building Design**
- D.K. Ching; **Green Building illustrated**
- SPIEGEL 3rd edition ;**Green Building Materials**
- Keith Robertson and Andreas Athienitis; **Solar Energy for Building**
- A. K. Athienitis and Mat Santamouris; **Thermal Analysis and Design of Passive Solar Buildings**
- Martin Evans ;**Housing, Climate and Comfort**
- Maxwell Fry ; **Buildings in the tropics**
- Arvind Kishan, Baker & Szokolay ; **Climate Responsive Architecture**;
- C. P. Kukreja ;**Tropical architecture.**

ID 422	**b. Advanced Elective I (Life style and Accessories Design)**	**3 - 3**

Objectives:
Imparts the knowledge of various styles, systems and products available in the market. Enhances the aesthetic perception, materials, design and working parameters in designing products and life style accessories. Develops systematic design approach and integration of designed accessories with the interior. (Focus: The course provides a framework in understanding the socio-cultural and historical aspects that influence the design of accessories and products based on their life style.)

Contents:

Unit I: Introduction
Insight of various products and lifestyle accessories in the interiors. Role of accessories in interiors. Integration of accessories in interior design. Design approaches in product and lifestyle accessories design with a focus on functionality, ergonomics, aesthetics, multiple usages etc.

Unit II: Stylistic Development
Stylistic development of decorative accessories from the past to present with insight into technological advances and the influences of social, economic and political factors on their design. Brief study of period room settings with the context of decorative accessories complementing the architecture and interior design.

Unit - III
Study of materials and processes adopted in accessories design. Basic understanding of construction principles, anthropometrics, principles of sizes and proportions, modeling, rapid prototyping, color, texture etc. with broad orientation to socio-cultural and historical context of the sector. Orientation to Indian as well as global context of interiors, trends and market.

Unit - IV
Design approach with limited constraints inherent in accessory products. Evolving the strategy of design with integration of technical complexities and lifestyle influences. Development of the design of products and accessories to specific interiors and prevailing trends. Broad based approach towards innovative design and application to multi products and multi materials in manufacturing interior products and lifestyle accessories.

Outcome:
Increased understanding about lifestyle and accessories design related to interior design.

Evaluation:
Written tests, quiz, assignments, notebook assessment etc.

Reference Books:

- Laura Slack, **What is product Design?** Roto Vision publishers, 2006
- Treena Crochet and David Vleck, **Designer‟s Guide to Decorative Accessories,** Prentice Hall, Ist edition, 2008.
- Michael Ashby, Kara Johnson, **Materials and Design: The Art and Science of material selection in product design,** Butter Worth Heinemann, 1st edition, 2002.

- International Design Yearbook, 1995**: Furniture, Lighting, Tableware, Textiles and Products,** Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, **Product Design and Development, McGraw-Hill Education Singapore**; 4th edition, 2007
- William Lidwell, Kritina Holden, Jill Butler**, Universal principles of Design, Rockport publishers**, 2003

ID 432	**a. Advanced Elective II (Lighting & Colour in Interior Design)**	**3 - 3**

Objectives:
To help the student understand day lighting and technology of artificial lighting. To equip the student to understand and successfully apply lighting techniques with colour effects. (Focus: Students should acquire knowledge of the various types of lightings to effectively communicate their designs and understand the effect of various lights on colours and textures.)

Content:

Unit I: Introduction to Day Lighting
Nature of light - Wavelength, Photometric quantities - intensity, Flux, illumination and luminance, visual efficiency, sources of light, day light factor concept, design sky concept, day lighting requirements.

Unit II: Artificial Lighting
Electric lamps - incandescent, fluorescent, sodium vapour, mercury, halogen and neon. Different types of lights in interior and exterior - task lighting, special purpose lighting. Calculation of artificial lighting, guidelines for lighting design, Glare in artificial lighting.

Unit III: Effect of Color in Lighting **8**
Colors, color schemes - Monochromatic, analogous, complementary colour schemes, triadic and tetradic schemes, effects of color in different areas, color temperature, psycological effects of colour in interiors, factors affecting colour, Prang theory - Colour wheel, Munsell system and Oswald system.

Unit IV: Luminares & Fixtures
Definition, different luminaries for lighting, lighting control system- benefits & application, Impact of lighting, fixture types - free standing or portable, fixed, light fixture control.
Lighting accessories- switches, sockets, fused connection units, lamp holders, ceiling roses etc.

Outcome:
Increased understanding about lighting, luminance and their importance in interior design.

Evaluation:
Tests, quiz, assignments, notebook assessment

References:

- Randall whitehead, **The Art of living**
- Source book-Randall whitehead, **Lighting design**
- M.K.Halpeth, T.Senthil kumar, G.Harikumar, **Light right**
- Torquil Barker, **Concepts of lighting, lighting design in Architecture**

ID 432	b. Advanced Elective II (Interior Design Photography)	3 - 3

Objectives:
To help the student understand the principles and technology of photography. To enable the student to understand the applications of photographs in interior (Focus: To expose the students to the basic principles of photography in interiors)

Content:

Unit I Principles of Composition
Rule of thirds, perspective-worm's eye view, normal eye view, bird's eye view, one-point perspective, two-point perspective, three point perspective, exercises in composition, Golden section

Unit II Principles of Photography
Technical definitions, understanding a camera**,** anatomy of a SLR camera, technical setting in a SLR camera, different types of lenses their applications.

Unit III Principles of Interior Lighting
Technical definitions, lighting sources, types of lighting fixtures, types of lamps, calculating lighting levels, flash photography, types of flashes, controlling lighting levels with flash photography. Exercise in interior lighting photography with artificial light and black and white photos, table top photography

Unit IV: Special effects
Color rendering in photographic medium, color rendering in photographs under different lighting condition, lighting colors and its effect on a photograph, color filters in a camera. Exercise on color photography of interiors, UV filter, polaroid filter, star filter etc.

Outcome:
Skill to visualize better through interior design photography.

Evaluation:
Test, quiz, assignments, notebook assessment

References:

- Point view- **The art of architectural photography** , E.Manny A Ballan, VNR
- Professional photography -**Photographing buildings**, David Wilson, Rotovision

Academic Curriculum

(2015-16 Onwards)

Master of Design (M. Des)

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year

Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	MM 101	Introduction to Fashion	2	-	2	4	**3**	3	25	25	50
	MM 111	Fashion Design Process	2	-	4	6	**4**	Viva with Report	50	-	50
	MM 121	Basics of Pattern Making & Draping	2	-	6	8	**5**	3	50	-	50
	MM 131	Garment Construction	-	-	6	6	**3**	3	50	-	50
	MM 141	Fashion Figure Drawing	1	-	4	5	**3**	3	50	-	50
	MM 151	Sourcing for Fashion Products	1	-	2	3	**2**	3	50	-	50
	MM 161	Historical Development of Indian Fashion Industry	2	-	2	4	**3**	3	50	-	50
	MM 171	Computerized Fashion Design- Introduction	1	-	2	3	**2**	3	50	-	50
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Practice hours required per week

- Fashion Design Process: **2 Hrs.**
- Basics of Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Fashion Figure Drawing: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2 Hrs.**

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 102	Merchandising Functions in an Organization	2	-	2	4	**3**	3	25	25	50
	MM 112	Merchandiser's Roles & Responsibilities	3	-	2	5	**4**	3	25	25	50
	MM 122	Types of Buyers & Buying Organizations	2	-	2	4	**3**	3	25	25	50
	MM 132	Fashion Economics	2	-	2	4	**3**	3	25	25	50
	MM 142	Fashion Marketing	2	-	2	4	**3**	3	25	25	50
	MM 152	Fashion Brand Management	2	-	2	4	**3**	3	25	25	50
	MM 162	Fashion Culture	2	-	2	4	**3**	3	25	25	50
	MM 172	Fashion Communication	2	-	2	4	**3**	3	25	25	50
		Sub Total	**17**	**-**	**16**	**33**	**25**				

Practice hours required per week

- Merchandising Functions in an Organization: **2 Hrs.**
- Merchandiser's Roles & Responsibilities: **2 Hrs.**
- Fashion Economics: **2 Hrs.**
- Fashion Brand Management: **2 Hrs.**
- Fashion Culture: **2 Hrs.**

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Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Introduction to Fashion **30-0-30-3**
Course code: MM 101
Pre-requisite(s): Basic knowledge of commerce or business.

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design and their articulation **(04-04)**
- Processes of design thinking, Formal visual properties of line, shape, form, Pattern, value, texture and sequence. **(06-06)**
- To develop a sense of composition. **(04-04)**
- To develop understanding of tangible and non-tangible aspects of elements of design. **(04-04)**
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dementia organization **(06-06)**
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry **(04-04)**
- Fashion trends and forecasting. WGSN **(02-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. *The Design Process*. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. *Structure & Form in Design*. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. *Designing- An Introduction*. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. *Beautiful Thing- An Introduction to Design*. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. *Basic Fashion Design 05-Fashion Drawing.* Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. *Creative Fashion Illustration-How to develop your own Style*. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. *Key Concepts for the Fashion Industry.* Bloomsbury Academic
8. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. *The World of Fashion*. Fairchild Books (also 4th edition January/November 2008)
9. Michele M. Granger. UK September 2007/US July 2007. *In Fashion-The Industry & Its Careers*. Fairchild Books.
10. Sandra J. Keiser. UK August 2012/US June 2012. *Beyond Design-the Synergy of Apparel Product development*. Fairchild Books
11. Yuniya Kawamura. UK December 2004/US December 2004.*Fashion-ology-An Introduction to Fashion Studies*. Berg Publishers

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websiteshttp://www.skillshare.com/classes/fashion/The-First-Steps-of-Fashion-Design-From-Concept-to-Illustration/1101394042, http://www.slideshare.net/simiraaj/introduction-on-fashion-designing-concepts-in-fashion ,http://www.scribd.com/doc/21065978/Basic-Concept-of-Fashion-Designing#scribd, http://www.ehow.com/info_10055511_basic-concepts-fashion-design.html, http://www.design-concepts.com/, http://605.wikispaces.com/Composition+and+Layout
- Handout: As indicated by course instructor
- Magazines: http://www.newschool.edu/parsons/aas-fashion-design-programs/ http://new.artinstitutes.edu/areasofstudy/Fashion-Design/detail/51, Fashion, Vogue, Elle, Cosmopolitan, Glamour, Collezioni, Marie Claire, In Style, Bazaar, Vanita Fair, Seventeen, Teen Vogue Fashion.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Design Process **30-0-60-4**

Course code: MM 111

Pre-requisite(s): Basic knowledge of Business or Commerce

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future. **(2-4)**
- Understanding that managing fashion business (technical, aesthetic & industrial) is being aware of consumer demands and catering to it. **(3-4)**
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking. **(3-4)**
- Journey of experience & opportunity that skillfully combines theory with important partnerships. **(2-4)**
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach. **(3-8)**
- Internal approval-tech packs creation- product sampling-sample approval-production-delivery. **(2-4)**
- Emerging clothing brand inventing a new category of 'performance professional apparel' **(1-4)**
- Customer-focused ethos/customer centric product design process **(2-4)**
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client) **(2-4)**
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch **(3-4)**
- Design Process & new technologies **(1-4)**
- Design & production processes as well as corresponding trends. **(2-4)**
- Research & Analysis- study trends, market, consumer brands. **(2-4)**

- Bringing product design process to retail **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- 66Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. *Changing Fashion- A Critical Introduction to Trend Analysis & Meaning.* Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. *Designers Guide to Fashion Apparel*. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. *Fashion & the Consumer*. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. *Fashion Entrepreneurship- Retail Business Planning*. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. *The Dynamics of Fashion*. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.*The Why of the Buy- Consumer Behavior & Fashion Marketing*. Fairchild Books.
9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend Forecasting to Shop Floor.* Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.*Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. *Ethics in Fashion Industry*. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. *Social Responsibility in the Global Apparel Industry*. Fairchild Books.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Basics of Pattern Making & Draping **30-0-90-5**

Course code: MM 121

Pre-requisite(s): Basic math and creative approach.

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets. **(02-03)**
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve. **(06-30)**
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc. **(06-30)**
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke. **(06-12)**
- Closures- Zip, Buttons, Hooks &drawstring. **(02-03)**
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs. **(08-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books

3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion Draping 3rd Edition*. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
11. Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1) Websites https://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

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Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Garment Construction **0-0-90-3**

Course code: MM 131

Pre-requisite(s): Basic hand stitches and handling fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches) **(00-24)**
- Garment construction methods and techniques:
  a) Seams and Seam Finishes, Edge Finishes, Hem Finishes. **(00-12)**
  b) Circular lines and Angular lines in corner finishes. **(00-12)**
  c) Plackets, Pockets, Cuffs, Collar. **(00-12)**
  d) Waist Finishes, Darts, Pleats, Tucks and Gathers. **(00-12)**
  e) Fasteners. **(00-06)**
  f) Assembling a skirt and bodice with sleeve attachment. **(00-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
3. Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing

5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

4) Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
5) Handouts: As indicated by course instructor.
6) Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Figure drawing **15-0-60-3**
Course code: MM 141
Pre-requisite(s): Basic drawing and coloring

Course Objectives:

- Practical understanding of the rhythms, proportions, movement, character & anatomical structure of the human form.
- In class study and outside sketchbook practice of human figure drawing.
- Render the fabrics and work on fashion figures with reference to design aesthetics.

Course Description:

- Drawing different poses, faces, hair styles, arms, legs, silhouette, neckline, collars, sleeves and cuffs **(2-8)**
- Rendering the fabrics, blouses, skirts, pants coats, accessories **(2-8)**
- Background for the figures. **(0-4)**
- Drawing flat sketches. **(2-8)**
- Sketching with various mediums with attention to drape and garment behavior. **(2-4)**
- Developing range of women's wear for a concept. **(2-8)**
- Types and techniques of illustrations **(2-8)**
- Basic anatomy- proportions (men, women, children) **(2-8)**
- Emphasis on developing the ability to visualize & adapt the human form for use in their design & related disciplines. **(1-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance ofrendering &sketching human figure & fabric's in the study of fashion design.
- Apply learning through drawing flat sketches through various mediums.
- Exhibit, adapt, utilize & investigate complete methodology of the development of a rendered garment concept range.

Reference Books:

1) Elisabetta Drudi, Tiziana Paci- 2001. *Figure drawing for Fashion*. The Pepin Press

2) Ruth Austin 1945. *Elementary Costume illustration*. Mc Graw Hill Book Company
3) Ar Pranav Bhatt, Ms Shantita Goenka 1990. *Foundation of Art & Design*. Prakashan Publishers & Distributors.
4) Tom Tierney. 2002. *Fashion Parade. Paper dolls- 4 decades of Great designs from 1960-2000.* Dover Publication
5) Julian Seaman. 1996. *Fashion Illustration*. BT Batsford
6) Author unknown. Year of publication unknown. *Illustrating Fashion- Concept to Creation.*
7) Bina Abling. UK June 2003/US May 2003. *Model Drawing*. Fairchild Books.
8) John Hopkins. UK November 2009/US December 2009. *Basics Fashion Design 05: Fashion Drawing*. Ava Publishing
9) Bina Abling. UK June 2012/US April 2012. *Fashion Sketchbook*. Fairchild Books.
10) Bina Abling. UK November 2005/US September 2005.Marker, *Rendering for Fashion, Accessories & Home Fashions*. Fairchild Books
11) Anderson Felsner & Ronald Reed. UK January 2014/US November 2014.*Color Studies*. Fairchild Books
12) Wynn Armstrong, Jemi Armstrong, Corrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen tool-Understanding and Creating the Digital Fashion Image*. Fairchild Books

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio.

Other Study Material:

- Websites:http://www.gutenberg.org/files/14264/14264-h/14264-h.htm, http://www.gageacademy.org/program/color-portrait-drawing-finnerty/, https://www.google.co.in/search?newwindow=1&q=Drawing+%26+Color+study+DIY&oq=Drawing+%26+Color+study+DIY&gs_l=serp.3...243170.247113.0.248774.12.12.0.0.0.4.466.1947.0j4j2j1j1.8.0.msedr...0...1c.1.64.serp..11.1.167.AEM6reOl3n0
- Handouts: As indicated by course instructor
- Magazines: Palette, Drawing, the New Yorker, Color & Light, Colors, Sketch, Draw.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Sourcing for Fashion Products **15-0-30-2**

Course code: MM 151

Pre-requisite(s): Basic knowledge of business or commerce

Course Objectives:

- understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers

Course Description:

- Analyze & experience retail, how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation. **(3-4)**
- Understanding management of soft goods related to inventory and logistics from factory to stores. **(2-4)**
- Case studies of sourcing and supply chain management policies of major apparel producers and retailers. **(2-6)**
- Use of related software programs for planning, forecasting, replenishment, and consumer response. **(2-4)**
- Written, computer, and oral projects. **(2-4)**
- Comprehensive study of issues involved in global sourcing, including the scope, trends, and sustainability of current practices. **(2-4)**
- Analysis of cultural, political, ethical, and economic perspectives related to global sourcing, production, trade and distribution of textiles and apparel products. **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. *Sustainable Fashion Supply Chain Management: From Sourcing to Retailing*. Springer Edition
2. Jung. E. Brookshire. February 2014. *Global Sourcing in the Textile & Apparel Industry (Fashion Series).* Prentice Hall
3. Naomi Thompson. June 2012. *Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks*. Pavilion.
4. Fashion Dex Incorporation. March 2015. *Apparel Production Source Book 2015- Solving your domestic production sourcing needs*. Fashion Inc.
5. Pamela Ravasio. February 2011. *Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry*. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. *A Guide to Business/Principles & Practices* Watson Guptill Revised edition, edition
7. Doris H Kincade & Fay Y Gibson. Feb 2009. *Merchandising of fashion products Study guide for Merchandising of Fashion*. Prentice Hall
8. Marlon Zama, Brian Webber, Charles Dagher. November 2004. *Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries*. Publisher not known

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
2. Handouts: As indicated by course instructor.
3. Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
4. Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
5. Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
6. Case Studies: http://www.gep.com/knowledgebank/case-studies

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Historical Development of Indian Fashion Industry **30-0-30-3**
Course code: MM 161
Pre-requisite(s): Basic knowledge of Indian History

Course Objectives:

- Overview of history of costume &fashion in India from ancient times to modern
- Origins of clothing (overview of world history of costume & fashion)
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern **(4-4)**
- How clothing is used as a universal means of symbolizing roles and social positions. **(8-8)**
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period. **(8-8)**
- Gain greater perspective on the overall historical, social, economic and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends. **(6-6)**
- General overview of world costume history in context to Indian traditional dress and contemporary fashion trends. **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize &investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Author/Year unknown. UK. *20th century fashion. The Gallery of English Costume.* Catalogue.
2. A. Biswas. January 1985. *Indian Costume*. Ministry of Information & Broadcasting, Patiala House, Government of India
3. B. N Goswamy- Association with Kalyan Krishna &Tarla Dundh. 2000. *Indian Costumes (in collection of Calico Museum of Textiles)*. Published by Calico Museum of Textiles, Sarabhai Foundation.
4. Author/Year unknown. *History of Textiles & Costume*. Publication unknown.
5. Dorris Flynn. Year unknown. *Costumes of India*. Oxford & IBH Publishing.
6. T. R Bhanot. Year unknown. Children's Picture work book 1 (International & Indian Costumes). Dreamland publications
7. Karl Aspelund. UK July 2009/US My 2009. *Fashioning Society- Hundred years of Haute Couture*. Fairchild Books
8. Bonnie English. UK July 2007/ US July 2007. *A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk*. Berg Publishers
9. Lee Bender. UK February 2009/ US February 2009. *Bustop& the Influence of the 70's on Fashion Today*. Berg Publishers
10. *Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus* UK October 2011. Berg Publishers
11. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. *Survey of Historic Costume*. Fairchild Books
12. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. *Fashioning Bollywood- The Making & Meaning of Hindi Film Costume.* Bloomsbury Academic.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio and Power Point Presentation.

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.
4. Costume & Design Museums: Victoria & Albert Museum, Metropolitan Museum of Art and Costume Institute, Fashion & Textile Museum London, Kyoto Costume Institute, Calico Museum of Textiles, Ahmedabad, Crafts Museum, Delhi.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C
16-0-32-2

Title of Course: Computerized Fashion design-Introduction
Course code: MM 171
Pre-requisite(s): Basic Computer Skills

Course Objectives:

- Understand the use of software technology in computers for fashioning garments.
- Visualization & Presentation of Fashion product development through CAD software.
- Exposure to diverse range of technologies/ equipment and resources used by Fashion Industry in current scenario.

Course Description:

- **Introduction to Industrial Fashion product development process & usage of CAD:** Overview of contemporary apparel/ product development process and application of CAD tool and technology in the same. **(2-02)**
- **Introduction to the usage of contemporary technology & resources in Fashion Industry:** Brief introduction about the software and equipment in current Fashion Industrial setting. **(2-03)**
- **Basics of digital Fashion Illustration techniques using Adobe Photoshop:** Visualizing and presenting Design ideas using Photoshop tools. Rendering and fabric placements on fashion figures for garment simulation. **(3-10)**
- **Basics of Flat Drawing and Tech Pack/ Specification Sheets using Adobe Illustrator:** Creating flat drawing of basic garments keeping size/ measurements/ trims/ details etc. as guideline. formation of tech-packs for a fashion product. **(3-10)**
- **Developing Digital Art Boards:** Introduction to Fashion graphics and introduction to fashion product look book. **(3-04)**
- **Brief introduction to digital Pattern making:** Creating Basic bodice and skirt pattern using Adobe Illustrator. **(3-03)**

Learning Outcomes:

- Demonstrate an understanding of CAD software usage in visualization and presentation of Fashion products.

- Exhibit, adapt, utilize & investigate the role of computer as a more sophisticated methodology as compared to traditional methods of hand drawing or illustration.
- Exhibit awareness and understanding about the usage of contemporary technology/ equipment/ digital media resources in current fashion setting.

Reference Books:

- Lynda M. Cushman. UK October 2004/US August 2004. *Using Computerized Spreadsheets- Mathematics for Retail buying*. Fairchild Books
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image*. Fairchild Books
- Laura Nugent.UK November 2008/US September 2008. *Computerized Patternmaking for Apparel Production*. Fairchild Books
- Stacy Stewart Smith. UK April 2013/US February 2013. *CAD for Fashion Design & Merchandising*. Fairchild Books.
- Kathryn. E. Koch & Tanya Domina. UK January 2005/US November 2004. *U4ia for Apparel Design*. Fairchild Books
- Julia Sharp & Virginia Hencken Elsasser. UK July 2007/US May 2007. *Introduction to Accumark, Pattern Design & PDM*. Fairchild Books.
- Catherine Black. UK January 2008/US May 2007. *Modaris & Diamino for Apparel Design*. Fairchild Books
- Paula J Myers-Mc Devitt. UK September 2009/ US July 2009. *Complete Guide to Size Specification &Technical Design 2nd Edition*. Fairchild Books.

Evaluation Process

- Course Work: 50% weightage. Compilation of classroom assignments and research in digital format.
- End Term Examination: 50% weightage. Viva with Practical Examination.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=17YaD9YhjtA&list=PLEVjIMC1aCtAAcbQ4JXdM5_pvIqz4eeVf
- https://www.youtube.com/watch?v=UbWiLa8Db8c
- https://www.youtube.com/watch?v=0H84vIhCQr4
- https://www.youtube.com/watch?v=WXor6j6zrIo
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Merchandising Functions in an Organization
Course code: MM 102
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Functions of a Merchandise Manager in an organized set up.
- Understand and analyze the role of a retailer in meeting with the demand and wants of the target audience

Course Description:

- Understanding of the organization, operation and trends of industries engaged in producing & distributing fashion products. **(5-6)**
- Reveal how the basic principles of theories of fashion merchandising apply to and are manifested in the organizational world. **(5-4)**
- Research contemporary fashion companies, their products & consumer and demonstrate how they operate and succeed within a wider market. **(5-6)**
- Factors affecting Merchandising functions: size of the organization, type of store, type of Merchandise, organization structure **(4-4)**
- Functions of Merchandise Manager- planning, handling, directing, coordinating, controlling, and selling. **(5-4)**
- Merchandise planning: Developing sales forecast, determining the merchandise requirements, methods of inventory planning **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of merchandising functions in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's merchandising structure.
- Exhibit, adapt, utilize &investigate the role of Merchandise and its functions in an organization.

Reference Books:

1. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
2. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics.* Fairchild Books
3. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
4. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books
5. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books
6. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books
7. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
8. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
9. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
10. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
11. Anne Marie Fiore. UK June 2010/US April 2010. *Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
12. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

7) Websites;http://study.com/directory/category/Business/Specialized_Sales/Fashion_Merchandising.html,https://bigfuture.collegeboard.org/majors/business-sales-marketing-fashion-merchising,http://middlesexcc.libguides.com/content.php?pid=197037&sid=1649583, http://gulnazahmad.hubpages.com/hub/A-Step-by-Step-of-Garment-Manufacturing, http://www.businessoffashion.com/articles/basics/the-basics-part-7-production
8) Handouts: As Indicated by course instructor.
9) Magazines: Harper's Bazaar, Hint, Vogue, Apparel, Display & Design ideas, Drapers, Fashion Trend Setters, Textile World, Footwear news, Retail Merchandising, Stores, Visual Merchandising & Store Designing, Women's Wear Daily.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
45-0-30-4

Title of Course: Merchandiser's Roles & Responsibilities
Course code: MM 112
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the retail sector.
- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market)e and ensuring organizational profitability,
- Monitoring stock levels and performance range as well as promotional strategies.

Course Description:

- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market) **(5-4)**
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors. **(6-4)**
- Maintaining comprehensive library of appropriate data **(2-2)**
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display **(5-2)**
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity. **(5-4)**
- Develop sales Forecast: trends, websites plan stock levels, monitor performance. **(5-4)**
- Understanding potential customers: Challenge Apparel & Manufacturers & retailers in meeting consumer demands for the right product, at the right prices and at the right times. **(6-4)**
- Using Technology: for retail buying and working with foreign markets, internet connections as promotional tools. Impact of technology and social media on all facets of product development. **(6-4)**
- Control the time line for the production process- from raw material to finished goods. **(5-2)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring organizational profitability.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Study Material:

1. Websites: https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
2. Handouts: As indicated by course instructor
3. Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London,House & Garden.
4. CaseStudies:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/, https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Types of Buyer's & Buying Organizations
Course code: MM 122
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying. **(4-4)**
- Concept, practices, procedures, calculations and interpretations of figures that relate to the many factors' that produce profit. **(4-4)**
- Activities, process and people involved from the perspective of the fashion buyer. **(2-2)**
- Brand Personality, life cycle costs, operating lease, organization buying behavior Relationship management, value analysis, customer interaction approach **(4-4)**
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a six month merchandise plan, mathematical formula, buying strategy, developing sales forecast **(4-4)**
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY. **(6-6)**
- Merchandise plan is forecast into the future and how it is implemented at the actual purchase level. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.

- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

1. Helen Goworek. 2001. *Fashion Buying*. Blackwell Science
2. Richard Clodfelter. UK October 2002/US August 2002. *Making Buying decisions 2nd edition- using the computer as a tool*. Fairchild Books
3. Richard Clodfelter. UK September 2008/US July 2008. *Making Buying decisions 3rdedition- using the computer as a tool*. Fairchild Books
4. Bette K Tepper. UK November 2001/US September 2001. *Mathematics for retail buying 5th edition*. Fairchild Books
5. John Donellan. UK February 2002/US December 2001. *Merchandising Buying and Management. 2nd edition*. Fairchild Books.
6. Linda Cushman. UK October 2004/US August 2004. *Using computerized spreadsheets- Mathematics for retail buying*. Fairchild Books
7. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend forecasting to shop floor*. Fairchild Books
8. Richard Clodfelter. UK September 2012/US July 2012. *Retail Buying (From Basic's to Fashion).* Fairchild Books.
9. Dana Connel. UK December 2009/ US October 2009. *A Buyer's Life- A Concise guide to retail planning and forecasting*. Fairchild Books.
10. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
11. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
12. John Donellan. UK November 2013/US September 2013. *Merchandise Buying & Management*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Economics
Course code: MM 132
Pre-requisite(s): Basics of Business Economics

Course Objectives:

- Understanding the nature and scope of the economic system of fashion industry.
- Developing theoretical & practical understanding of the economic structure, working, performance, problems and solutions in the Fashion industry.

Course Description:

- Nature & Scope of Fashion Economics: Definition, Nature & Scope, Micro-Macro Economics, Workings of Economic systems, Economic cycles, Inflation & Recession. **(4-4)**
- Foundations of the Fashion economic analysis of business problems, price theory, production theory, trade theory, with reference to the global economy with special emphasis on the function and determination of market prices in production and consumption. **(6-6)**
- Understand and apply the concepts of supply and demand equilibrium, costs and benefits and their multiple applications, consumer equilibrium, and factors that shift supply and demand to analyze the behavior of real markets when conditions change. **(4-4)**
- Appreciate the role of: money in the economy, dangers of inflation, importance of free trade, limits of regulation, effects of taxes and subsidies of different types, workings of the market system in determining earnings (interest, profits, wages, salaries and rents), modern business firm, its function and boundaries. **(6-6)**
- Difference between monopoly markets and competitive markets. Nature of production in the modern economy. Identify the profit maximizing price and the relationship between different types of cost. **(4-4)**
- Overview of Statistics: Definition, Functions, Techniques, Law & limitations of Statistics. Primary & Secondary Data Collection, Classified & Tabulations of Data **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of understanding the economics of world fashion industry
- Apply learning through data collection on existing businesses; analyze the mechanisms of fashion market and its economic strategies.
- Exhibit, adapt, utilize & investigate the production and distribution of fashion goods as well as the human behavior linked to economic conditions and developments.

Reference Books:

1. Brian Moe Ran & Ana Alacovska. UK November 2011/US October 2011. *Creative Industries- Critical Readings*. Berg Publications
2. Deverly Kemp, Gatterson & Barbara. L. Stewart. UK Nov 2008/US September 2008. *Apparel- Concepts & Practical Applications*. Fairchild Books.
3. Harvey Shoemack & Patricia Mink Rath. UK October 2014/US August 2014. *Essentials of Exporting & Importing- US Trade Policies, Procedure's & Practices*. Fairchild Books.
4. Bette K. Tepper. UK November 2001/US September 2001. *Mathematics for Retail Buying 5th Edition.* Fairchild Books
5. Rosalie J. Regini & Jimmie G Anderson. UK December 2008/US October 2008. *Entrepreneurship in Action- A Retail Store Simulation*. Fairchild Books.
6. Patricia Mink Rath, Richard Petrizzi & Penny Gill. UK July 2012/ US May 2013. *Marketing Fashion- A global perspective*. Fairchild Books.
7. Michele .M. Granger & Tina Sterling. UK October 2011/US August 2011. *Fashion Entrepreneurship- Retail Business Planning.* Fairchild Books.
8. Patrizia Caietato. Translated by Lisa Adams. UK April 2014/US June 2014. *Luxury- Fashion, Lifestyle & Excess.* Bloomsbury Academic
9. Leslie Davis Burns, Kathy K. Mullet & Nancy O. Bryant. UK October 2011/US August 2011. *The Business of Fashion- Designing, Manufacturing & Marketing*. Fairchild Books.
10. Connie Ulsawicz & Janet Hethorn. UK June 2008/US April 2008. *Sustainable Fashion: Why Now? A conversation exploring issues, practices & possibilities*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websites;http://www.conejousd.org/Portals/49/Departments/Social%20Science/Freed/Unit%201%20Summary%20%28For%20Posting%20Online%29.pdf, https://wiki.nus.edu.sg/display/Fashion/Economic+Analyisis+of+Fashion+Retail
- Handouts: As indicated by course instructor
- Magazine: text book Principles ***of Economics*****, 3rd edition, by Timothy Taylor,** published by TEXTBOOK MEDIA**.** http://www.textbookmedia.com/.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Marketing
Course code: MM 142
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Insight into the business of fashion for grooming into a complete industry ready profession.
- Tailored to blend creative fashion knowledge with a solid grounding in business & marketing

Course Description:

Basics of Marketing:

- **Introduction to Marketing:** Definition & functions of marketing, core concepts of marketing, consumer behavior, marketing environment, market segmentation, marketing mix, marketing planning, marketing organization, market evaluation and controls, social responsibility of marketing organizations. **(6-6)**
- **Strategic Fashion Marketing:** concept of strategy as applied to the fashion business & its marketing function, understand strategy , types of strategy, its determinants and how it is formulated for fashion business **(6-6)**
- **Fashion Marketing Systems and Processes:** Concept of marketing function in the context of fashion business, conceptually describe, understand marketing mix functions and how they get formulated for fashion business **(6-6)**
- **Advanced Marketing Research:** Advanced research techniques and methodologies as applied to the fashion business and its marketing function, comprehend statistical analysis tools and develop deep analytical skills. **(6-6)**
- **Professional Practice:** Fashion business firms; relate all prior learning in fashion marketing discipline to practical professional world, exposure to prevalent commercial and industrial practices &standards. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of strategic fashion marketing.
- Apply learning through researching case studies of professional standard practices with business firms.

- Exhibit, adapt, utilize & investigate prevalent commercial and industrial practices, standards and market systems in the fashion industry.

Reference Books:

1. Uma Iyer, Publishing year not known. *The Business of Marketing Fashion*. Publisher not known.
2. Marianne Bickle. 2010. *Fashion Marketing, Theory, Principles & Practices.* Fairchild Books.
3. Patricia Mink Rath, Richard Petrizzi & Penny Gill. Uk July 2012/US May 2012. *Marketing Fashion- a Global Perspective*. Fairchild Books
4. Gerald J Sharman &Sar Perlman. UK July 2014/US May 2014. *The Real World Guide to Fashion Selling& Management*. Fairchild Books.
5. Brian Moeran. UK January 2010/US January 2010. *Advertising- Critical Readings*. Berg Publishers.
6. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
7. Mike Easey. Oct 2008. *Fashion Marketing (wiley desktop edition).*John Wiley & sons 3rd edition, edition
8. Glencoe & Mc Craw Hill. Feb 2005. *Fashion Marketing (Glencoe marketing).* Publication Glencoe & Mc Graw Hill student
9. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
10. Dottie Olkiers. March 2003. *Fashion Marketing.* Publication south western
11. Joel Le Bon. Oct 2014. *Fashion Marketing: Influencing Consumer choice and loyalty with fashion products.* Publication Business expert press

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

1. Websites
   http://www.businessoffashion.com/articles/basics/the-basics-part-8-marketing
   http://www.optitex.com/en/news_and_events/articles/fashion_marketing/Fashion_Marketing_101,http://study.com/articles/Fashion_Marketing_Manager_Job_Description_Duties_and_Requirements.html
2. Handouts: As indicated by course instructor.
3. Magazines: Style Bubble, Collezioni, Marie Claire, Vogue, Edit, Bazaar, Top Shop, Interview, Elle, Women's Health, Mega, Notch, Muse, Cosmopolitan, Fashionbi Magazine, Glamour, In Style, Beautiful, Fashion.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Brand Management
Course code: MM 152
Pre-requisite(s): Introduction to Fashion Industry and basic knowledge of Brands

Course Objectives:

- The Fashion brand manager should be able to develop a brand identity to match the spirit of the period and play a leading role in managing brand labels.
- Principles & practices of Fashion brand management and their application in fashion companies, consulting firms, trade associations, fashion, and luxury and lifestyle trends.
- Fashion Futures: trends and visions, trend-setting, buy ology, retail trends,

Course Description:

Fashion brand management composed by three interlaced units:

1. **Vision:** design and trend based. Brand identity, buy ology, research, innovation and heritage, tuning between human, society and industry, visionary and concrete, creative and managerial, innovative but well rooted in the industry know-how, competitive and beyond competition, art directing, spirit of time, strategic branding, brand identity, rebranding, business models, macro to micro trend analysis. **(12-12)**

2. **Management:** business of fashion. strategy and concreteness, marketing and merchandising, retail and administration, law and logistics, processes from production, sales and profits , brand marketing communications , new world branding, social media applications and impact, brand management analytics, measuring value of brand **(10-10)**

3. **Communication:** brand outputs, materials, events, advertising, writing, the digital world and video making. **(8-8)**

Learning Outcomes:

- Demonstrate complete knowledge, skills and understanding of the importance of brand management.
- Apply learning in the field of marketing, communication and event planning, brand management, retail, visual merchandising, e-commerce and the search for new trends

- Exhibit, adapt, utilize &investigate the key role of brand identity & futuristic fashions.

Reference Books:

1. Yamuna Ambika Chopra. Year unavailable. *IIAFT. Fashion Management*. Publisher unknown
2. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
3. Gilles Auguste & Michel Gutsatz. March 2013. *Luxury Talent Management: Leading & Managing a luxury brand.* Publication Palgrave Mac Macmillan.
4. Giles Auguste & Michel Gutsatz. March 2013. *Luxury Fashion Branding: Trends, Tactics, Techniques*. Publication Palgrave Mac Macmillan
5. Uche Okonkwo. May 2007.*Luxury Brand Management- A World of Privilege.* Publication Palgrave Macmillan
6. Michel Cheualier & Gerald Mazzalovo. *Luxury Marketing & Management: Tools & Strategies to manage luxury products in a profitable and sustainable fashion.* John Wiley & Sons
7. Glynn Atwal & Douglas Bryson. Feb 2014. *Luxury Brands in Emerging Markets.* Publication Palgrave MacMillan
8. William D'Arienzo. March 2016. *Brand Management Strategies- Luxury & Mass Markets.* Fairchild Books
9. Julia Wimmers. September 2013. *ESPRIT- A Lifestyle Brand aiming to become the European Leader in the Fashion Industry*. Grin Verlag Publication.
10. Martha Vandijk. November 2009. *Luxury Fashion Management: Brand & Marketing Management in an ever changing luxury fashion industry*. Publication VDM Verlag.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
   a. http://www.iconixbrand.com/management.asp
   b. http://www.meltmanagement.com/#/welcome/
   c. http://www3.sympatico.ca/synergy1/Armani.pdf
2. Handouts: As indicated by course instructor.
3. Magazines: Teen Vogue Fashion, Bazaar, Style warehouse, Wellness, De Fuze, EGL, Aura, Celebrate, WSJ, Cosmopolitan, Dazed, Fashion, Savannah, You, Berlin Fashion Magazine, Nylon, Vogue, Lucky

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Culture
Course code: MM 162
Pre-requisite(s): Fashion Design Process

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- **Analyze and interpret fashion as both a creative industry and as a cultural phenomenon:** explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources. **(6-6)**
- **Reflect critically on the historical, social, cultural and global dimensions of fashion.** Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day. **(8-8)**
- **Understanding development of the field of fashion studies, theoretical viewpoints.** Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc. **(10-10)**
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives **(6-6)**

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.
- **Reference Books:**
    1. French Lunning. UK February 2013/US April 2013. *Fetish Style*. Bloomsbury Academic
    2. Maria Mellins. UK August 2013/US September 2013. *Vampire Culture*. Bloomsbury Academic.
    3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. *Fashion & Museums- Theory & Practice.* Bloomsbury Academic.
    4. Janice Miller. UK July 2011/US Sept 2011. *Fashion & Music*. Berg Publishers
    5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. *Dress Sense- Emotional & Sensory Experiences of the Body & Clothes*. Berg Publisher
    6. Pamela Church Gibson. UK December 2011/US December 2011. *Fashion & Celebrity Culture.* Berg Publishers
    7. Susan B Kaiser. UK November 2012/US January 2013. *Fashion & Cultural Studies*. Berg Publishers.
    8. Stephanie Talbot. UK January 2013/US May 2013. *Slogan T-Shirts (cult & culture).* A & C Black Visual Arts.
    9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. *Dress & Society*. Berg Publishers
    10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. *Berg Publishers.* Appearance & Power.
    11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. *The Visible Self - Global Perspectives on Dress, Culture & Society*. Fairchild Books.
    12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. *Global Perspectives on Dress, Culture & Society*. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
    a) http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
    b) http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
    c) http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
    d) http://thoughteconomics.blogspot.in/2012/09/fashion.html
2. Handouts: As indicated by course instructor
3. Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Communication
Course code: MM 172
Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios, visual merchandising, display, exhibition design, public relations and creative writing.
- Use mass communication to promote fashion. Communicate with masses or consumer by means of advertisement, promotions, films, video's, print etc
- Emerge as professionals who offer effective communication solutions for the fashion & lifestyle industry.

Course Description:

- Inputs in fundamentals of communication and fashion design through different tools of theory, exploration and application. **(4-4)**
- Informed, responsible fashion promotion, writing, observation, critical to the industry's future. Include study of fashion terminology, fashion studies, design aesthetics **(6-6)**
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry. Work with public opinion, research data on industry derived projects & cases, plan and write proposals for publicity and public relations programs. **(6-6)**
- Journalism. Developing communication plans, preparing press releases & press kits, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media. **(6-6)**
- Locate, understand and critically evaluate information from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. **(4-4)**
- Establish reference systems, paraphrasing, applying the principles of effective communication and the professional presentation of researched documents **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.

- Apply their learning through analytical and writing and presentation skills.
- Exhibit, adapt, utilize & investigate the role of fashion communication.

Reference Books:

1. Fashion theory. Volume 18 Issue 4- UK September 2014. *The Journal of Dress Body & Culture.* Bloomsbury Academic.
2. Vikki Bell. UK March 2007/US March 2007. *Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory*. Berg Publishers
3. Polly Guern. UK October 2004/US August 2004. *Creative Fashion Presentations 2nd Edition*. Fairchild Books
4. Peter Mc Neill & Sanda Miller. UK October 2014/US December 2014. *Fashion Writing & Criticism- History, Theory, Practice*. Bloomsbury Academic
5. Helen Warner. UK April 2014/US June 2014. *Fashion on Television- Identity & Celebrity Culture*. Bloomsbury Academic
6. Roland Barthers. UK October 2013/US December 2003. *The Language of Fashion*. Bloomsbury Academic.
7. Grace Lees-Maffei Lees-Maffei. UK December 2011/US January 2012. *Writing Design-Words & Objects*. Berg Publishers
8. Michael Clarke.UK December 2007/US Jan 2008. *Verbalizing the Visual- Translating Art & Design into words*. Ava Publishing

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites

a) http://www.acrwebsite.org/search/view-conference-proceedings.aspx?Id=9700,

b) http://scholar.google.co.in/scholar?q=Fashion+Communication+research+papers&hl=en&as_sdt=0&as_vis=1&oi=scholart&sa=X&ei=exYVfaGBcPmuQSV0IC4AQ&ved=0CBsQgQMwAA, https://ideas.repec.org/p/bon/bonsfa/462.html

2. Handouts: As indicated by course instructor
3. Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	MM 203	Internship # June-July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva, Power-Point Presentation & Report)	50	-	50
	MM 213	Retail Structure & Different Retailing Techniques	2	-	2	4	**3**	3	25	25	50
	MM 223	Production Planning & Control	2	-	2	4	**3**	3	25	25	50
	MM 233	Global Issues & Ethical Trading	1	-	2	3	**2**	3	25	25	50
	MM 243	Branding, Trend Forecasting, Promotion	1	-	2	3	**2**	3	30	20	50
		Sub Total	**6**	**-**	**8**	**62**	**25**				

Practice hours required per week

- Retail Structure & Different Retailing Techniques: **2 Hrs.**
- Production Planning & Control: **2 Hrs.**
- Global Issues & Ethical Trading: **2 Hrs.**
- Branding, Trend Forecasting, Promotion: **2 Hrs.**

 # Internship: Students will join internship immediately after closing of Spring Semester (First Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Second Year).

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 204	Dissertation	-	6	14	20	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	MM 214	Portfolio Development	1	2	6	9	**5**	Viva (With PPT & Document)			
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

Title of Course: Internship **Total Contact H:48**
Course code: MM 203 **(Internship)**
Online feedback (16-16)
Pre-requisite(s): Completed One Year studies of MFM **Jury: 16**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues*. Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

- Websites; https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:. Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Retail Structure and & Different Retailing Techniques
Course code: MM 213
Pre-requisite(s): MM 110 Fashion Marketing

Course Objectives:

- This course aims to establish the importance of retail industry, which has been changing at a rapid speed. Retail Structure and different Retailing techniques provides the opportunity to learn concepts of Managing merchandise, brands, retail stores and Consumer Behavior
- To enable the students to understand key definitions and terminology used in fashion retailing, working of retail structure and Visual Merchandising.
- To understand the economic influence of retail sector and appreciate the management process in retailing.

Course Description:

- Introduction to Types of different Retail Formats **(04-04)**
- Introduction to Roles and Responsibilities of staff and managers in different retail formats **(03-03)**
- Developing an understanding of Store Operations and promotions **(03-03)**
- Understanding Visual Merchandising **(03-03)**
- Retail structure and its relevance **(03-03)**
- Understanding of Retail Geography **(02-02)**
- Develop Retail Decision Making **(03-03)**
- Introduction to Retail mathematics and its applications **(03-03)**
- Understanding Modern Retailing Techniques **(03-03)**
- Overview of Customer Relationship Techniques **(03-03)**

Learning Outcomes:

- Underline the importance of understanding the basics of retail market with respect to fashion business.
- Understand the different retail formats and their processes in professional manner.
- Exhibit comprehensive knowledge of Fashion Retail and applying the principles in the real business world.
- Demonstrate a strong sense of decision making.
- Demonstrate understanding of different basic and advance tools used in fashion retailing and appropriate skills and knowledge for the broader context of subject such as retail geography, mathematics, visual merchandising, etc.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Gopal, V. V (2005), *Retail management - perspectives and cases*,ICFAI University Press, Hyderabad
2. Gupta, S. L. (2007), *Retail Management: An India in perspective text & cases*, Wisdom Publications, Delhi
3. Lamba, A J (2003), *Art of retailing*, Tata McGraw-Hill, New Delhi
4. Ogden, James R and Ogden, Denise T. (2005) *Integrated retail management: Indian adaptation*
5. *Biztantra*, Dreamtech Press, New Delhi
6. Rao, T. Srinivasa (2006), *Changing lifestyle and Consumer Behavior*, Deep & Deep Publications Pvt. Ltd., New Delhi
7. Solomon, M R. and Robolt, Nancy J. (2004) *Consumer Behavior in fashion* Dorling Kinderley (India) Pvt. Ltd., New Delhi
8. Tybout, Alice ed. and Calkins, Tim ed. (2005) *Kellogg on branding: the marketing faculty of Kallogg School of Management*, John Wiley & Sons New Jersey
9. Simon &Schuster 2000 *why we buy: The science of shopping*, Underhill, New York
10. Kurt Salmon Associates, *Vision and perspective of Consumer Behavior and trends in clothing: a global study, I.W.T.O. (International Wool Textile Organization),*.

Other Study Material: Websites:

- http://elearning.nokomis.in/uploaddocuments/Retail%20Merchandising%20& %20Buying/Chap%204-Types%20of%20Retail%20Formats/PPT/chap%204.pdf
- http://www.iimahd.ernet.in/publications/data/2004-08-05pksinha.pdf
- http://www.axis.com/rbte/files/store_productivity.pdf
- https://www.business.qld.gov.au/business/running/retail-design/creating-effective-retail-displays/principles-visual-merchandising
- www.sciencepub.net/nature/0301/06-yaofengge.doc
- http://www.handelsradet.nu/wp-content/uploads/2016/01/2014-Geography-and-the-retail-industry.pdf
- https://www.oss.unist.hr/sites/default/files/dokumenti/courses/specialist/business_trade/DTP021_ Contemporary_Retail_Techniques.pdf
- https://www.sas.com/content/dam/SAS/en_us/doc/analystreport/rsr-modern-merchandising-107753.pdf
- http://iveybusinessjournal.com/publication/best-practices-customer-relationship-management/

Case studies :

STRATEGY & MARKETING CONSULTANTS:
http://www.simon-kucher.com/sites/default/files/designing_a_promotional_strategy_that_works_for_apparel_retailers_simon-kucher.pdf
UNDERSTANDING ORGANIZED GARMENT RETAILING BUSINESS IN INDIA: http://www.ijesi.org/papers/Vol%202(6)/Version-1/J0261061070.pdf
OVERVIEW OF RETAILING:
http://www.pondiuni.edu.in/storage/dde/downloads/markiii_rm.pdf
CONSUMERS & CHANGING RETAIL MARKETS:

- https://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/ca02096.html

MULTI-CHANNEL DISTRIBUTION IN THE APPAREL INDUSTRY

- http://www.mmh.com/wp_content/sdi_wp_content_073013.pdf

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Production planning and control
Course Code: MM 223
Pre-requisite(s): MM 101 Introduction to Fashion.**MM 102** Merchandising Functions in an Organization
Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of production, planning to a real-world work environment.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skillsto enhance their competency in knowing the process flow and planning in garment manufacturing and improving productivity of manufacturing facility by co-ordination of various departments internally with the help of production planning and control.

Course Description:

- Introductions to different types of manufacturing processes and developing their basic idea along with focus on advantages and disadvantages of different types of production systems. **(03-03)**
- Understanding terminologies associated with apparel production and planning and quiz on understanding of terms and their usage.. **(03-03)**
- Study of terminologies and their formulaes and calculation involved along with real time situations for facing practical situations in industry. **(04-04)**
- Learn about inter departmental process flow and identify activities related to production planning and control works **(03-03)**
- Study some of the manufacturing systems being used and analysis of their of the process flow.**(03-03)**
- Generate reports on manufacturing systems and their use in different types of apparel products**(03-03)**

- Kinds of manufacturing system-Familiarize and Differentiate with different manufacturing system associated with apparel production viz. Make through system, Assembly system, Progressive bundle system, Unit Production system, Modular production system. **(04-04)**
- Terminology for apparel production and planning-Explain the terminologies associated with apparel production and planning-Terminologies associated with apparel production and planning like Production, SAM and SMV,WIP ,Bottle neck ,critical operations, productivity, line efficiency, throughput time, Lead time and Pitch time. **(04-04)**
- Apparel production planning and control-Explain the need and importance of apparel production planning and control - Importance of apparel production planning **(03-03)**

Learning Outcomes:

- To relate easily to the need and importance of apparel production planning and control
- To explain the process of manufacturing and production.
- To carry out production planning and work allocation for given situation
- To plan preproduction activities for given situation
- To derive time plan and action plan for given order execution

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examination of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and digital Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf (DATA BASE & INTRANET F0R SAFER COMMUNITIES)
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf (INFRASTRUCTURE SERVICES)
- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL (NISSAN SUNDERLAND PLANT SETS LATEST PRODUCTION MILESTONE)
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf (KEY SUCCESS: FACTORS FOR THE APPAREL MANUFACTURING INDUSTRY-A CASE STUDY AT COMPANY X)

- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf ((IMPLEMENTATION OF CELLULAR MANUFACTURING SYSTEMS IN GARMENT INDUSTRY: A CASE STUDY)
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf (STITCH WORLD: TECHNOLOGY & MANAGEMENT IN SEWN PRODUCT INDUSTRY

Videos

- American Apparel - Factory Tour - Production Planning
  https://youtu.be/Lnpm2T9OcKQ
- Master Garment Manufacturing Ltd Eng Ver.
  https://youtu.be/9Rn8bDLVfks
- Material Flow Systems Introduction
  https://youtu.be/uzxfAiAIVa0
- Material Handling for Manufacturing Unit - Eton Unit Production System | Al Brj
  https://youtu.be/os054n8NRI0
- Eton Systems – Innovation
  https://youtu.be/KD5SLhf5IpY

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-30-2

Title of Course: Global issues and ethical Trading
Course code: MM 233
Pre-requisite(s): MM 101 Introduction to Fashion
MM 108 Fashion Economics
MM 110 Fashion Marketing

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackleenvironmental and social issues present in garment industry at national and international level**.**

Course Description:

- **Global Issues and Ethical trading** gives students the opportunity to explore and understand keytheories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances. **(03-06)**
- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA ,Quota Allocation and elimination,GATT,FTA **(03-06)**
- The international market with regard to products, services and intellectual property and how those challenges affecteconomic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade. **(03-06)**
- Present global Issues- Explain the present scenario of apparel industry and moving trends towards sustainability and other labour related issues- International and national issues including-Green facilities,ETP,Dyes,Labour Issues **(03-06)**
- **Ethical Trading-** Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification. **(03-06)**

Learning Outcomes:

- Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry*,Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*
6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd90585257375006623f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_NenaBode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)

- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY)

Videos

- **General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA)** https://youtu.be/KMZGbaXYq58
- **The Fiber Side of Textile Recycling**https://youtu.be/CJka9tHkxjs https://www.youtube.com/watch?v=pEbFnAMHHps
- **The Full Story of the Rana Plaza Factory Disaster.**https://youtu.be/pEbFnAMHHps
- **Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated** http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india
- **They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory** http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html
- **Govt comes out with plan to resolve Tirupur crisis** https://youtu.be/4zkCo17cUQk

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-26-2

Title of Course: Branding, Trend Forecasting, Promotion
Course code: MM 243
Pre-requisite(s): MM 111 Sourcing for Fashion Products
MM 112 Fashion Branding Management

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Description:

- Understand and apply Range planning and seasonal merchandise mix **(02-04)**
- Work on the Product Development process flow for the selected market. **(02-04)**
- Work on the Costing of the merchandise developed. **(02-04)**
- Launching the brand for the chosen market. **(01-02)**
- Evaluation of sales and distribution channel for the market. **(02-04)**
- Developing Branding and Promotion plan. **(02-04)**
- Designing marketing mix. **(02-04)**
- Managing growth and other challenges of the brand launched. **(02-04)**

Learning Outcomes:

- Able to analyze the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting, Om Books International, New Delhi*
2 Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi

6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
7. Peterson, L.K & Cullen, Cheryl Dangel,(2000*),Global graphics: color: a guide to design with color for an international market*, Rockport Publishers, Massachusetts
8. Packard, S., winters, A. & Axelrod, N. (1998),*Fashion Buying& Merchandising*. 2nd Edition,New York, Fairchild Publications
9. O'Hara, G. (1986),*The Encyclopedia of Fashion*. London, Thames & Hudson
10. Brannon, Evelyn L. (2002),*"Entrepreneurship*",Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businescasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU
- **BBC Three - Secrets of the Superbrands (Fashion)** https://youtu.be/fd7lfcnlb9c

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: MM 204
Pre-requisite(s): MFM Year 1&2

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis
  - Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: MM 214
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing a holistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.
- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:
- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/

Academic Curriculum

(2015-16 Onwards)

BACHELORS OF DESIGN

SCHOOL OF DESIGN (SOD)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Foundation Programme									Autumn Semester		
	Course Code	Course Title	Contact Hours Per Week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact hours			CW	MTE	ETE
AUTUMN SEMESTER	FD101	Design Concepts-I	1	-	4	5	3	3	50	-	50
	FD111	Drawing & Color	1	-	4	5	3	3	50	-	50
	FD121	Material and Process	1	-	2	3	2	3	50	-	50
	FD131	Communication Design- I	1	-	4	5	3	3	30	20	50
	FD141	History of Art & Culture-I	2	-	2	4	3	3	30	20	50
	FD151	Environment & Waste Management	3	-	-	3	3	3	50	-	50
	FD161	Social and Professional Ethics	3	-	-	3	3	3	50	-	50
	Sub Total		12	-	16	28	20				

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Foundation Programme												**Spring Semester**
	Course Code	**Course Title**	**Contact Hours Per Week**				**Credits**	**ETE Duration Hrs.**	**Weightage (%)**			
			L	**T**	**P**	**Total Contact hours**			**CW**	**MTE**	**ETE**	
SPRING SEMESTER	FD102	Design Concepts-II	2	-	6	8	5	3	50	-	50	
	FD112	Visualization and Representation	2	-	6	8	5	3	50	-	50	
	FD122	Material- Exploration and Prototyping	2	-	4	6	4	3	50	-	50	
	FD132	Communication Design - II	1	-	4	5	3	3	30	20	50	
	FD142	History of Art & Culture-II	2	-	2	4	3	3	30	20	50	
	Sub Total		9		22	31	20					

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts-I **L-T-P-C**
Course Code: FD101 **1-0-4-3**

Course Objectives:

- To develop an understanding and appreciate the basic Elements & Principles of Design, Design concepts & Composition as well as introduce the students to the basic concept of design.

Course Description:

UNIT-I

- Study of elements of designs; line, color, shape, texture, patterns and forms.
- Types of line, line art work and application based design development. Psychological implication of lines shapes and forms.
- Study and development of textures of marble, blow, smoke, embossed, salt, sand, collage, fabric, surface enhancement texturing, thread puling etc.
- Study of Negative and positive space and its application in design concepts
- Color theories and schemes. Tint and shades, tones, complimentary, triad, contrast, pastels, dusty pastels and study of color psychology and combinations.
- Understanding of Elements, Principles of Design and their articulation.
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop sense of composition.
- To develop understanding of tangible and non-tangible aspects of elements of design.
- Development of prints, line illusion, impact of prints through lines, shapes and forms on various surfaces.

UNIT-II

- Study of Principle of Design, Concepts and its application in given themes.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, emphasis, proportion scale in 2, 3 & 4.
- Understanding & Articulation of Aesthetic Principles (Visual Order, Movement, Placement, Size, Alignment and Orientation).
- Study of application of Design concepts by National and International Designers, artists and craftmen.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises
- Exhibit, adapt, utilize & investigate the process of design thinking.
- Demonstrate the ability to project their approach to their respective fields.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style,UK October 2014/US December 2014, Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion, UK March 2013/US January 2013, Fairchild Books (also 4th edition January/November 2008)

Reference Books:

- Bloomsbury Academic, Fashion Theory Volume 18 issue 4- The Journal of Dress Body & Culture, UK September 2014. Bloomsbury Academic.
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design,UK September 2012/US November 2012,Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2000, Tuschen publishers.
- G.J Sumathi,Elements of Fashion and Apparel Design, New India 2007, New Age International publisher
- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, .UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Drawing & Color
Course Code: FD121 **L-T- P-C**
1-0-4-3

Course Objectives:

- To develop skills of freehand drawing and sketching to cultivate an ability to visualize, analyze, observe and communicate ideas/concepts.
- To understand and communicate through drawing & color studies, the principles governing the visual phenomenon as perceived by the human eye.
- To explore and enhance construction and analytical methods of drawing, sketching and coloring, through diverse methods and techniques.

Course Description:

UNIT-I

- Freehand Sketching and its importance.
- Sketching with various medium like Pencil, Pen, ink, water color, Poster color, Oil Pastel color, Dry Pastel, Charcoal Pencil, Color Pencils etc.
- Perspective drawing.
- Line Contour
- Study of 2 dimensional and 3 dimensional sketching/drawing.
- Study of Color and its application (Primary, Secondary, Tertiary, Intensity, Value, Hue, Tints, Shades, Tones and Color Wheel)

UNIT-II

- Study method and process of shading techniques through scribbling, doodling, stippling and hatching.
- Nature Study and its application in design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of freehand sketching/drawing, its application & color study.
- Apply learning through a development of 2D sketches and drawing
- Exhibit, adapt & utilize the role of drawing& color in design.
- Demonstrate the ability to handle drawing & color application.

Text Books

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing
- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing. Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration- How to develop your own style, UK October 2014/US December 2014, Bloomsbury Academic

Reference Books:

- Jeanne Allen. 1986 Designer's Guide to Color 3. Chronicle Book
- Elisabetta Drudi, Tiziana Paci , Figure drawing for Fashion, 2001,The Pepin Press
- Bina Abling, Fashion Sketchbook, UK June 2012/US April 2012, Fairchild Books.
- Bina Abling, Marker, Rendering for Fashion, Accessories & Home Fashions, UK November 2005/US September 2005. Fairchild Books
- Naoki watanabe, Contemporary fashion illustration techniques, June2009, Rockport publications.
- Danielle Meder, Draw fashion now, 2006, Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015, Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material and Process

Course Code: FD131 **L-T- P-C**
1-0-2-2

Course Objectives:

- To develop understanding of behavior, characteristic, properties, dimensionality, physical and visual potential of basic material (solid, sheet, linear and granular).
- To develop an instinct for material and their potential through manipulation.
- Orientation of basic hand tools, precision tools and techniques to manipulate materials.

Course Description:

UNIT-I

- Understanding of material, its behavior, characteristic and properties.
- Material manipulation & exploration (Paper, POP, GI Wire, Clay, Plastic, Metal Sheet etc.).
- Handling of tools & equipment.
- Precision and accuracy, precautions and care.

UNIT-II

- To explore product's construction, finishing and application of basic elements and principals of design on it.
- Introduction to visual elements in the three dimensions with a basic understanding and application of elements and principles of design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Material manipulation &exploration and finishes.
- Apply their learning through hands on approach to skills, mediums and tools. .
- Exhibit, adapt, utilize & investigate the role of material for appropriate application& co relation & precision in design.

Text Books:

- Usha Srikant, Ethnic Embroidery of India, 2000 ,Honesty Publishers & Distributors
- Beverly Lemire, Cotton, March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.
- JJ Pizzuto, Fabric Science, 11th Edition, 2012, Bloomsbury Publication

Reference Books:

- Kimberly Irwin, Surface Design for Fabric-Bundle Book+ studio access card, March 2014, Fairchild Books Holly Harrison (2007) Mixed media collage- An Exploration of contemporary Artists, methods & materials, UK, Quarry Books.
- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, The Country Diary Book of Crafts, 1985, Bloomsburg Books London
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide, ,Feb 2014., Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan, Sourcing and selecting Textiles for Fashion: sourcing and selection, 2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-I
Course Code: FD141 **L-T-P-C**
1-0- 4- 3

Course Objectives:
The course has an emphasis on how meaning is constructed and communicated through digital media. Students use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic photography, digital image creation and the integration of a variety of media. Digital imaging tools include raster software applications such as Photoshop to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Basic understanding of communication, Significance, effectiveness and importance of different sensory organs.
- Evolution of communication, basic elements of communication, different types of communication, travel of communication and their barriers, important C's of communication.
- Difference between communication & mass communication.
- Comparison and significance of different medium of communication (Newspaper, TV, Cinema).
- Role of communication in society.
- Process from idea to formulation of opinion. Future and trends of communication.

UNIT-II

- Creative Writing – principles and methods of effective writing.
- Exception in mass media writing, use of words, sentences, types of words and construction of sentences.
- Use of tenses in different media writing.
- Photography - Interaction of words and images-explore and examine how words and images interact to create emergent meaning.
- Basics of photography, composition and different aspects of photography.

- Basics of Adobe Photoshop.

Learning Outcomes:

On the fundamental level, by the end of this course student should walk away with:

- A basic understanding of communication.
- An ability to understand your masses.
- Express your utmost creativity through writing.
- Ready to see the world with different perspective through lenses.

Text Book:

- Kumar, Kewal J, Mass Communication in India, Jaico Books, New Delhi.
- George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication,2007.
- Langford, M. (2000). Basic Photography. New Delhi: Focal Press.

Reference Books:

- J.S. Yadava & Pradeep Mathur, Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi
- Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi
- Folts, J. A. and Lovell, R. P. Handbook of Photography.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -I
Course Code: FD151 **L-T-P-C**
2**-0-2-3**

Course Objectives:

- To introduce students to Oriental/Eastern history of art and culture and interpret the symbols for contextual application.
- Basic knowledge and grasp of the overall context (cultural, socio-economic, political, religious etc.) of important works of Indian/Eastern art, in relation to contemporary practices
- Interpretive response to creative application of materials, techniques, elements and principles of eastern art.

Course Description:

UNIT-I

- History of Oriental Art and costumes forms Prehistoric times till date. Impact of cultures influences on fashion movement.
- Study of Mongolian art and clothing movement and its impact on other cultures.
- Ancient Indian costume study and development of samples. Study of development of accessory line from B.C to A.D to digital age. Study of art movement from Stone, Bronze Age to vedic, Maurya, Gupta, Magdha, Indo Scythians, and rise of Hinduism, Jainism, and Buddhism.

UNIT-II

- Indian Traditional Painting/Artists. Concepts and evolution.
- Buddhist Art, Islamic Art, Hindu Art & Theory of Rasa Shastra.
- Eastern Art, Social & Cultural Revolution in the Indian Context**.**
- Study of Cultural influences.
- Study of color coding for class and society in different dynasties.
- Study of post-colonial and impact of British colonies on Indian culture development.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Eastern/Oriental art & culture
- Apply learning through effective presentations & documentation of Crafts of India.
- Exhibit, adapt, apply, utilize & investigate the role of Oriental art& culture.

Text Books:

- Helen Warner, Fashion on Television- Identity & Celebrity Culture, UK April 2014/US June 2014, Bloomsbury Academic
- Jessica Hemmings, Cultural Threads- Transnational Textiles Today, November 2014, Fairchild Books.
- Susan. B. Kaiser, Fashion & Cultural Studies, , UK November 2012/US January 2013, Berg Publishers

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress- Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Environment & Waste Management

Course Code: FD 161 **L-T-P-C**

3-0-0-3

Course Objectives:

- To familiarize students with basics of environmental sciences , disaster & waste management.

Course Description:

UNIT-I

- **General:** Definition, Scope & Importance, Need For Public Awareness- Environment definition, Type of Ecosystem, Balanced ecosystem, Human activities – Food, Shelter, Economic and social Security. Effects of human activities on environment, agriculture, Housing, Industry, Mining and Transportation activities, Bio diversity & its conservation
- **Renewable & Non-renewable resources:** Natural Resources- Forest resources Water Resources , Mineral resources , Energy resources , Land resources - Availability and Quality aspects. Energy–Hydro Electric, Nuclear, Solar , Hydrogen as an alternative future source of Energy. Biomass and Bio-gas
- **Environmental Pollution and their effects**: Water pollution, Land pollution. Noise pollution, Public Health aspects, Air Pollution**.** Current Environmental Issues of importance, population Growth, Climate Change and Global warming- Effects, Urbanization, Automobile pollution, acid rain, Ozone Layer depletion, Animal Husbandry, Salient features & amendments of Enviromental Protection Act , Water Prevention & Control Act , Air prevention & control of pollution Act , Salient Features of Environmental Summit – Paris 2015 .
- **Disaster Management**: Introduction on Disaster Different Types of Disaster : A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures(Building and Bridge), War & Terrorism etc. causes, effects and practical examples for all disasters.

UNIT-II

- **Disaster Preparedness and Response Preparedness:** Disaster Preparedness: Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of

Government, International and NGO Bodies. Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management.

- **Waste Management:** Municipal Solid Waste Management, Waste Collection, Storage and Transport. Waste Disposal - Key issues and features. Waste Processing Techniques. Source Reduction, Product Recovery and Recycling. Recovery of Biological Conversion Products: Composts and Biogas. Composting and Biogasification Technology. Hazardous Waste: Management and Treatment. Integrated Waste Management (IWM).
- **Solid Waste Management Act** :Municipal Solid waste (Management & Handling) Rules 2000, Waste Management Rules 2016 (Amendments)

Learning Outcomes:

- Under this the students will be able to identify different dimensions of environmental studies; problems related to the environmental degradation & will be able to take remedial steps.
- Disciples will learn about different type of disaster that occur in nature consequently learning to develop the preparedness and remedial techniques.
- Upon learning the problems related to environmental waste students will be able to segregate the waste in different categories and will learn its effective management techniques

Text Books:

- Management: A Global Perspective, Weihrich, H. and Koontz, H., New York, McGraw Hill 2006
- Disaster Management: A Disaster Managers Handbook, Carter, W.N., Manila, ADB. 2006
- Disaster Management Handbook for Bangladesh, Parts I-IV. Dhaka, BDPC and PACT, Rahman, M.S 2005
- Management, Stoner, J.A.F. and Freeman, R.E., Prentice-Hall, New Delhi 2004

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress- Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
First Year - FOUNDATION PROGRAMME

Title of Course: Social and Professional Ethics
Course Code: FD 171 **L-T-P-C**
3-0-0-3

Course Objectives:

This course input is intended

- To help the students appreciate the essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings
- To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence.
- To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in value education to the young enquiring minds.

Course Description:

UNIT-I

- Understanding the need, basic guidelines, content and process for Value Education.
- Self-Exploration–what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self-exploration
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in harmony at various levels.
- Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
- Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of 'I' and harmony in 'I'
- Appraisal of Physical needs, meaning of Prosperity in detail

- Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship
- Understanding the meaning of Vishwas; Difference between intention and competence
- Understanding the meaning of Samman, Difference between respect and
- differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family!

UNIT-II

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfillment among the four orders of naturerecyclability and self-regulation in nature
- Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence.
- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
    a) Ability to utilize the professional competence for augmenting universal human order
    b) Ability to identify the scope and characteristics of people-friendly and ecofriendly production systems,
    c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
    a) At the level of individual: as socially and ecologically responsible engineers, echnologists and managers
    b) At the level of society: as mutually enriching institutions and organizations

Learning Outcomes:

- The students start exploring themselves; get comfortable to each other and start finding the need and relevance for the course.
- The students start finding that technical education without study of human values can generate more problems than solutions.
- The students become aware of their activities of ‘I’ and start finding their focus of attention at different moments.

Text Books:

- R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2

Reference Books:

- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.
- PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Purblishers.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts –II **L-T-P-C**
Course Code: FD102 **1-0-4-4**
Pre-requisite(s): Design Concepts-I

Course Objectives:

- To develop skills of visualization, communication and over all understanding of attributes of 3d forms.
- Depicting various qualities and characteristics of materials through rendering such as transparency, high gloss and matt.

Course Description:

UNIT-I

- To study the processes of different mediums while applying elements and principles of design.
- Visualization of Tangible and Non Tangible aspects of 2D & 3D Design (Physical Characteristic, Emotive Quality, Symbolism and Visual Hierarchy, Contextual form, Abstract form, Pictorial and Typographical Elements).
- Understanding of Scaling and enlargement of design.

UNIT -II

- Development of motifs or pattern to apply on various surfaces. Focusing on surface ornamentation.
- Study of color selection implied for different themes.
- Inspiration capturing, collection of inspiration and study of design extractions out of each inspiration.
- Product development process: inspiration, ideation, exploration and Prototyping.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of developing representation skill to aid design ideation & visualization.
- Ability of the student to represent 3D objects along with surface material specification.
- Exhibit, adapt, apply, utilize & investigate the role of design ideation and visualization.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books

- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style, UK October 2014/US December 2014,. Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion. Fairchild Books (also 4th edition January/November 2008), UK March 2013/US January 2013.

Reference Books:

- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design, UK September 2012/US November 2012, Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Visualization and Representation **L-T-P-C**
Course Code: FD 112 **1-0-4-4**
Pre-requisite(s): Drawing and Color

Course Objectives:

- To observe, analyze, visualize, understand, communicate and interact with the environment through advanced level of drawings and color study.
- To enhance 3-D quality of an object, space or form through color renderings.

Course Description:

UNIT-I

- Study of various lifestyle products.
- Dissection and cross section of fruits/vegetables.
- Study of basic Geometry and Tessellation.

UNIT-II

- Study of various material rendering (fabric, wood, ceramic, paper, plastics, leather, rag zine, various types of fabrics.)
- Study of Still life from light, composition, space, shade, scale and proportion etc. Representation of 3D through rendered surfaces.
- Study of Human Anatomy and proportions.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of surface rendering techniques.
- Apply learning through a development of all material rendering.
- Exhibit, adapt, apply & utilize the study of light and shade in design.
- Ability of the student to represent 3D objects along with surface and material specification.

Text Books:

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing

- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing,UK October 2008/US August 2008,Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, . UK January 2014/US November 2014, Fairchild Books

Reference Books:

- Jeanne Allen, Designer's Guide to Color ,1986, Chronicle Books
- Elisabetta Drudi, Tiziana Paci, Figure drawing for Fashion,2001, The Pepin Press
- Danielle Meder, Draw fashion now,2006,Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015,Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material-Exploration and Prototyping **L-T-P-C**
Course Code: FD 122 **1-0-2-4**
Pre-requisite(s): Materials & Process

Course Objectives:
Develop understanding of:

- Variety of materials in raw, process and finished forms and uses (wood, metal, plastics, glass, ceramic, leather & textiles etc.),
- of basic processes to enhance physical characteristic of materials through surface treatment.
- of tools, equipment, machinery, manufacturing process and their limitations as well as applications

Course Description:
UNIT-I

- To develop understanding of basic principles of manufacturing processes, and insight into technology and innovation.
- Familiarization & orientation to raw processes and finished forms of materials (wood, metal, plastic, glass, ceramic, leather, textiles etc) of subtractive (machining) & additive (fabrication, form) process of materials
- Historical study of technology & innovation in context of prototyping.
- To explore materials like Boxboard, Wire, Mount board, Copper, Aluminum etc.

UNIT -II

- To study and explore materials in 3 dimension (Volume, proportions, surface, quality, Characteristic of curve, plane, forms and space).
- Judgment of application, limitation and use of materials & processes.
- Study of development of commercially viable products in respect to different themes provided.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of pre and post production aspects of material.
- Apply learning through hands on experience of exploring tools, equipment & machinery for undertaking the process of design.
- Exhibit, adapt, utilize, and investigate the role of material exploration for design translation through an assimilation of diverse inputs.

Text Books:

- Usha Srikant,Ethnic Embroidery of India,2000,Honesty Publishers & Distributors
- Beverly Lemire, Cotton ,March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.

Reference Books:

- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, the Country Diary Book of Crafts, 1985, Bloomsburg Books London.
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide,Feb 2014, Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan,Sourcing and selecting Textiles for Fashion: sourcing and selection,2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Power Point Presentation.

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SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-II **L-T-P-C**
Course Code: FD 132 **1-0-4-4**
Pre-requisite(s): Communication Design-I

Course Objectives:
The course has an emphasis on how meaning is constructed and communicated through digital media. Students continue to use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic videography, digital image creation and the integration of a variety of media. Digital imaging tools include vector software applications such as Adobe Illustrator/ Corel Draw to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Communication Theory – Introduction of Different communication theory and Models.
- Significance of different theory and models in present scenario.
- Origin and development of Print, electronic & Web Media.
- Basics of Video – Elements of videography. Production process.
- Script writing, story board, log sheet.
- Introduction to editing software.
- Timeline, shot division, effects and transition.

UNIT-II

- Creative Writing II – Translation – meaning, types and principles of translation.
- Rewriting. Types of writing for mass media.
- Difference between web writing, news writing and magazine writing.
- Ingredients of writing for new media. Review – Book, Film & TV programmes.
- Story writing.
- Basic Photography (Practical) – Camera Parts and functions, Lighting, Exposure, Composition, Depth of field, Rule of third etc.

Learning Outcomes:

- An understanding of how communication works.
- Origin of different mode of communication and human needs.
- Understand the new media and how media change the scenario of communication

- Explore the world of new media along with visuals and photographs.

Recommended Text book:

- Sharma, O.P. Practical Photography. (2003). New Delhi: Hind Pocket Books.
- Thomas S. Kane, Oxford Essentials Guide To Writing.

References:

- Folts, J. A. and Lovell, R. P. Handbook of Photography.
- Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -II **L-T-P-C**
Course Code: FD 142 **2-0-2-4**
Pre-requisite(s): History of Art & Culture - I

Course Objectives:

- To introduce the students to ancient history with reference to western art & culture. To develop an understanding of the social & cultural revolution that brought significant change in the overall perception of people across the world.
- To point out the various functions western art has served through the ages in different geographical, cultural& socio-economical context.

Course Description:

UNIT-I

- To engage with and explore the concept of cultural studies in the context of western art from prehistory to modern.
- Study of Art movement from Ancient world Greek, Egypt, Roman, to Study of Art and object development during Byzantine, Romanesque, and Gothic.
- Study of Art movement from Renaissance, Baroque, Rococo, Neo Classicism, Romanticism, Art Nouvae.
- Study of object development during 1910 to 2010.

UNIT-II

- To study the impact of development in object's (textures, colors and its reflection in society).
- To explore the relationships between Western culture and the social and political developments of the region (World War I & II, Industrial revolution etc.)
- The study of Western Art, Social & Cultural Revolution in the Indian Context.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of western art & culture
- Apply learning through effective presentations & documentation of the overall research in relation to contemporary art & cultural practices.
- Exhibit, adapt, utilize & investigate the role of Western art & Culture in the Indian context.

Text Books:

- Al Ries, Laura Ries March, 2009. The Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands, HarperCollins e-books

Reference Books:

- Werness Hope D, The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, . January 2000, Oceania & North America, Continuum Publication
- Geczy Adam, Art: Histories, Theories & Exceptions: ,January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg. Dress & Society. UK December 2008/US October 2008. Fairchild Book.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 203	Textile Study - I	2	-	2	4	**3**	3	25	25	50
	FD 213	Basics of Pattern Making & Draping	2	-	4	6	**4**	4	30	20	50
	FD 223	Basics of Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 233	Fashion Illustration & Presentation (Women's Wear- Casual)	1	-	4	5	**3**	3	50	-	50
	FD 243	Fashion Materials and Explorations	1	-	2	3	**2**	3	30	20	50
	FD 253	Fashion Studies- I (Women's Wear- CASUAL)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	6	6	**3**		50*	-	50#
	FD 263	Introduction to Computerized Fashion Design	1	-	2	3	**2**	2	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

Note: - Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Textile Study I **34-0- 30- 3**

Course Code: FD 203

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES: (08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES: (08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS**:** Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING: (08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING: (06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY: (04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. **Learning Outcomes**:

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

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

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

- Handouts: As instructed by subject teacher

- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Basics of Pattern Making & Draping **34-0- 30- 3**

Course Code: FD 213

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES:** **(08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES:** **(08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS**:** Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING:** **(08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING:** **(06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY:** **(04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. Learning Outcomes:

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

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

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

- Handouts: As instructed by subject teacher

- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

Title of Course: Basics of Garment Construction **L-T-P-C**
Course code: FD 223 **0-0-96-3**
Pre-requisite(s): Basic hand sewing, handling of sewing machine and fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation.
- Understand the idea of a relationship between pattern making and sewing.
- Apply technique and method of construction and draping with context to material, form manipulation in a creative manner.
- Apply basic garment construction skill in process of design realization.

Course Description:

Machine Sewing: Operation, Stitch Practice and Types of Stitches. **(00-10)**
Garment Construction Methods and Techniques
1) Basic Bodice, Basic Skirt, Basic Sleeve and Basic Trouser Foundation, Torso Foundation **(00-21)**
2) Seams (Plain, French, Mock French, Flat Fell)
3) Seam Finishes (Pinked, Overlock, Bias-Bound, Turn& Stitch, and Hong Kong Bound.), Hem Finishes. **(00-10)**
4) Circular lines and Angular lines and corner finishes. **(00-10)**
5) Plackets, Pockets (Patch & Side), Cuffs, Collar (One pcs, Peter pen). Zip (Visible with Flap) **(00-15)**
6) Waist Finishes, Waistband (Elasticized or Drawstring), Facing, Opening Fasteners. Darts, Pleats, Tucks, and Gathers. **(00-10)**
7) Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic skirt Assembling a skirt and bodice with sleeve attachment. **(00-20)**
8) Construction of a casual Wear Garment

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.
- Construction of a casual wear Garment

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
3 .Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing
5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown

Evaluation Process:

Course Work: 50% weightage. Practical laboratory course work.
End Term Examination: 50% weightage, Practical examination conducted for the Laboratory assignments.

Other Study Material:

Direct reading and interest based resource: Trend forecast magazine like Donna collezioni and Bambini, technical magazine like stitch time, and Trend Forecast and Fashion and Trend side: WGSM on web
Visit to design studio, workshop garment units and garment fair/exhibition, Fashion Week in India
Attending workshop organized by promotional bodies and fashion forums

Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824,
http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

Handouts: As indicated by course instructor.

Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year

Autumn Semester

L-T- P- C

16-0-64-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Casual)
Course Code: FD 233
Pre-requisite(s): Basic understanding of human Anatomy

Course Objectives:

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

Course Description:

- Human (women) body types, anatomy-(face, hair, hands & feet) and body movements. **(4-10)**
- Comparative study between human & fashion figure proportion. **(2-10)**
- Flat sketching, garment details and draping on body. **(2-14)**
- Doodle sheets as per inspiration taken for Women's Casual wear category. **(2-05)**
- Specification sheets for required designs. **(2-10)**
- Range Development. **(4-15)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual communication and presentation.

Reference Books:

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

- Takamura, Zeshu. Fashion Illustration Techniques: A Super Reference Book for Beginners, Pageone, 2012
- Abling, Bina. Fashion Sketchbook. FairchildBooks, 2012.
- Lee, Jaeil. Steen, Camille .Technical Sourcebook for Designers. FairchildBooks, 2014.

Evaluation Process:

- *Class Works*: **60% weightage**: It includes the compilation of all classroom assignments.
- *End Term Examination*: **40% weightage**: Range development sheet and flat drawing of the final garment.

Other Study Material:

- Handouts: As indicated by course instructor.

Website references:

- https://fashionary.org/
- http://www.fashionarium.com/post/539040090/step-by-step-fashion-illustration-tutorial-with
- http://www.ralphpink.com/tutorials/cad-fashion-illustration/
- https://www.youtube.com/watch?v=30VuFOym59U
- https://www.youtube.com/watch?v=mGhl18A4Ky0
- https://www.youtube.com/watch?v=2Ws28_OiMNQ
- https://www.youtube.com/watch?v=Zs5ORdQconc
- https://www.youtube.com/watch?v=Iqg5fLBhqfo
- https://www.youtube.com/watch?v=Wr5z5tbwALg

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Fashion Materials & Exploration **16- 0-32-2**

Course Code: FD 243

Pre-requisite(s): Textile Study II & Material Study II

Course Objectives:

- To enable the students to develop core skills in the understanding & identification of Fiber/Textiles & other materials used in Garment design.
- Innovative and experimental ways of exploring fabrics for fashion
- Sensitive to the concept of fabric and its manipulation in design & fashion.

Course Description:

- Decorative Materials & Trims **(01-02)**
- Fabrics for Fashion **(02-06)**
- Creative Draping, pattern cutting and construction **(01-04)**
- Fabric Manipulation **(01-06)**
- Experimental Methods of using fabrics/fibers **(01-04)**
- Innovative silhouettes **(02-04)**
- List of fashion fabrics **(03-02)**
- Fashion material awareness **(02-02)**
- Build sensitivity towards all of the above **(03-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding and identification of Fabrics and other materials used in garments.
- Apply design learning through innovative and experimental ways of exploring fabrics
- Exhibit, adapt, utilize & investigate the process of building a sensitive approach towards fashion fabrics

Evaluation Process:

- Class Work: 30% weightage. It includes Class Assignments on fiber/fabric/form explorations with documentation.
- Mid Term Examinations: 20% weightage. Two Examinations (Practical) of 20 mark each.
- End Term Examination: 50% weightage on Viva Voce with the Product & Portfolio.

References:

- Akshay Tholia (Year)*Live Textiles- A Practical Approach to Understand Fabrics Vol 1& 2* SARV International 2nd Edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publising

- Braddok Clark Sarah & Omahony Marie (Year 2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson Publishing
- Cadigan, Erin (Year 2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publ India Private Ltd
- Anne Morrel (Part A, B, C, D) 1999, 2000, 2001, 2003 *Indian Embroidery Techniques at the Calico Museum of Textiles, A working guide*, Published by Calico Museum of Textiles Sarabhai Foundation, Ahmedabad
- Colin Gale & Jasbir Kaur,(Jan 2011), *Fashion & Textiles (an overview)*, Berg Publishing/CBS 1st Edition
- Jenny Udale, 2008, *Textiles & Fashion*, Ava Academia Publishing Switzerland
- Gail Baug, 2011,12, *The Fashion Designers Textile Director (The Creative Use of Fabrics in Design)*, Thames & Hudson

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: https://www.behance.net/gallery/16990915/Materials-Exploration-Final
  https://in.pinterest.com/iamshoshannaros/materials-exploration-inspiration/
  https://www.google.co.in/?gfe_rd=cr HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"ei=4D8CV7UFhZbxB-7yiKAE HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"gws_rd=ssl#q=fashion+materials+fabrics,
  https://www.youtube.com/watch?v=UeYtKhE-58I
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off,

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

Title of Course: Fashion Studies-I (Women's Wear-Casual) **L-T- P- C**

Course Code: FD 253 **37-0-128-5**

Pre-requisite(s): Foundation Course in Design, Knowledge of Pattern Making, Draping and Garment Construction.

Course Objectives:

- Apply understanding of Fashion Design Process along with Fashion Forecasting and trend study in the Women's wear Casual segment
- Provide advance knowledge in pattern cutting for Casual wear.
- Enable students to address a design brief with relevance to casual clothing.

Course Content:

Design Brief:

Design casual wear for women between 18-22 years for Spring-Summer wear 2017. The inspiration should be taken from Nature following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.

Design:

- Brainstorming with the segment category casual wear **(05-06)**
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Casual wear ensembles, details trims and finishes, Client research. **(05-02)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development **(05-16)**
- Derivations, Scrap book, Doodles. **(06-10)**
- Fabric sourcing and surface development for Casual wear. **(05-02)**
- Selection of the Range and Ensemble to be stitched. **(02-10)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(02-02)**
- Full design process documented **(03-12)**

Design Studio:

- Illustration with Front & Back selected **(00-10)**
- Specification Sheet **(00-02)**
- Material & Cost sheet **(00-02)**
- Pattern making & draping for Casual Wear. **(00-10)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Casual wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-10)**
- Design Realization of one chosen ensemble from a range of five. **(04-14)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (casual) for Spring Summer (S/S)2017
- Apply design learning through construction of a range of chosen ensemble

- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Casual Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.
- Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
- Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
- Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
- Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.
- Jack Handford (2003) Professional Pattern Making for Designers, Women's wear & Men's Casual wear , Fairchild Books, Spi edition (15 March 2003)
- Author/Year unavailable .*Fashion Source Book*. Blackwell Science Publication
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown
- Marian L Davis 1987. *Visual Design in Dress*. Prentice Hall (2 copies)
- Marilyn J Horn. 1968. *The Second Skin- An Interdisciplinary Study of Clothing*. Houghton Mifflin Company, Boston.
- Margaux Tartauotti. Year unknown. *The Fine Art of Dressing*. Publisher unknown.
- Kathryn Mc Kelvey & Janine Munslow 2003. *Fashion Design, Process, Innovation, & practice*. Blackwell Publishing

Other Study Materials:

- Handouts: As indicated by subject teacher
- Websites: www.fdci.org , www. **HYPERLINK "http://www.casualclothing.dk/"casualclothing** HYPERLINK "http://www.casualclothing.dk/".dk/ , www.the **HYPERLINK "http://www.thecasualsdirectory.com/"casual** HYPERLINK "http://www.thecasualsdirectory.com/"sdirectory.com/ , www.dorothyperkins.com/en/dpuk/.../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"clothing** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092".../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"casual** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"- **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"wear** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"-2097092
- Magazines: Bazaar, Elle, Sweet, Very, JJ, Burda, Fudge, Grazia

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T-P-C

16-0-32-2

Title of Course: Introduction to Computerized Fashion Design
Course Code: FD 263
Pre-requisite(s): Basics of Adobe Photoshop and Illustrator

Course Objectives:

- Learning and understanding of digital design development process and representing ideas that contributes to good design using digital media.
- The aim of the course is to give the students good knowledge about the fundamentals of technical drawings and digital rendering tools/ techniques.

Course Description:

- **Digital Fashion drawing and rendering techniques using Adobe Photoshop CC:** Digitizing fashion illustrations and usage of digital tools to render a fashion product using virtual fabric placement and application of light effects. **(5-13)**

- **Digital flat drawings and specification sheet development using Adobe Illustrator CC:** Creating Flat/ Technical drawing of the basic women's wear (casual) category. Drafting a specification sheet along with garment measurements/ trim details/ color codes/ stitching and finishing details etc. **(5-14)**

- **Visual composition and presentation using digital tools and techniques:** Usage of raster and vector graphic tools to visualize the product and presentation of the same in visually appealing manner. Creation of mood/ inspiration/ color/ silhouette/ Range board/ look book etc. **(6-05)**

Learning Outcomes:

- Demonstrate competence in basic digital fashion illustration techniques and graphic skills for visual communication and presentation using both raster and vector software.
- Apply learning through creation and representation of design ideas and technical specifications using Photoshop & Adobe illustrator CC.

Reference Books:

- Tallon, Kevin. Digital Fashion Illustration with Photoshop and Illustrator, Batsford, 2008
- Centner, Marianne. and Vereker, Frances. Fashion designer's handbook for adobe

illustrator. Oxford, UK: Blackwell Publishing, 2007
- Lleonart, Aitana. and Santos, Daniela.Fashion illustration: flat drawing.Bath,UK: Parragon,2007
- Tallon, Kevin. Creative Fashion Design with Illustrator-Digital fashion Design Course. Pavilion Books 2013
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image. Fairchild Books.

Evaluation Process:

- **Course Work: 60% weightage**: It includes the compilation of all classroom assignments in digital format.
- **End Term Examination: 40% weightage**: Spec sheet of final garment (Front/ Back) using adobe illustrator.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=XLk5eaOCz9c
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM
- https://www.youtube.com/watch?v=aBfWE45-sCc
- https://www.youtube.com/watch?v=GBbL9_4ktKw
- https://www.youtube.com/watch?v=M-3prytho5M
- https://www.youtube.com/watch?v=zdhcJPutu6k
- https://www.youtube.com/watch?v=FylI1xQUD2o
- https://www.youtube.com/watch?v=SMlLuvJE0Xs

SCHOOL OF DESIGN (SOD)

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FD 204	Textile Study - II	1	-	2	3	**2**	3	25	25	50
	FD 214	Advance Pattern Making & Draping	1	-	6	7	**4**	4	30	20	50
	FD 224	Advance Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 234	Fashion Illustration & Presentation (Women's Wear- Indian Wear)	1	-	4	5	**3**	3	50	-	50
	FD 244	Form Realization	1	-	2	3	**2**	3	30	20	50
	FD 254	Fashion Studies- II (Women's Wear- Indian Wear)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	4	4	**2**		50*	-	50#
	FD 264	Fashion Design Computer: Photoshop	1	-	2	3	**2**	2	50	-	50
	FD 274	Traditional Textiles & Crafts	1	-	2	3	**2**	Viva	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Note:- Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Textile Study - II: **2 Hrs.**

SCHOOL OF DESIGN (SOD)

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T- P-C
13-0-26- 02

Title of Course: Textile Study II
Course Code: FD 204
Pre-requisite(s): Textile Study I

Course Objectives:

- Finishing Process (Preparatory, Stabilizing, Textural, Functioning effects)
- Dyeing processes (Finishing with Color)
- Printing (Color, Design & Ornamentation)

Course Description:

- **Kinds of Finishing process**:
  1) PREPARATORY: Singeing or Gassing, Bleaching
  2) STABILIZING: Mercerizing, Ammoniating, Shrinking
  3) CHEMICAL TREATMENT: Resin, Fulling, Tentering, Crabbing
  4) TEXTURAL PROCESS: Temporary/permanent Stiffening, Weighting, Calendaring, Glazing Schreinerizing, Embossing, Moireing, Cireing, Beetling, Raising, Napping, Sanding, Gigging, Tigering, Electrofying, Shearing, Crinkled effects, Burn out (etched effects)
  5) FUNCTIONAL EFFECTS: Shape-Retentive, Wrinkle Resistant, Wash & Wear, Permanent Press, Durable Press, Water Repellency, Semi Durable, Durable & Non-Durable, Water Proofing, Absorbency, Soil Repellency/Release, Stain Resistance, Frame Retardants, Anti-Bacterial, Mildew Proofing, Slip Resistance, Antistatic, Heat Refectant, Foam Laminating, Fabric to fabric bonding. **(05-09)**

- **Dyeing:**
  1) Selection of Dye: Natural Dyes, Synthetic Dyes, Oxidation Basis, Acid (Anionic) Dyes, Acid -Milling Dyes, Acid-Premetalized dyes, Mordant or Chrome, Substantive Direct , Developed Dyes, Azoic Dyes , Disperse Dyes , Vat Dyes , Reactive Dyes, Pigment Dyes, Optical Brighteners (Colorless Dyes). Principal Classes of Synthetic Dyes and their Characteristics. **(02-04)**

  2)Dyeing Methods: Stock Dyeing, Yarn Dyeing, Top Dyeing, Skein (Hank) Dyeing, Package Dyeing, Warp-Beam Dyeing, Space Dyeing, Piece Dyeing, Beck Dyeing, Jig Dyeing, Pad Dyeing, Cold Pad-Batch Dyeing, Vacuum Impregnation, Foam Dyeing, Solvent Dyeing, Dope Dyeing, Chip Dyeing and Garment Dyeing**.** Identifying Dyeing Defects**:** Test to determine color fastness, Fastness to washing, Fastness to Pressing, Fastness to Light, Fastness to Perspiration, Fastness to Crocking, Fastness to Gas Fading. **(02-04)**

- **Printing:**

Distinguishing Printing from Dyeing, Dyes for Printing, Methods of Printing: Direct , Discharge Printing, Block Printing, Resist Printing , Roller Printing, Duplex Printing, Stencil Printing , Flat Screen Printing, Rotary Screen Printing, Transfer Printing, Dry Heat Transfer Printing, Blotch Printing , Tak Dyeing, Jet Spray Printing, Polychromatic Dyeing, Photo printing, Electrostatic, Warp, Differential, Batik, Tie Dyeing, Plangi Dyeing, Air Brush Painting, Composition or Paste Designing, Flocking. **(04-09)**

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Learning Outcomes:

- Demonstrate complete knowledge and understanding of Fabric finishing , Dyeing & Printing processes
- Exhibit, adapt, utilize & investigate the complete process and method of Fabric finishing, dyeing and Printing in laboratory as well as Industry.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments on Tie dye techniques and Printing. Swatch collection of other Printing techniques.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher,
- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition.
- Johnson, (Year 2013)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser, Mary *World Textile: A Concise History*. Thames & Hudson
- McDonald, Fiona, (2011) *Textiles, A History* , Remember when Publishers.
- Cadigan, Erin (2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Pvt Ltd
- Young, Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publishing India Pvt Ltd, 2nd revised edition

Other Study Materials:

- Website Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

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Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
13-0-78-4

Title of Course: Advance Pattern Making & Draping
Course code: FD 214
Pre-requisite(s): FD 203 Basics of Pattern Making & Draping

Course Objectives:

- Advance pattern making blocks to understanding 2D Women's Wear (Indian wear)
- Advance pattern making blocks appropriate Draping understanding
- Tools, Terminology, Specification & Technical sheets.

Course Description:

- **Terminology:** Specification Sheets, Special Advance Information(Layout Plan, Cutting, Cost Sheet, Design Specification Sheet etc.) **(02-05)**
- **Pattern Making:** Dart Manipulation(with Pivotal tech. and slash - spread technique)Variation of Basic Torso Foundation, Basic Princess line Foundation, Bodice Block Basic Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation & Cowls Variation. **(04-18)**
- **Basic Bodice Contouring:** Principle, Corset, Strapless Foundation, **(02-17)**
- **Advance Draping:** Understanding of 3D designing Bodice Block variation **(02-10)**
- **Skirt variations:** (Gored, Gathered, Flared, Circular, Handkerchief, Peg, Godets etc.) **(02-18)**
- **Workshop:** on Poshak and Indian wear detailing & Fasteners **(01-10)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body Measurement, drafting, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.
- Pattern making of Women's Wear(Indian Wear)

Reference Books:

- Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
- Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books
- Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
- Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
- Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
- Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion*

Draping 3rd Edition. Fairchild Books
- Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
- Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
- Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
- Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
- Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
- Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course work: 30% weightage. It includes Class Assignments on dart manipulation.
- Mid Term Examinations: 20% weightage. Two Mid Examinations (Practical's)of 20 mark each.
- End Term Examination: 50% weightage. Final Examination (Practical) with Portfolio submission.

Other Study Material:

- Websiteshttps://www.pinterest.com/julieinleeds/draping/,http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"kpid=9332518114 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"tag=googinkenshoo-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/

- Handouts: As indicated by Course Instructor.

- Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C

0-0-78-3

Title of Course: Advance Garment Construction
Course code: FD 224
Pre-requisite(s): FD 206 Basic Garment Constructions

Course Objectives:

- Familiarize students with Advance Garment Construction with SNLS (single needle lock stitch) machine and its operation,
- Understanding the relationship between Pattern Making and Sewing.

Course Description:

- **Machine Sewing:** Operation, Stitch practice and Types of stitches **(10)**
- **Garment construction methods and techniques**: Basic Torso Foundation, Princess Line Foundation, Bodice Block Basic **(15)**
- **Bodice Block variation:** Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation& Cowls. Neckline **(15)**
- **Basic Bodice Contouring**: Corset, Strapless Foundation, **(15)**
- **Skirt variations**: Gathered Flared, Circular, Handkerchief, Peg, Godets etc. **(15)**
- Workshop on Indian Wear detailing &Fasteners (Poshak) **(08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments Women wear (Indian wear)
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing

- Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown

Evaluation Process:

- Class Work: 50% weightage. It includes laboratory work and variations of basic blocks.
- End Term Examination: 50% weightage. Practical Examination on the laboratory work.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

- Handouts: As indicated by course instructor.

- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
13-0-52-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Indian Wear)
Course Code: FD 234
Pre-requisite(s): Basics of Analog Fashion Illustration Techniques.

Course Objectives:

- To further develop an understanding of visualization and presentation process in context to the women's Indian wear category.
- Further demonstrate an ability to communicate design ideas through flat, 2-D drawings.
- Developing individual style of illustration and presentation.
- Exploring mix media techniques for effective visual communication.

Course Description:

- Stylization of fashion figure in context to Indian Women's Wear Category. **(4-15)**
- Comprehensive study of Indian wear silhouettes, embellishments, details, prints and Fabrics etc. **(4-15)**
- Exposure to traditional handmade/ mix media rendering techniques & exploring textile prints, fabric rendering, body form through traditional miniature art practice **(1-03)**
- Doodle development sheets for the selected inspiration. **(1-03)**
- Specification sheets for required designs (working on details). **(2-06)**
- Range Development using mix media techniques. **(1-10)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual Communication and presentation.

Reference Books:

•*Watanabe, Naoki.* Contemporary Fashion Illustration Techniques, Rockport Publishers

•Seaman, Julian.Foundation in fashion design and illustration. London: Batsford, 2001

•Riegelman, Nancy. Colors for modern fashion. Los Angeles: Nine heads media, 2006

•Riegelman, Nancy. Nine heads : guide to drawing fashion.-- Los Angeles, US: 9 Heads, 2006.

•Blackman, Cally. Hundred years of fashion illustration.-- London: Laurence King, 2007

• Alkezi , Roshen. Ancient Indian Costume. National book trust, 2014.

Evaluation Process:

- ***Course Works*: 60% weightage**: It includes the compilation of all classroom assignments.
- ***End Term Examination*: 40% weightage**: Range development board and flat drawing of the final Indian wear garment.

Other Study Material:

- Handouts: as indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=S2iwZPdcdaQ
- https://www.youtube.com/watch?v=uZDY2PwqtQ8
- https://www.youtube.com/watch?v=RbHFC-P9n4A
- https://www.youtube.com/watch?v=J4io30FtTuo
- https://www.youtube.com/watch?v=FERQVe55hIs
- https://www.youtube.com/watch?v=TYs6LSRUSZQ
- https://www.youtube.com/watch?v=Pa81P40rDIQ
- https://www.youtube.com/watch?v=Imy83iE5ADE
- https://www.youtube.com/watch?v=twT0WgoBp0A
- https://www.youtube.com/watch?v=8u86gylarUA

SCHOOL OF DESIGN (SOD)

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
11-0-28-02

Title of Course: Form Realization
Course Code: FD 244
Pre-requisite(s): 3D Design Concepts & Composition

Course Objectives:
To understand the relationship between fabric , body & garment, fashion design process, development of relevant design aesthetics, application of basic elements & principles, skills of visualization, presentation and actualization to body types, adding fullness, contour draping, realizing form, movements in context to women's wear.

Course Description:

- Body Types and form, Form aesthetics in fashion **(02-02)**
- Form exploration, experimentation and manipulation. **(02-06)**
- Creative draping technique on dress form. **(03-04)**
- Creative pattern making **(00-04)**
- Design analysis, Creative elements of each design & help determine draping techniques required to develop patterns **(03-04)**
- Transform 2D explorations into 3D forms **(03-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the relationship between fabric, body & garment through development of relevant design aesthetics.
- Apply learning through a knowhow of creative pattern making & draping
- Exhibit, adapt, utilize & investigate the process of form exploration, body types, movement and contour in women's wear

Evaluation Process:

- Course Work: 30% weightage, It includes practical class assignments for form realization, Design process of form Realization and various explorations with different fabrics.
- Mid Term Examinations: 20% weightage. Two Examinations of 20 mark each.(Time bound Exercise)
- End Term Examination: 50% weightage, Practical Examination & file presentation of the class work with documented processes in the digital format.

References:

- Armstrong H.J (2009*), Pattern making for Fashion Design*, New York, Prentice Hall.
- Zarapkar, K. R. (2005), *Zarapkar System of Cutting, India*, Navneet Publications
- Aldrich, W. (2008), *Metric Pattern Cutting for Women's Wear*, Oxford, Willey Blackwell Publication
- Drudi, E. (2003), *Wrap and Drape Fabric: History, Design and Drawing*, Amsterdam, Pepin Press.

- Nakamichi, T. (2010), *Pattern Magic*, London, Lawrence King Publishers.
- Nakamichi, T. (2011), *Pattern MagicII*, London, Lawrence King Publishers.
- Hilde Jaffe, *Draping for Fashion Design* , Pearson Education
- Karolyn, Draping: *The Complete course* , Laurence King Publishing, PAP/ DVD edition.
- Hisako, Sato, (2012) *Drape Drape*, Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 2* Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 3* Laurence King Publishing
- Helen Joseph Armstrong, *Draping for Apparel Design*, Bloomsbury Publishing India Pvt ltd, 3rd revised edition Edition
- Zarida Zaman, (2014), *Fashion Pattern Cutting: Line, Shape, Volume* , A & C Black Publishers Ltd
- Crawford, Amaden, Connie (2012) *The Art of Fashion Draping*, Bloomsbury Publishing India pvt Ltd; 4th revised edition edition
- Donnanno Antonio, (2017), *Fashion Pattern making*, Promopress
- Gilewska, Teresa, (2013) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- Gilewska, Teresa, (2011) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- San Martin, Macarena, (2009) Pattern in Fashion with CD, Taschen GmbH; Pap/Cdr edition

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.fdci.org, www.style.com
- Magazines: Collezioni, Vogue, Elle

SCHOOL OF DESIGN (SOD)

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
26-0-52-4

Title of Course: Fashion Studies-II (Women's wear-Indian)
Course Code: FD 254
Pre-requisite(s): Basics of Analog Fashion illustration techniques
Course Objectives:

- Apply understanding of fashion Design Process along with Fashion Forecasting and trend study in Women's Wear-Indian Wear Segment.
- Enable the students to address a market oriented design brief with Indian aesthetics.

Course Content:

Design Brief:

Taking inspiration from the Brand that caters to Indian Wear Segment for women between 20- 25 Years. Spring-Summer wear 2018. The inspiration should be taken from the Brands that cater Indian Wear (Brands based in Jaipur) Anokhi, Soma, Cottons, Kilol, FAB India, Zari, Vasanshi, RANA, RASA, the category is Bridge. Study and research the product line of the brand, their USP, and other salient features. Give an Innovative design approach to them enhancing their USP as well as present product line. This should be done with rigorous market survey, understanding the Indian wear category, their clientele following a Proper Design process.

Design:

- Brainstorming with the segment category Indian wear **(02-02)**
- Research on market, trends, Forecasts, brands for specific Indian wear ensembles. **(02-00)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board Fabric and Technique Board, Range Development (five)) **(02-08)**
- Derivations , Scrap book , Doodles **(06-04)**
- Research on Indian wear details, trims and finishes, client research. **(04-00)**
- Fabric sourcing and surface development for Indian wear (Explorations developed) **(02-02)**
- Specific research on Indian market, trends, Forecasts, brands for specific Indian wear ensembles **(04-00)**
- Selection of the Range and Ensemble to be stitched. **(00-04)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(00-02)**
- Full design process documented **(02-06)**

Design Studio:

- Illustration with Front & Back selected **(00-04)**
- Specification Sheet **(00-02)**

- Material & Cost sheet **(00-02)**
- Pattern making & draping for Indian Wear. **(00-04)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Indian wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-04)**
- Design Realization of one chosen ensemble from a range of five. **(02-08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (Indian)
- Apply design learning through construction of a range of chosen ensemble
- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Indian Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Bhandari, V. (2005). *Costume, Textile and Jewellery of India: Traditions in Rajasthan*, California, Mercury Books.
- Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal*, New Delhi, Wiley Eastern.
- Kumar, R. (1999). *Costume and Textile of Royal India*, U.K., Christie's.
- Bhatnagar, P. (2005). *Decorative Design History in Indian Textile and Costume*, New Delhi, Abhishek Publications.
- Prakash, K. (2004). *Indian Fashion Designs*, New Delhi, English Edition Publishers.
- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.

7. Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
8. Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
9. Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
10. Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites:www.fdci.org,http://www.ritukumar.com/home, http://www.buyindianwear.com/,http://www.kalkifashion.com/, http://www.payalsinghal.com/indian-wear, http://www.indianweddingsaree.com/
- Magazines: Grazia, Bazaar, Cine Blitz, Femina, Cosmopolitan, Asiana, Marie Claire, Savvy, New Woman, Woman's Era

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BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C

13-0-26-2

Title of Course: Fashion Design Computer: Photoshop
Course Code: FD 264
Pre-requisite(s): Computer Application 1 & 2

Course Objectives:

- Developing advance skills in Adobe Photoshop for Fashion presentation and Fashion graphics.
- Exploring advance digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Developing Individual/ Unique style of Visual Communication.

Course Description:

- **Advance digital Fashion drawing rendering and graphic techniques using Adobe Photoshop CC:**
  Developing individual style of Visual presentation and creating high impact imagery for fashion communication using custom tools settings. Creating art plates based on specific themes and introduction to advance digital photo manipulation and editing. **(6-13)**

- **Advance visual composition and presentation using digital tools and techniques:**
  Creating high-end textile prints and surfaces, using mix media techniques.
  Introduction to basic animation effects and 3d rendering in Photoshop.
  Introduction to digital painting using Photoshop. **(7-13)**

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Centner, Marianne. and Vereker, Frances. *Fashion designer's handbook for adobe illustrator.Oxford*, UK: Blackwell Publishing, 2007.
- Hess, Jay. *Graphic Design for Fashion*. Hardback, 2010.
- Shaoqiang, Wang.*Fashion Graphics*,Paperback, 2010.
- Blankchard, Tamseen. *Fashion and Graphics*, Paperback, 2004.
- Tallon, Kevin. *Digital Fashion Illustration with Photoshop and Illustrator*, Batsford,

2008
- Fiell, Pater. and Charlotte. *Graphic design: now*. London: Taschen, 2005.
- Walton, Roger (ed.)*Big book of graphic design*. New York: Collins Design,2007.

Evaluation Process:

- *Course Works*: **60% weightage**: It includes the compilation of all classroom assignments in digital format.
- *End Term Examination*: **40% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://spraygraphic.com
- http://www.linkism.com
- http://www.4wall.co.uk/
- http://www.insideugly.co.uk/
- http://apeonthemoon.com/
- http://paperfashion.wordpress.com/
- http://www.hongkiat.com
- http://carbonmade.com
- https://g14pool.files.wordpress.com/2013/11/advanced_photoshop_2013-no-105.pdf
- https://drive.google.com/file/d/0ByQx1BW_tW3YLUs0WW1QRDN0TmM/view

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T-P-C

13-0-26-2

Title of Course: Traditional Textiles & Crafts
Course Code: FD 274
Pre-requisite(s): Textile Study-I & basic knowledge of Indian Crafts

Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- Traditional Textiles & Crafts of different states of India **(03-04)**
- History, Origin, Raw Material & Processes **(04-00)**
- Textile Dyeing & Printing techniques (Batik, Block Printing esp. natural dyeing i.e Ajrakh, Dhabu etc.) **(02-04)**
- Traditional resist printing techniques, Tie & Dye (Ikat, Patola, Pochampalli etc.) **(02-04)**
- Traditional painting techniques- Warli, Madhubani, Miniature and Kalamkari painting. **(02-04)**
- Weaving techniques- Banaras brocades, Kanchipuram, Chanderi, Jamavar, Kullu Shawls, Paithani, Mekhla Chadar **(02-04)**
- Traditional embroideries of India- Phulkari, Chikankari, Kasuti, Kutch & Saurashtra, Kantha, Zardozi, Gota Patti, Banjara, Crewel, Kashida Kari, Chamba Rumal, Pipli, Tharu, Khatwa etc **(02-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India
- Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.
- Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.

Evaluation Process:

- Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.
- End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.

References:

1. Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal,* New Delhi, Wiley Eastern.
2. Gillow, J. and Barnard, N. (1991). *Traditional Indian Textiles,* London, Thames and Hudson.
3. Bhatnagar, P. (2008). *Decorative Design History in Indian Textiles and Costumes,* New Delhi, Abhishek Publications.
4. Askari, N. and Crill, R. (1997). *Colors of the Indus: Costume and Textiles of Pakistan,* London, Merrell Publishers Ltd.

5. Ghosh, G.K. (2011). *Indian Textiles: Past and Present,* New Delhi, Abhishek Publications.
6. Mathur, A. (2006). *Woven Wonder: the Tradition of Indian Textiles,* New Delhi, B.P.I. India.
7. Naik, S.D. (2010). *Traditional Embroideries of India,* New Delhi, Ashish Publishing House.
8. Ranjan & Ranjan , 2009, *Handmade in India A Geographic Encyclopedia of India Handicrafts,* Abbeville Press, Inc US 1st Edition
9. Rta Kapur Chishti & Rahul Jain , (2000), *Handcrafted Indian Textiles,* Roli Books, 1st edition
10. Crill, Rosemary , (1998) *Indian Ikat Textiles,* Weather Hill Publ.
11. Pepin Press, (1999), *Indian Textile Prints* with CD , PAP/Cdr edition.
12. Catherine Legrand , (2013), *Indigo-The color that changed the world* , Thames & Hudson 1st edition
13. Edwards Eiluned, (2011), *Textiles & Dress of Gujarat*- Grantha Corporation Publ.
14. Usha Srikant, (2005), *Ethnic Embroidery of India- 1& 2,* OM Books

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com www.premiervision.fr, www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India www.indiaheritage.org/creative/creative_textiles.htm www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles www.nopr.niscair.res.in/bitstream/123456789/10310.pdf

- Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year- Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 305	Pattern Making & Grading (Men's Wear)	1	-	4	5	**3**	3	30	20	50
	FD 315	Garment Construction for Men's Wear	-	-	6	6	**3**	5	50	-	50
	FD 325	Fashion Illustration & Presentation (Men's Wear)	1	-	4	5	**3**	3	50	-	50
	FD 335	Merchandising & Production Methods	2			2	**2**	**3**	30	20	50
	FD 345	Fashion Design Computer: Illustrator	-	-	6	6	**3**	2	50	-	50
	FD 355	Fashion Studies- III Part A (Men's Wear Project)	1		6	7	**4**	Jury	50*	-	50#
	FD 365	Fashion Studies- III Part B (Men's Wear Project)	1	-	6	7	**4**		50	-	50#
		Sub Total	**6**	**-**	**32**	**38**	**22**				

T-Theory
P- Practical

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	FD 306	**Electives B** [+]	1	-	2	3	**2**		50	-	50[#]
	FD 316	Pattern Development Software	-	-	4	4	**2**	3	50	-	50
	FD 326	Basics of Portfolio Development^	-	-	4	4	**2**	Viva	50	-	50
	FD 336	Kids Wear- Part A (Boys/Girls/Toddler Age 3-9)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
Spring	FD 346	Kids Wear- Part B (Boys/Girls/Toddler	1	-	6	7	**4**	Jury conducted of Semester	50*	-	50[#]
	FD 356	Evening Wear Part A (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
	FD 366	Evening Wear Part B (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
		Mody University Elective (select any One)[$]	3	-	-	3	**3**				
		Sub Total	**8**	**-**	**34**	**42**	**25**				

Electives B [+]

	Course Code	Course Title	L		T	P	Credits				
	FD 306-1	Costume Designing	1	0	2	3	2		Jury conducted at the end of Semester		
	FD 306-2	Fashion Styling	1	0	2	3	2				
	FD 306-3	Creative Textiles	1	0	2	3	2				
	FD 306-4	Fashion Critique	1	0	2	3	2				

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

5/^ Compulsory elective only for batch 2015-16. It will be eliminated later for other batches. +- Minimum enrolment 40%- This is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

L-T- P-C
1-0-4- 3

Title of Course: Pattern Making & Grading (Men's Wear)
Course Code: FD 305
Pre-requisite(s): Advance Pattern Making and Grading

Course Objectives:

The course is designed to inculcate the skills of making patterns for the men's wear which is expected to grow in Indian market in terms of exports and domestic market. Students would be encouraged to make their unique sketches and make the patterns for the same.
To familiarize the students with the concept of grading for fashion.

Course Content:

UNIT- I

- Making patterns of Basic shirt.
- Making patterns of slim fit and conversions to other variations

UNIT-II

- Collars- (shirt collar, stand collar, roll collar, notch collar), cuffs, plackets.
- Basic trouser and Jeans block and variation to baggy and cigarette pants.

UNIT-III

- Pattern Development of Basic Jacket with Lining
- Pattern Development of basic waist coat
- Conversions of coat to dinner jackets and Tuxedo

UNIT-IV

- Standardization of measurements: fundamentals of grading and grading terminology.
- Practice for shirt and trouser grading from size "S" to Size "XXL".

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Men's garment methods of drafting.
- Exhibit, adapt, utilize & investigate the requirements in understanding the design and present the details and accuracy with industry standards.

Evaluation Process:

- Course Work: 30%. It includes hard copy presentation of pattern developed and maintained in a file.
- Mid Term Examinations: 20%. It is practical examination.
- End Term Examination: 50% practical examination.

Text books:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010. Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, Pattern Making for Men's Wear: Classic to Contemporary, I. and Kim, M. 2014. New York, Fairchild Books.

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.
2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.
3. Price, J., Grading Techniques for Fashion Design, 1996. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

L-T- P-C
0-0-6- 3

Title of Course: Garment Construction for Men's Wear
Course Code: FD 315
Pre-requisite(s): Advance Garment Construction and Pattern Making

Course Objectives:

The course is designed to inculcate the skills of Men's Wear garment construction techniques, with focus on fit and details.

Course Content:

UNIT-I

- Stitching of Executive shirt with front one pocket on muslin, Lenin or cotton fabric.
- Stitching of Slim fit shirt block on muslin. Attachment of Collars, cuffs and plackets
- Stitching of Trouser with zip fly, cross and back pocket with technical details on belt attachment, loop attachments on twill, or Lenin fabrics.

UNIT-II

- Trouser conversion block to cigarette and baggy on muslin.
- Jacket block with lining attachment.
- Specification Sheet and Costing of each garment stitched.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of stitching requirements for men's clothing.
- Exhibit, adapt, utilize & investigate the process and quality requirement, and understanding of sewing machines types and designs detailing.

Evaluation Process:

- Course Work: 50%. Toile stitched garments presentations.
- End Term Examination: 50% Practical exam for stitched garment presentation and Viva.

Text Books:

1. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
2. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
3. Cabrera, R., Classic Tailoring Techniques: A Construction Guide for Men's Wear, 2009. New York, Fairchild Books.

References:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010, Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, I. and Kim, M., Pattern Making for Men's wears: Classic to Contemporary, 2014. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course: Fashion Illustration & Presentation (Men's Wear) **L-T-P-C**

Course Code: FD 325 **1-0-4-3**

Pre-requisite(s): Fashion Illustration & Presentation

Course Objectives:

The course is a study of illustration of different garments for men. To sketch fashion figures using Photoshop and Adobe Illustrator. The students would be able to translate their designs using the software. Communicate visually and verbally the design development process, illustration and technical process.

Course Content:

UNIT-I

- Illustration of men's poses, 3/4th, front, back and half view.
- Illustration of men's features- Face, hair, garments hands and feet
- Illustration of men's, different poses, importance of the background.

UNIT-II

- Illustrating men's figures in different mediums.
- Live model drawing.
- Creating silhouettes; creating croqui; color and color adjustments; fabric rendering etc.

UNIT-III

- Flat sketches and Garment Details.
- Fabric rendering in different medium.

UNIT-IV

- Theme based illustration. Front and back illustration, five sheets for five themes, sportswear, leisure wear, formal wear, cocktail and tradition wear.
- Compositions

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Anatomy of male and its illustrations.
- Exhibit, adapt, utilize & investigate the skills to present accuracy in rendering and illustrations.

Evaluation Process:

- Course Work: 50% it is hard copy presentation of prescribed topics.
- Mid Term Examinations: NIL
- End Term Examination: 50% Practical exam

Text Books:

1. Wayne, C., Essential Fashion Illustration – Men, 2009. U.K., Rockport Publishers.
2. Mitchell, J., Men's Fashion Illustration from the Turn of the Century, 1990. New York, Dover Publications.
3. Drudi, E., Figure Drawing for Men's Fashion, 2011, Amsterdam, Pepin Press.

References:

1. Allen, A. and Seaman, J., Fashion Illustration: Basic Techniques, 2003. Oxford, Batsford.
2. Ireland, P.J., Fashion Design Illustration: Men, 1996. Oxford, Batsford.
3. Ireland, P.J., Fashion Design: Drawing and Presentation, 1998. Oxford, Batsford.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

L T P C

Title of Course: Merchandising and production methods **2-0-2-3**

Course code: FD 335

Pre-requisite(s): Not Applicable

Course Objectives:

- Understand, define and apply basic concepts of apparel manufacturing and merchandising as its component.
- Understanding basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.
- Understand role of merchandising in retail and export formats and co-ordination with other departments and vendors.
- Develop in-depth understanding of production (computerized methods and mass production techniques and their significance).
- Create awareness in respect of marketing through brand creation and promotion.

Course Description:

UNIT-I

- Definition of merchandising, types of merchandising, difference between apparel, fashion, visual and retail merchandising.
- Role and function of Apparel merchandiser, communication channel and documentation procedures.
- Basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.

UNIT-II

- Overview of apparel manufacturing Industry
- Set up in export houses with respect to raw material storage, spreading, cutting, sewing and involvement of merchandising activities.
- Understanding the process of sampling and scheduling-their types, approvals of design and samples for product development, CPM and TNA preparation.

UNIT-III

- Understanding the process of costing, aims of costing, difference between estimating and costing, elements of cost, Material cost component, fabric consumption calculation and its application.
- Bill of Material, sourcing, Material evaluation, vendor evaluation, purchase order and material planning.

UNIT-IV

- Different types of retail and export formats involved in selling of product.
- Export documentation-Export procedures-FOB, CIF and C&F, Certificate of Origin, Letter of Credit, Bill of Lading.
- Basics of production planning, its importance and execution.

Learning Outcomes:

- Demonstrate a comprehension of garment production and export with respect to manufacturing techniques and inter-departmental working.
- Learning importance of different stages of sampling and effect of scheduling on market influx.
- Understand sourcing strategies appropriate to various models of fashion business practice.
- Able to analyze customer focused range plans in relation to profit, cost, selling price, product design, garment life cycle and the selling environment.

Textbooks:

1. Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
2. Anne Marie Fiore. , Understanding Aesthetics for the Merchandising & Design Professional. . UK June 2010/US April 2010. Fairchild Books
3. Grace I Kunz, Merchandising: Theory, Principles & Practice. UK October 2009/ US August 2009. Fairchild Books

References:

1. Jeremy A. Rosenau & David. L. Wilson. Apparel Merchandising- the Line starts here. UK April 2014. Fairchild Books
2. John Donnellan. Merchandise Buying & Management. UK November 2013. Fairchild Books
3. Rosalie J Regni & Jimmie G Anderson. Entrepreneurship in Action- A retail store in simulation. UK

Evaluation:

- Course Work: 30% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 20% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage with document.

Other Study Material:

1. Websites:http://www.britannica.com/EBchecked/topic/1706624/fashion-industry/296477/Fashion-retailing-marketing-and-merchandising, http://retailminded.com/3-retail-merchandising-tips-never-to-ignore/ http://www.retailstorewindows.com/2011/01/10-commandments-of-visual-merchandising.html
2. Handouts: As indicated by course instructor
3. Magazines: GURL the mag, DKNY, VM, Vogue, WSJ, Apparel, Apparel online, Elle, New York, Retailer, Essence, Retail Minded, Style.com, Accessories.
4. Case Studies for Merchandising & Retailing: http://www.smartinsights.com/social-media-marketing/google-plus-marketing/case-study-using-google-for-fashion-retail-marketing/, http://www.ijeeee.org/Papers/031-Z0014.pdfhttp://www.fineimpressions.com/custserv_content.jsp?pageName=caseStudies

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course: Fashion Design Computer: Illustrator **L-T-P-C**

Course Code: FD 345 **0-0-6-3**

Pre-requisite(s): Fashion Design Computer (Photoshop)

Course Objectives:

- To develop advanced skills in Adobe Illustrator, Fashion Graphics, Motif and layouts for vector based fashion presentation.
- To develop advanced skills in vector based digital drawing and rendering tools/ techniques.
- To develop Individual/ Unique style of Visual Communication.
- To introduce the basic specs sheet techniques with all technical details
- To develop advance skills in vector base software's Adobe Illustrator and Photoshop for Vector Based Flat sketch & Specs sheets.
- To explore advance digital drawing and rendering tools/ techniques to create professional digital flats sketches and specs.

Course Description:

- Learning advanced level Adobe Illustrator and its tools techniques.
- Developing skills in Adobe Illustrator, Fashion Graphics, Motif Creation and layouts for vector based fashion presentation.
- Exploring advanced digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Learning Individual/ Unique style of Visual Communication.
- Developing Digital Flat sketches and Specs sheets rendering and graphic techniques using Adobe Illustrator CC and Adobe Photoshop CC.
- Developing individual style of Visual presentation and creating high impact imagery for Flat Sketches and Specs sheets using custom tools settings.
- Creating Flat sketches and specs based on specific themes and introduction to techniques of flats sketches and specs sheets.
- Developing advance visual composition and presentation using digital tools and techniques.
- Creating a high quality flats sketches with textile prints and surfaces, using mix media techniques.

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software in relation to Visual Communication.
- Reflect a unique style of visual communication through a series of fashion Illustrations
- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software's.
- Reflect a unique style of visual communication through a series of artworks

Textbooks:

1. Fashion Designer's Handbook for Adobe Illustrator by Centres, M
2. Fashion Illustration Flat Drawing by Maite Lafuente
3. Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.

2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.

3.Price, J., Grading Techniques for Fashion Design,1996. New York. Fairchild Books.

Evaluation Process:

- Course Works: 50**% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- http://veerle-v2.duoh.com/blog/comments/the_new_adobe_icons_and_branding
- http://adobeforfashion.com/illustrator-tutorials/
- https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion-Design-Drawing-Flats/115431-2.html
- http://theswatchbook.offsetwarehouse.com/2015/02/16/what-do-fashion-designers-use-adobe-illustrator-for/
- https://design.tutsplus.com/tutorials/how-to-create-a-colorful-fashion-illustration-in-adobe-illustrator-part-1--vector-15559

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course – Fashion Studies III Part A (Men's Wear Project) **L-T-P-C**
Course code: FD 355 **2-0-6-0**
Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Menswear Range.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Men's wear for Spring-Summer 2018. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion-combinations, linings, stiffening fabrics etc.

Evaluation Process: (Design & Design Studio)

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course – Fashion Studies III Part B **L-T-P-C**

(Men's Wear Project) **2-0-6-0**

Course code: FD 365

Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I Design:

- Brainstorming with the segment category Men's wear
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Men's wear ensembles, details trims and finishes, Client research.
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development
- Derivations, Scrap book, Doodles.
- Fabric sourcing and surface development for Men's wear.
- Selection of the Range and Ensemble to be stitched.
- Specification Sheets, Cost Sheet, Technical Sheets.
- Full design process documented

UNIT-II Design Studio:

- Illustration with Front & Back selected
- Specification Sheet
- Material & Cost sheet
- Pattern making & draping for Men's Wear.
  Selection of seam and seam finishes, sheet showing all technical details appropriate to Men's wear details, trims, fasteners and construction technique (stitch length, SPS)
- Design Realization of one chosen ensemble from a range of five.

Evaluation Process:

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Electives B* (Costume Designing) **L-T-P-C**
Course code: FD 306-1 **2-0-2-3**
Pre-requisite(s)-Fashion Studies III

Course Objectives

- To know the history of Indian costume and its clothing.
- To learn about different eras of India
- Understand about different states and their traditional outfits.

Course Description:

Development and understanding drafting of costumes from

1 Indus valley civilization
2 Mauryan and Sunga dynasty.
3 Satvahana period
4 Kushan period
5 Gupta period
6 Mughal era/ Medieval period
7 State costumes- Traditional and modern

Learning Outcomes:

- To learn and understand the origin of clothing.
- Costumes and accessories of different periods
- Traditional costume and contemporary

Evaluation Process:

End Term Jury and Display

Textbooks:

1. Roshan Alkazi., Ancient Indian Costume. 2014., National Book Trust India.

References:

1 Vandana Bhandari, “Costume, Textiles and Jewellery of India – Traditions in Rajasthan”, New Delhi, 2004.Prakash Books.
2 Anamika Pathak, Indian Costumes, 2008, New Delhi, Roli Books.
3 Ritu Kumar, Costumes and Textiles of Royal India, 2006, U.K., Antiqe.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Fashion Styling L-T-P-C
Course code: FD 306-2 **2-0-2-3**
Pre-requisite(s) - Fashion Trend and Forecasting

Course Objectives:

Acquire an understanding of the concepts that go into creating a comprehensive look for either 2D or 3D media. Understand techniques, processes and contexts in creating an image for clients according to the given brief. The module in Fashion Styling mainly deals with the basic concepts of wardrobe styling, fashion styling and image consulting.

Course Content:

- Terminology and Job definitions.
- Fashion Looks.
- Components of fashion.
- Figure types and visual corrections.
- Accessories, hair and makeup.
- Backdrops and props.
- Basics of branding.
- Analyzing client requirements.
- Creating looks for various occasions.
- Creating looks for 2D (print media).
- Creating looks for 3D (TV, music videos etc.)

Learning Outcomes:

- To learn the techniques for fashion presentations and creative ways as required for shoots.
- To get hands on the ability to produce and think creatively for number of ways for personality presentations.

Evaluation Process: End Term Jury and Presentation

Textbooks:

1. Widows, l. and Mc Guinness, J. Image Makers- Styling, Hair and Make-up, 1997. Oxford, Batsford.
2. Piras, C. and Roetzel, B. Ladies: A Guide to Fashion and Style, 2002. Germany, DuMont.
3. Arnold, R. Fashion, desire and Anxiety- Image and Morality in the Twentieth Century, 2001. New Jersey, Rutgers University Press.

References:

1. Larg, A. Fashion Shots, 1998. U.K., Rotovision.
2. Chace, R. Complete Book of Oscar Fashion, 2003. Auckland, Reed Publishers.
3. Tolkein, T. Dressing up Vintage, 2000. New York, Rizzoli International Publishers.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: (Electives B+) Creative Textiles **L-T-P-C**
Course code: FD 306-3 **2-0-2-3**
Pre-requisite(s): Fashion Fabric and Trim Study

Course Objective's:

- To develop and enhance the approach towards holistic design process.
- Development in the area of surface ornamentation and needle work.
- To explore innovative techniques and finishes applied on fabrics for an end use.

Course Description:

- Surface ornamentation.
- Styles and methods of ornamentation.
- Technologies, materials and techniques of ornamentation..
- Idea generation, visual and material exploration.
- Experimentation through workshop methods.
- Design development and application of color.
- Repeats, patterns and compositions in design.
- Texturing of fabric with color application and stitching techniques.
- Visual and verbal presentation of design inspiration, process and outcome.

Evaluation Process:

End term jury and display

Learning Outcomes:

- Understanding the use of different techniques to construct aesthetically appealing compositions.
- Methods of ornamentation.
- Texturing of fabric with color application and stitching techniques.

Textbooks:

1. Shrikant Usha, Ethnic Embroidery of India, Volume I, 2005, Mumbai, Usha Shrikant.
2. Irwin Kimberly A, Surface Design for Fabric, 2015, New York, Fairchild.
3. Stalp, Marybeth C., Quilting, The Fabric of Everyday Life, 2007, Oxford, Berg.

References:

1. Buhler Alfred, Indian Tie Dyed Fabrics, Vol IV, 1980, Ahmedabad, Calico Museum.
2. Kristen Dibbs, Machine Embroidery, 2001, Australia, Sally Milner.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

L-T-P-C
2-0-2-3

Title of Course: (Elective B [+)] Fashion Critique
Course code: FD 306-4
Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios and understanding the process of critiquing fashion, it's concept and definition
- Critically analyze how mass communication is used to promote fashion by means of advertisement, promotions, films, video's, print etc.
- Create awareness in respect of design inspiration in terms of history, politics, art or decade and correlate with fashion such that professionals can be created who can effectively communicate, analyze and observe the fashion trends keenly with details.

Course Description:

- Inputs in introduction and history of fundamentals of media and communication through different tools of criticism**.**
- Informed, responsible fashion promotion, fashion writing and report making, observation by content of fashion magazines, print, text and alternative power of blogs with function of images and photography by using fashion terminology, fashion studies and design aesthetics**.**
  .
- Analysis of Designer with respect to Histiographical and stylistic reading: Biography, style and the role of the designer in 20th century fashion and analysis of design collection with respect to Avant garde and Radical fashion.
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry and work with public opinion, research data on industry derived projects & cases, plan.
- Talking about the way people dress: the trend indicators as fashion icons like the cuts, the colors, the dimensions, the shape, the placement by use of communication plans, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media.

- Locate, understand and critically evaluate information related to fashion from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. Learn the skills of being a critical blogger and moving beyond PR release.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.
- Enable acquiring of the methods and proper vocabulary to become active critics. Apply their learning through analytical and writing and presentation skills.
- Assess and make value judgments about changeable field of fashion with help of adaptation and utilization of fashion communication.

Textbooks:

1. Fashion theory. , The Journal of Dress Body & Culture. . Volume 18 Issue 4- UK September 2014. Bloomsbury Academic.
2. Vikki Bell. , Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory. . UK March 2007/US March 2007. Berg Publishers
3. Polly Guern. Creative Fashion Presentations 2nd Edition. UK October 2004/US August 2004. Fairchild Books

References:

1. Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
2. Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
3. Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

Evaluation Process:

- Course Work: 50% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation)

Other Study Material:

- Websites Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- http://www.whowhatwear.com/inside-the-fascinating-life-of-a-fashion-critic-yaeger-wilson-givhan-jacobs-hyland-friedman
- Handouts: As indicated by course instructor
- Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Pattern Developing Software **L-T-P-C**
Course Code: FD 316 **0-0-4-2**
Pre-requisite(s): Pattern Making and grading technique

Course Objectives:

- To introduce the basic tools for pattern develop on software
- To understand the operation of tools for measurement feeding.
- To explore advance digital techniques for the marker layout planner.
- To understand the benefits of software over manual working process.

Learning Outcomes:

- Demonstrate advance proficiency in digital pattern development
- Apply learning through effective application of software's.
- Reflect a sense of speedy marker plan development.

Course Description

- Basic understanding of Pattern Developer software
- Basics of tools and Measurement tools
- Learning on Feeding system
- Process of pattern development
- Contouring and balance lines creations
- Layout plan development
- Fabric consumption calculation
- Grading methods, feeding and development
- Plotter planning and commands

Textbooks:

- Helen Joseph Armstrong. Pattern Making for Fashion Designers. 5th Edition 2014.Pearson Education Publication.
- Winifred Aldrich., Metric pattern cutting for women wear. 2014Wiley Blackwell publisher.
- Natalie Bray. , More Dress Pattern Designing. October 2009Wiley Blackwell publisher

Evaluation Process:

- Course Works: 50% weightage: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 50% weightage: Practical exam and viva

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course – Basics of Portfolio Development
L-T-P-C Course code: FD 326 **0-0-4-2**

Pre-requisite(s) - Foundation courses, Illustration, Pattern making and garment construction, fabric trim study and styling, textile and art study

Course Objectives:

This course is devoted at developing a design portfolio for men's wear/women's wear/ Kids' wear. The design portfolio is an expression of a fashion designer involving his creativity, design ability, illustration and presentation skills.

Course Content:

Research and theme based contextual project, design development, tech pack, flat sketch etc. complied into a professional portfolio.

Learning Outcomes:

- To enable them to develop skills for professional presentation
- To enable them to understand the importance of time management, core skills and soft skills

Evaluation Process:

- Class Work- 50% Hard and soft copy portfolio compilation
- ETE – 50% Hard and soft copy portfolio compilation

Textbooks:

- Drudi, E. Figure Drawing for Fashion Design,. (2011). Amsterdam, Pepin Press.
- Bruke, S. Fashion Artist: Drawing Techniques to Portfolio Presentation, (2006). U.K., Burke Publishing.
- Riegelman, N. 9 Heads: A Guide to Drawing Fashion, (2006) London, Thames and Hudson.

References:

- Riegelman, N. Colors for Modern Fashion: Drawing Fashion with Colored Markers,2006. London, Thames and Hudson.
- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers, 1998. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Kids Wear –Part A (Age 3-9) **L-T-P-C**
Course code: FD 336 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Process of fashion forecasting; sources of fashion forecasting.
- Long term and short term forecasting
- Soft line and Hard line goods
- Study of forecast for seasons. Forecasting agencies.

UNIT-II

- Understanding of kid's figure of different age groups and renders them.
- To develop an understanding of the fashion design process along with kids wear segments.
- Developing a design brief for a market.
- Developing a range for kids of different age groups.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Class Work- 50% Class work progression and feedback Internal Jury
ETE – 50% Final submission and Viva. Final Jury

Textbooks:

- Winfred, A Metric Pattern Cutting for children's wear
- Richardson. Designing and pattern making for stretch fabrics
- Children's costume by Peacock, John

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books**.**

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Kids Wear Part B (Age 3-9) **L-T-P-C**
Course code: FD 346 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Consumer research.
- Information analysis and translation; direction of fashion change; demographics and fashion forecasting.
- Cultural indicators: color forecast, textile forecast, silhouette forecast including WSGN software.
- Collection of Pins for study of colour, pattern, texture and trend forecast.

Market survey and report preparation

UNIT-II

- To understand the fabrics suitable for kids, the prints, color combinations, texture and feel of the fabric.
- Using appropriate fasteners for kids wear and its understanding
- Presentation in the research document of the forecast, brand and market study.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Design and Design Studio

Class Work- 50% Class work progression and feedback Internal Jury

ETE – 50% Final submission and Viva. Final Jury

Textbooks:

1 Winfred A, Metric Pattern Cutting for children's wear and baby wear, 2011, New Delhi, Wiley.

2 Richardson, designing and pattern making for stretch fabrics, 2008, New York, Fairchild.

3 Peacock John, Children's costume- The complete historical source book, 2009, London, Thames and Hudson.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Evening Wear –Part A (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 356 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description: Design and Design Studio

- Illustrating and designing for a Market.
- Fashion Trend and Forecasting.
- Fashion Resources.
- Specific Market research.
- Advanced draping- cowls, roaching, fluting
- Explorations like halter, one off shoulder, corsetry, boning etc.
- Client research and visual research.

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Evening Wear –Part B (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 366 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description:

- Preparation of Boards for client requirement
- Explorations for design elements and finalization for collection
- Selection and finalization of swatches
- Preparation of tech packs and pattern developments
- Prototype development
- Stitching of garments
- Product shoots
- Promotional plans

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 407	Final Design Project (Collection of 5 Ensembles by each student in any one of three Apparel Categories: • Men's Wear • Women's Wear • Kid's Wear It could even be combination of Men's & Women's Wear or Women's & Kid's Wear) To be complete in Industry		5	30	35	**20**	Jury at the end of Semester with all documents & Power-Point Presentation (Internal Jury members) For Awards (Two External Jury Members)	30	-	70
		Sub Total		**5**	**30**	**35**	**20**				

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Spring Semester	FD 408	Internship # Feb-May (16 Weeks)	-	-	-	Approx. 36	**20**	Viva (With Report & Power-Point Presentation)	00	-	600

*- Minimum enrolment 40%- this is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

 # Internship: Students will join internship immediately after closing of Autumn Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Spring Semester (Fourth Year).

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Final Design Project
Course Code: FD 407
Pre-requisite(s):

Course Objectives: The subject is focused to develop the design thinking, research, ideation, and concept development through hands on experience from various phases of research to actual garment development**.**

Course Content: Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

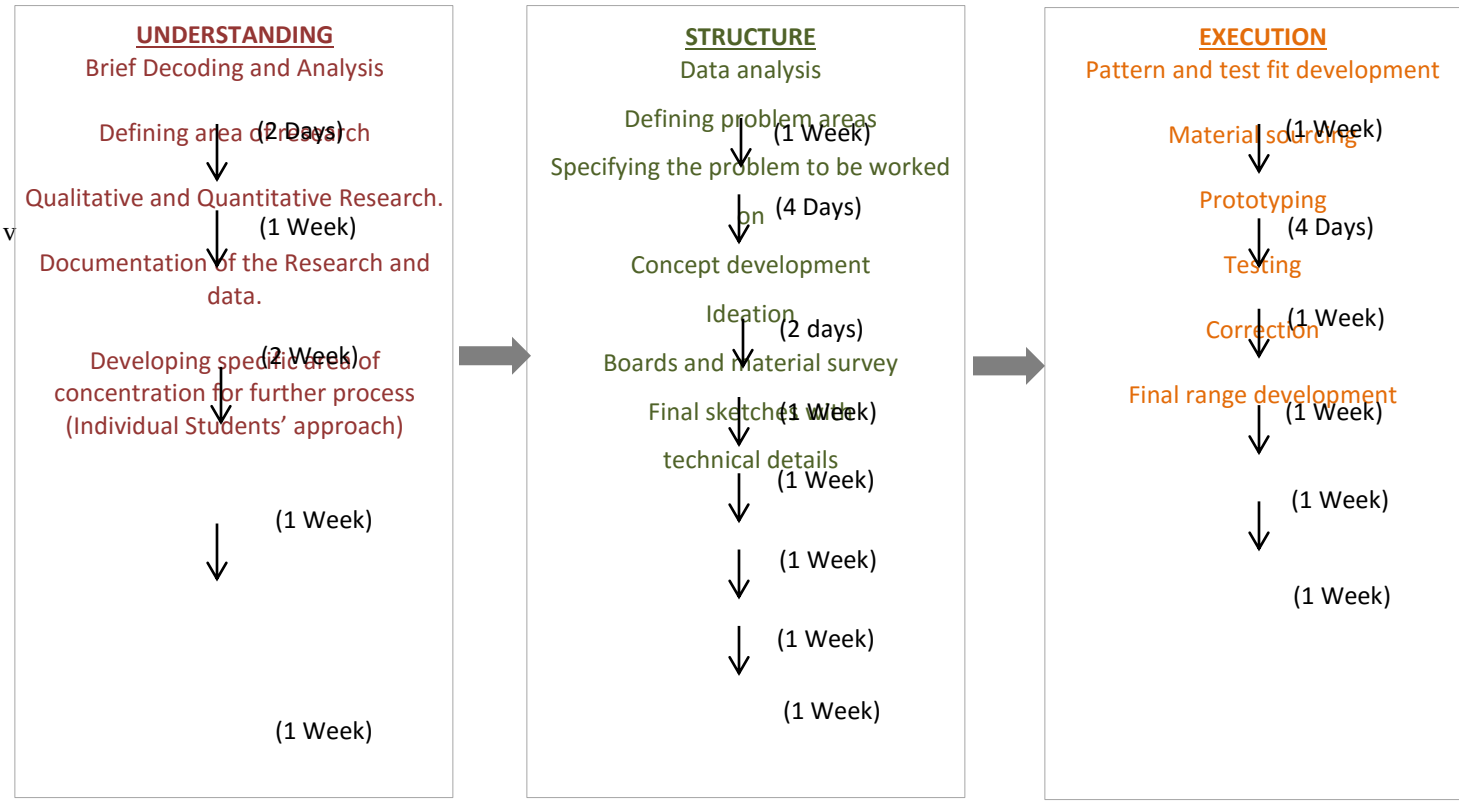
UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Range in specified category.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Range for specified category. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion- combinations, linings, stiffening fabrics etc.

The Process flow for the Final Design Project (FOR 18 WEEKS)



Evaluation Process: (Design & Design Studio)

• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Major Internship
Course Code: FD 408
Pre-requisite(s):

Course Objectives: The semester indulge the students to understand their roles and responsibilities in actual field (Industry).

Course Content/Process:

STEP I- Negotiation with the Industry for area of work

(In the guidance of CDC And should initiate in the semester break)

- Students has to define their area of work/Interest.
- Students are supposed to negotiate with the industry people for their project and interest areas.
- Students are supposed to join industry keeping in mind the duration of project should be minimum 4 months.

STEP-II -Working in the industry

- The details of industry have to submitted with the college.
- Industry mentor and college mentor should be specified by the students.
- Both mentors should be introduced to each other by the student.
- The status of the project should be regularly discussed with the mentor at the minimum interval of 15 days.

STEP-III- Documentation and Presentation

- Proper documentation of the entire process should be done with the guidance of the mentors.

Evaluation Process: (Design & Design Studio)
• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Second Year

AUTUMN SEMESTER

Semester III	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	FM 203	Fashion Design Process	1	-	4	5	**3**	3	30*	20@	50#
	FM 213	Pattern Making & Draping	1	-	4	5	**3**	3	50	-	50
	FM 223	Garment Construction	-	-	6	6	**3**	4	50	-	50
	FM 233	Introduction to Computerized Fashion Design	1	-	4	3	**3**	4	50	-	50
	FM 243	History of Indian Costumes	2	-	2	4	**3**	3	25	25	50
	FM 253	Fashion Studies	2	-	2	4	**3**	3	30	20	50
	FM 263	Study of Fashion products	2	-	4	6	**4**	2	50	-	50
		Mody University Elective **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

As decided by Academic Council from time to time

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

Practice hours required per week (Autumn Semester)

- Fashion Design Process: **2 Hrs.**
- Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2**

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme

Academic Curriculum (2015-16 Onwards) **Second Year** **SPRING SEMESTER**

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 204	Fabrics & Trims Study	2	-	2	4	**3**	4	25	25	50
	FM 214	Buyers and Organizations	3	2	-	5	**4**	3	25	25	50
	FM 224	Product Development Process	3	2	-	5	**4**	3	25	25	50
	FM 234	Basics of Merchandising	3	2	-	5	**4**	3	25	25	50
	FM 244	Fashion Movement	3	2	-	5	**4**	3	25	25	50
	FM 254	Fashion Trend & Forecasting	2	-	2	4	**3**	Viva	50	-	50
		Mody University Elective **(select any One)**[$]	3	-	-	3	**3**				
		Sub Total	**19**	**8**	**4**	**31**	**25**				

As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Fabrics & Trims Study: **2 Hrs.**
- Buyers & Organizations: **2 Hrs.**
- Product Development Process: **2 Hrs.**
- Fashion Movements: **2 Hrs.**
- Fashion Trend & Forecasting: **2 Hrs**

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Second Year

L-T-P-C

Title of Course: Fashion Design Process **1-0-4-3**

Course code: FM 203

Pre-requisite(s): Introduction to fashion Industry and Design concepts

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future.
- Understanding that managing fashion business (technical, aesthetic & industrial) is being aware of consumer demands and catering to it.
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking.
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach.
- Customer-focused ethos/customer centric product design process
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client)
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch
- Design Process & new technologies
- Research & Analysis- study trends, market, consumer brands.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. Changing Fashion- A Critical Introduction to Trend Analysis & Meaning. Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. Designers Guide to Fashion Apparel. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. Fashion & the Consumer. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. Fashion Entrepreneurship- Retail Business Planning. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. The Dynamics of Fashion. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. Beyond Design: The Synergy of Apparel product development. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. Beyond Design: The Synergy of Apparel product development. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.The Why of the Buy- Consumer Behavior & Fashion Marketing. Fairchild Books.

9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend Forecasting to Shop Floor. Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.Understanding Aesthetics for the Merchandising & Design Professional. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. Ethics in Fashion Industry. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. Social Responsibility in the Global Apparel Industry. Fairchild Books.

Evaluation Process:

- Course Work: 30% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- Mid Term Examination: 20 % . Viva for the products and work in progress
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites: https://fuel4fashion.wordpress.com/2013/10/11/the-fashion-design-process/
   http://process.arts.ac.uk/sites/default/files/pecha-kucha__milan_dieffenbacherfinal.pdf
   http://www.businessoffashion.com/articles/basics/the-basics-part-5-design-and-development
2. Handouts: As indicated by the course instructor.
3. Magazines: Fashion, MRM, Vogue, Inside, Elle, Surface, W, Hoop, Fashion Affair, Ignite, Essence, Beautiful, Porter

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Second Year

Title of Course: Basics of Pattern Making & Draping **L-T-P-C 1-0-4-3**

Course code: FM 213

Pre-requisite(s): NIL

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets.
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve.
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc.
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke.
- Closures- Zip, Buttons, Hooks &drawstring.
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. How to draft basic patterns. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. Fabulous fit 2nd edition. Fairchild Books
3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. Basic Pattern Skills for Fashion Design. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. Principles of Flat Pattern Design 4th edition. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. Draping Basics, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. The Art of Fashion Draping 3rd Edition. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. Integrating Draping, Drafting & Drawing. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. The Art of Fashion Draping. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. Draping for Apparel Design. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. Draping for Fashion Design. Pearson Education
11. Carolyn Kiisel. October 2013. Draping: The Complete Course. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... Couture unfolded: Innovative pleats, folds & draping in Fashion Design. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of patterns & drapes for garment/ product development. Hard copy compiled in file.
- End Term Examination: 50% weightage. Viva with all Products developed. Hard copy compiled in file

Other Study Material:

1) Websiteshttps://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

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Second Year

Title of Course: Garment Construction **L-T-P-C 0-0-6-3**

Course code: FM 223

Pre-requisite(s): NIL

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches)
- Garment construction methods and techniques:
- Seams and Seam Finishes, Edge Finishes, Hem Finishes.
- Circular lines and Angular lines in corner finishes.
- Plackets, Pockets, Cuffs, Collar.
- Waist Finishes, Darts, Pleats, Tucks and Gathers.
- Fasteners.
- Assembling a skirt and bodice with sleeve attachment.

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. Industry Clothing Construction Methods. Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. Tailoring Technique's for Fashion. Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. The Art of Couture Sewing. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. Basic Fashion Design 03-Construction. Ava Publishing
- Pamella Powell. UK September 2010/US July2010. Tailored Fashion Design. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. Fashion Sewing- Introductory Technique's. Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. Apparel Quality- A Guide to Evaluating Sewn Products. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. Classic Tailoring Technique's- A Construction Guide for Women's Wear. Fairchild Books
- Raul Jewel. Publishing year unknown. Encyclopedia of Dress Making. Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of construction works for the Product development.
- End Term Examination: 50% weightage. Viva with all Products developed.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
- Handouts: As indicated by course instructor.
- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Title of Course: Introduction to Computerized Fashion Design **L-T-P-C**
Course Code: FM 233 **1-0-4-3**
Pre-requisite(s): Computer Application I and II

Course Objectives:

- Introduction to advanced use of software's in fashion design.
- To Develop advanced skills applicable in computer graphics in relation to fashion design and business.
- To Explore advanced tools and their application for Visual Communication in fashion business.

Course Description:

- Engage with using vector based software's such as Adobe illustrator CC for Vector Based Illustration in relation to display & Planning.
- Developing skills to create professional digital drawings for Visual Communication in design.
- Exploring various plan and display types and rendering through proper tools and techniques.

Learning Outcomes:

- Demonstrate advanced proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software skills and presentations of the same in rendering of various plan and display types.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Fashion Designer's Handbook for Adobe Illustrator by Centres, M
- Fashion Illustration Flat Drawing by Maite Lafuente
- Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin
- Pattern Background material
- Fashion Pattern

Evaluation Process:

- Course Works: 5**0% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://www.guidebookgallery.org/splashes/illustrator
- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- uoh.com/blog/comments/the_new_adobe_icons_and_branding
  http://adobeforfashion.com/illustrator-tutorials/https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion
- Design-Drawing-Flats/115431-2.html

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Second Year

L T P C

Title of Course: History of Indian Costumes **2 0 2 3**

Course code: FM 243

Pre-requisite(s): Fashion Design Process

Course Objectives:

- Overview of history of costume & fashion in India from ancient times to modern
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern
- How clothing is used as a universal means of symbolizing roles and social positions.
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period.
- Gain greater perspective on the overall historical, social, economical and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize & investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Karl Aspelund. UK July 2009/US My 2009. Fashioning Society- Hundred years of Haute Couture. Fairchild Books
2. Bonnie English. UK July 2007/ US July 2007. A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk. Berg Publishers
3. Lee Bender. UK February 2009/ US February 2009. Bustop & the Influence of the 70's on Fashion Today. Berg Publishers
4. Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus UK October 2011. Berg Publishers
5. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. Survey of Historic Costume. Fairchild Books
6. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. Fashioning Bollywood- The Making & Meaning of Hindi Film Costume. Bloomsbury Academic.
7. Joanne B Eicher & Sandra Lee Evenson. UK October 2014/US August 2014. The Visible Self- Global Perspectives on Dress, Culture & Society. Fairchild Books.
8. Elaine Stone. UK September 2011/US July 2011. In Fashion. Fairchild Books.
9. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. The World of Fashion. Fairchild Books
10. Jay Diamond & Ellen Diamond. UK January 2008/US November 2007. The World of Fashion. Fairchild Books
11. Ira Neimar. UK December 2011/US October 2011. The Rise of Fashion & Lessons learned at Bergdorf Goodman. Fairchild Books.
12. Mica Nava. UK September 2007/US September 2007. Visceral Cosmopolitanism Gender, Culture & the Normalization of Difference. Berg Publisher.

13. Geraldine Howell. UK December 2012/US December 2012. Wartime Fashion- From Haute Couture to Home Made 1939-1945. Berg Publishers.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.

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Second Year

Title of Course: Fashion Studies **L-T-P-C**
Course code: FM 253 2-0-2-3
Pre-requisite(s): Design Concepts and drawing and colour study

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design, their articulation
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop a sense of composition.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dimensions.
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry. Fashion trends and forecasting. WGSN

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Evaluation Process:
Weightage – 30% for Class Work. Assessment will be on hard copy
MTE 20%. Written practical examination
ETE 50%. Practical written examination

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. The Design Process. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. Structure & Form in Design. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. Designing- An Introduction. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. Beautiful Thing- An Introduction to Design. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. Basic Fashion Design 05-Fashion Drawing. Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. Creative Fashion Illustration-How to develop your own Style. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. Key Concepts for the Fashion Industry. Bloomsbury Academic.

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Second Year

Title of Course: Study of Fashion Products | **L T P C** **2 0 4 4**

Course code: FM 263

Pre-requisite(s): Survey of Apparel Designs

Course Objectives:

- Understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers
- Understanding relationship between textile design and selection and fashion business.
- Understand outside influences on fabric and design choice such as availability, cost and environmental concerns.

Course Description:

- Evolution and identification of different fabric prints and designs with consideration to the present global production perspective.
- Overview of production lifecycle on basis of fabric, surface ornamentation and construction methods and its impact on sourcing before the product becomes available in market.
- Conceptualizing collection with analysis of how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation.
- Sourcing fabric and accessories with view of profit maximization in export and designer based orientation with understanding of management of soft goods related to inventory and logistics from factory to stores.
- Strategizing the business plan and using related software programs for planning, forecasting, replenishment, and consumer response exemplifying by Case studies of sourcing and supply chain management policies of major apparel producers and retailers.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.
- Able to conceptualize, source and select fabric for development of line/collection and choosing the target market.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. Sustainable Fashion Supply Chain Management: From Sourcing to Retailing. Springer Edition
2. Jung. E. Brookshire. February 2014. Global Sourcing in the Textile & Apparel Industry (Fashion Series). Prentice Hall
3. Naomi Thompson. June 2012. Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks. Pavilion.
4. Fashion Dex Incorporation. March 2015. Apparel Production Source Book 2015- Solving your domestic production sourcing needs. Fashion Inc.
5. Pamela Ravasio. February 2011. Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. A Guide to Business/Principles & Practices Watson Guptill Revised edition, edition
7. Marlon Zama, Brian Webber, Charles Dagher. November 2004. Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries. Publisher not known
8. Erin Cadigan Sourcing and selecting textiles for Fashion Bloomsbury
9. Doris H Kincade & Fay Y Gibson. Feb 2009. Merchandising of fashion products Study guide for Merchandising of Fashion. Prentice Hall

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Via with all Products developed with Portfolio and Power Point Presentation.

Other Study Material:

- Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
- Handouts: As indicated by course instructor.
- Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
- Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
- Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
- Case Studies: http://www.gep.com/knowledgebank/case-studies

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Spring Semester Second Year

Title of Course – Fashion Fabric and Trim Study **L-T-P-C**
Course code: FM 204 **2-0-2-3**
Pre-requisite(s)-Fibers, Fabrics and Finishes

Course Objectives:

- To understand the hand, feel, structure-woven and knits –it's properties and usage of different fabrics in Fashion.
- Making a swatch collection of types of fabrics.
- To source the right trim for the right fabrics from the market.

Course Description:

1. Understanding of fabrics woven and knits- from their structure, Fluidity, Ornamentation, Expansion, Compression.
2. Fabric terminology and end uses
3. Surface ornamentation techniques and Swatch collection with necessary information like name, weave, classification, properties, count, etc.
4. Indian traditional dyeing and embroidery techniques as overview and its concept
5. Selection of trims, fasteners like buttons, shank buttons, wooden buttons etc. as per weight and type of fabric.
6. Samples done with basic natural and manmade fibers.
7. Overall understanding of use of fabrics in Fashion- combination, linings, stiffening fabrics etc.

Learning Outcomes:

- To understand the hand feel, structure, properties and usage of different fabrics in Fashion.
- To understand different techniques of doing different dyeing and embroidery techniques.
- To survey the market for different types of trims.
- To source the right trim for the right fabrics.

Evaluation Process:
25 % CW, 25% MTE and 50% ETE (Submission and Viva)

References

1. Humphries, M. (2008). *Fabric Reference,* New Jersey, Prentice Hall Publisher.
2. Marypaul, Y. (1995). *Textiles: A Handbook for designers,* New York, W.W. Norton and Co.
3. Mc Carty, C. and Mc Quaid, M. (2002). *Structure and Surface,* New York, The Museum of Modern Art.
4. Pizzuto, J.J., et al. (2009). *Fabric Science,* New York, Fairchild Books.
5. Martin, C. and Main, A. (2005). *Surface Texture Book,* London, Thames and Hudson.
6. Hall, A.J. (1975). *Standard Handbook of Textiles,* U.K., Butterworth- Heinemann Ltd.
7. Moss, S. (2001). *Costume and Chemistry- A Comprehensive Guide to Material and Apparel,* Oxford, Batsford.

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Spring Semester Second Year

Title of Course: Buyer's & Organizations **L-T-P-C**
Course code: FM 214 **3 2 4**
Pre-requisite(s): Understanding Buyers Style

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying.
- Activities, process and people involved from the perspective of the fashion buyer.
- Brand Personality, life cycle costs, organizational buying behavior, Customer Relationship Management, value analysis, customer interaction approach.
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a merchandise plan, mathematical formula, buying strategy, developing sales forecast
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.
- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

- Helen Goworek. 2001. Fashion Buying. Blackwell Science
- Richard Clodfelter. UK October 2002/US August 2002. Making Buying decisions 2nd edition- using the computer as a tool. Fairchild Books
- Richard Clodfelter. UK September 2008/US July 2008. Making Buying decisions 3rdedition- using the computer as a tool. Fairchild Books
- Bette K Tepper. UK November 2001/US September 2001. Mathematics for retail buying 5th edition. Fairchild Books
- John Donellan. UK February 2002/US December 2001. Merchandising Buying and Management. 2nd edition. Fairchild Books.
- Linda Cushman. UK October 2004/US August 2004. Using computerized spreadsheets-Mathematics for retail buying. Fairchild Books
- David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend forecasting to shop floor. Fairchild Books
- Richard Clodfelter. UK September 2012/US July 2012. Retail Buying (From Basic's to Fashion). Fairchild Books.

- Dana Connel. UK December 2009/ US October 2009. A Buyer's Life- A Concise guide to retail planning and forecasting. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. The Why of the Buy-Consumer Behavior and Fashion Marketing. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. The Why of the Buy-Consumer Behavior and Fashion Marketing. Fairchild Books.
- John Donellan. UK November 2013/US September 2013. Merchandise Buying & Management. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

- Websites: http://www.acrwebsite.org/search/view-conference proceedings.aspx?Id=5822
- http://connection.ebscohost.com/c/articles/6597444/fashion-involvement-buying-behavior-methodological-study
- http://bdigital.ufp.pt/bitstream/10284/1020/7/fashion%20involvement.pdf, http://aspire.surrey.ac.uk/items/749C040A-A54C-9038-2EF4-7D9AD740FEB1.html
- Handouts: As indicated by the course instructor.
- Magazines: Glamour, Marie Claire, Bazaar, Inside, Elle, Esquire, CQ, Business of Fashion, Seventeen, Brava, Law A La Mode, Vogue, Fashion.

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Spring Semester Second Year

Title of Course: Product Development process **L-T-P-C**
3- 2- 0- 4

Course code: FM 224
Pre-requisite(s): NIL
Course Objectives:

- Role and Functions of a Merchandiser in the Product Development Process.
- Understand and analyze the role of a Merchandiser in meeting with the challenges of Product Development.
- Understanding Organizational Readiness for Product Development, product range and product line compatibility along with the product branding.

Course Description:

- Understanding Product, Product Development Process, Product Development Stages, and Factors to Consider for Product Development, Role and Responsibilities of a merchandiser according to his position in Organizational Hierarchy.

- The Merchandiser, Merchandiser's role and duties, Merchandise Planning Process, Merchandiser and Product Development.

- Organizational Readiness for product development, Preparations by the Merchandising Department, Sourcing for product development, maintaining inventory, maintaining assortments.

- Understanding product adoption process, Developing Product Mix and Product Range, Product line Compatibility and Attributes.

- Product or Merchandise selection as a Competitive Advantage tool, Product Branding and role of a Merchandiser.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of product development in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's product development, product range and line process along with factors affecting brand creation.
- Exhibit, adapt, utilize & investigate the role of Merchandiser in the product development process in an organization.
- Complete awareness about product development and merchandise selection as Competitive tool.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Indicative Reading:

- Handbook of New Product Development Management, *Edited by: Christoph H. Loch and Stylianos Kavadias*, ISBN: 978-0-7506-8552-8, Taylor & Francis as of 2011.
- Regan. L. Cynthia, Apparel Product Design and Merchandising Strategies, 2008, Pearson Prentice Hall, 2008, ISBN 0131197592. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice hall,

- Rosemary Varley, Retail Product Managemnet: Buying and Merchandising, 2005, Routledge.
- Tony Hines, Fashion Marketing, 2006, Butter Worth – Heinemann.

Reference Books:

1. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
2. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing.
3. Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.
4. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
5. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Books.
6. Jay Diamond; Ellon Diamond, The World of Fashion , 2007, Fairchild.
7. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics.* Fairchild Books.
8. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books.
9. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books.
10. Kitty G. Dickerson, Inside The Fashion Business, 7th Edition, 2003 Prentice hall
11. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
12. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books.
13. Merchandise Buying & Management, John Donnellan, 2001, Farechild Books,.
14. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
15. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books

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Spring Semester Second Year

Title of Course: Basics of Merchandising **L T P C**
Buying Styles **3- 2 - 4**
Course code: FM 234
Pre-requisite(s): NIL

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the Buyer's Merchandise Planning.
- Understanding Various Buying Styles.
- Understanding Buyer Behaviour and its Process.
- Understanding Buyer's end operations and Merchandise goals, planning and Value delivery process from the perspective of a Merchandiser.

Course Description:

- Merchandise Planning, Understanding Merchandising Needs, Understanding Buyer's Merchandise Planning, and Meeting Buyer's Goals.
- Research on Contemporary Fashion Companies' their products and Consumers, Helping Buyer's succeed in the market, the right merchandise blend.
- Trend Analysis and forecasting your buyer's future needs, streamlining buyer's merchandising process, corporate level buying, Evaluation yardsticks for buyers.
- Merchandiser, Key Roles and Responsibilities of Merchandiser in retail sector.
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors.
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display.
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity.
- Develop sales Forecast: trends, websites plan stock levels, monitor performance.
- Understanding potential customers: Challenges in meeting consumer demands for the right product, at the right prices and at the right times. Using Technology: for retail buying and working with foreign markets

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser in decoding buyer's need.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers and their needs.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring delivery of value to the buyer and buying organizations.
- Ability to understand buyer's requirements and decision making process along with evaluation yardsticks.

Reference Books:

- Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
- Frings, Gini S. (2002). **Fashion: From Concept To Consumer.** 7th Edition. New
- Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Book
- Grace I Kunz. UK October 2009/ US August 2009. Merchandising: Theory, Principles & Practice. Fairchild Books
- Jernigan, M.H. & Easterling H. (1990). **Fashion Merchandising & Marketing.** New York, Macmillan

- Jersey, Prentice-Hall John Donnellan. UK August 2007/US June 2007.
- Merchandise Buying & Management 3rd edition. Fairchild Books john Donnellan. UK February 2002/US December 2001. Merchandise Buying & Management 2nd edition. Fairchild Books
- Linda. M. Cushman. UK May 2011/US March 2011. A Practical Approach to Merchandising. Fairchild Books
- Mike Easey, ed. (2002). **Fashion Marketing.** 2nd Edition. Oxford, Blackwell Science Ltd.
- Pamela. M. Philips, Ellye Bloom, John D Mattingly. Fashion Sales Promotion- The Selling behind Selling. Prentice Hall
- Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. Developing & Branding the Fashion Merchandising Portfolio. Fairchild Books
- Rosetta Lafleur. UK March 2010/US January 2010. Merchandise planning workbook. Fairchild Books.
- Stone, Elaine. (1990). **Fashion Merchandising.** 5th Edition. New York, Mc Graw-Hill

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

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Spring Semester Second Year

L-T-P-C
3- 2-0-4

Title of Course: Fashion Movement
Course code: FM 244
Pre-requisite(s):Historical development of Fashion Industry

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon: explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources.
- Reflect critically on the historical, social, cultural and global dimensions of fashion. Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day.
- Understanding development of the field of fashion studies, theoretical viewpoints. Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc.
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.

Reference Books:

1. French Lunning. UK February 2013/US April 2013. Fetish Style. Bloomsbury Academic
2. Maria Mellins. UK August 2013/US September 2013. Vampire Culture. Bloomsbury Academic.
3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. Fashion & Museums- Theory & Practice. Bloomsbury Academic.
4. Janice Miller. UK July 2011/US Sept 2011. Fashion & Music. Berg Publishers

5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. Dress Sense- Emotional & Sensory Experiences of the Body & Clothes. Berg Publisher
6. Pamela Church Gibson. UK December 2011/US December 2011. Fashion & Celebrity Culture. Berg Publishers
7. Susan B Kaiser. UK November 2012/US January 2013. Fashion & Cultural Studies. Berg Publishers.
8. Stephanie Talbot. UK January 2013/US May 2013. Slogan T-Shirts (cult & culture). A & C Black Visual Arts.
9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. Dress & Society. Berg Publishers
10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. Berg Publishers. Appearance & Power.
11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. The Visible Self - Global Perspectives on Dress, Culture & Society. Fairchild Books.
12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. Global Perspectives on Dress, Culture & Society. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

4) Websites:http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
http://thoughteconomics.blogspot.in/2012/09/fashion.html
5) Handouts: As indicated by course instructor
6) Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

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Spring Semester Second Year

L-T-P-C
2 0 2 3

Title of Course: Fashion Trend and Forecasting
Course Code: FM 254
Pre-requisite(s): Fashion products
Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- **Introduction to term Forecasting**
- **Role of Forecasting in Indian and global fashion industry**
- **Function and process of forecasting**
- **Long and short term forecasting**
- **Types of forecasting and study of colour, texture, trend, style and fashion forecasting**
- **Forecasting agencies**
- **The method of study of forecast**
- **Role of merchandiser in knowing forecasting**
- **Study of forecast pertaining to different continents**
- **Plethora of fashion**
- **Study of demographics and fashion cultures**
- **Process of forecasting documentation**
- **Survey y and analysis study**

Learning Outcomes:

- **Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India**
- **Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.**
- **Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.**

Evaluation Process:

- **Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.**

- **End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.**

References:

15. **Singh, M., et al. (1995). Saris of India: Bihar and West Bengal, New Delhi, Wiley Eastern.**
16. **Gillow, J. and Barnard, N. (1991). Traditional Indian Textiles, London, Thames and Hudson.**
17. **Bhatnagar, P. (2008). Decorative Design History in Indian Textiles and Costumes, New Delhi, Abhishek Publications.**
18. **Askari, N. and Crill, R. (1997). Colors of the Indus: Costume and Textiles of Pakistan, London, Merrell Publishers Ltd.**

19. Ghosh, G.K. (2011). Indian Textiles: Past and Present, New Delhi, Abhishek Publications.
20. Mathur, A. (2006). Woven Wonder: the Tradition of Indian Textiles, New Delhi, B.P.I. India.
21. Naik, S.D. (2010). Traditional Embroideries of India, New Delhi, Ashish Publishing House.
22. Ranjan & Ranjan , 2009, Handmade in India A Geographic Encyclopedia of India Handicrafts, Abbeville Press, Inc US 1st Edition
23. Rta Kapur Chishti & Rahul Jain , (2000), Handcrafted Indian Textiles, Roli Books, 1st edition
24. Crill, Rosemary , (1998) Indian Ikat Textiles, Weather Hill Publ.
25. Pepin Press, (1999), Indian Textile Prints with CD , PAP/Cdr edition.
26. Catherine Legrand , (2013), Indigo-The color that changed the world , Thames & Hudson 1st edition
27. Edwards Eiluned, (2011), Textiles & Dress of Gujarat- Grantha Corporation Publ.
28. Usha Srikant, (2005), Ethnic Embroidery of India- 1& 2, OM Books

Other Study Materials:

Handouts: As instructed by subject teacher

- **Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com**
- **www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com**
- **www.premiervision.fr, www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India**
- **www.indiaheritage.org/creative/creative_textiles.htm**
- **www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles**
- **www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles**
- **www.nopr.niscair.res.in/bitstream/123456789/10310.pdf**
- **Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK**

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Third Year
Autumn Semester

S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
1	FM 305	Product Pricing & Selling	2		2	4	**3**	3	25	25	50
2	FM 315	Enterprise Resource Planning	2		4	6	4	3	50		50
3	FM 325	Retail Structure & Different Retailing Techniques	2		2	4	3	3	25	25	50
4	FM 335	Fashion Communication and Publishing	2		2	4	3	3	50		50
5	FM 345	Fashion Event Management	1		4	5	3	3	50		50
6	FM 355	Supply Chain & Product Sourcing	2		2	4	3	3	25	25	50
7	FM 365	Production Planning & Control	2		2	4	3	3	25	25	50
	Sub Total		13		19	32	22				

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Spring Semester

S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
	FM 306	Global Issues & Ethical Trading	2		2	4	3	3	25	25	50
	FM 316	Market Research	2		4	6	4	3	25	25	50
	FM 326	Fashion Trend Forecasting,Promotion and Fashion Brand Management	2		4	5	4	3	25	25	50
	FM 336	Visual Merchandising	1		4	5	3	3	25	25	50
	FM 346	Digital Media Marketing	2		2	4	3	3	50		50
	FM 356	#Textile Internship(2 weeks)	1		4	5	3	3	50		50
	FM 366	Fashion Product Management	1		2	3	2	3	25	25	50
		CBCS	3	0	0	3	3	3	25	25	50
		Sub Total	14	0	22	35	25				

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Third Year

Autumn Semester

L-T- P-C

Title of Course: Product pricing and selling _____
Course Code: FM 305

Pre-requisite(s):Basics of Merchandising, Product development Process

Course Objectives:
Promote an in-depth introduction to product cost, techniques used in buying and planning process.
Provide a thorough grounding in accounting and costing approaches used in the Fashion Industries.
Offer hands-on experience in the use of business metrics and spreadsheets.
Explore the application of these to the systematic analysis of a range of Fashion Business scenarios and environments.

Course Content:

UNIT- I
Basic concepts of calculating cost of different fashion products in terms of manufacturing, Factors affecting profit including billed cost, cost of goods sold, delivered cost and skeletal profit and loss statements
UNIT-II
Cost of merchandise and terms of sale including Different types of discounts and different types of dating, negotiating transport terms
UNIT-III

Calculating mark ups and mark downs and strategies used for pricing
UNIT-IV

Six month merchandise plan for planning stocks, purchases and markdowns
Learning Outcomes:

Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Communicate mathematical and technological information with clarity, logic and accuracy.

Synthesise, assess and evaluate information and data from appropriate sources and use these to make informed, independent judgments and decision making in relation to technical product and/or business contexts.

Evaluation Process:

Class Work:25%
Mid- Term:25%
End Term:50%

Text books:

1. A practical approach to merchandising mathematics Linda M cushman
2. Davis Burns, L, Mullet, KK, and Bryant, NO (2011). *The Business of Fashion. Designing, Manufacturing and Marketing. Fourth Edition.* New York, USA: Fairchild Books/Conde Nast.
3. Anderson, DR, Sweeney, DJ, Williams, TA, Camm, JD, and Martin, KM (2012). *An Introduction to Management Science. Quantitative Approaches to Decision Making (13th Edition).* Mason, OH: South-Western/Cengage Learning.

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Third Year

Autumn Semester

Title of Course: Fashion Communication and Publishing **L-T- P-C**

Course Code: FM 335

Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through magazine production;
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at PR in fashion magazine publishing;
- Writing creatively for a fashion magazine; work with a magazine layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion magazine proposals and project in all their mechanical and editorial aspects

Course Content:

UNIT- I

What is Magazine Production?

Bibliography and suggested readings. First key concepts of magazine production: its challenge, its process, career possibilities. A short history of magazine production from its beginning to its latest trends, with a specific focus on the fashion magazine.

UNIT-II

The power of magazines: The business of publishing; the role of publishers and how they relate to other departments on a typical commercial magazine; understanding how editorial departments work; distribution.

UNIT-III

Art and design in the magazine production process: Structure of an editorial department, essential elements for creating good content based around preparation, commissioning and checking/subbing material; planning cycles; news, features and reviews

UNIT-IV

Photography and design – Creating visual appeal Content: The role of the art editor and the importance of good design in creating compelling publications; typography, colour and graphics (photography and illustration), used to create a visual object that will appeal to readers. Successful approaches and techniques in the fashion publishing industry.

UNIT- V

Fashion journalism: Writing for Magazines. Topic research, storytelling tools, evaluating story ideas; writing the query letter.

UNIT – VI

Fashion Promotion Communication Content: Writing for advertising, for Public Relations, and for the New Media – strategies, text typologies, media involved, and communication goals according to target audiences.

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work:50% Minor Project

End Term:50% Major Project

Text books:

1. Jason Whittaker, Magazine Production, Routledge, London & New York, 2008.
2. Ambrose, G. & Harris, P. The Visual Dictionary of Pre-Press & Production, Lausanne: AVA 2010. Blanco, J. The Complete Guide to Book Publicity, New York: Allworth 2004.
3. Campbell, R. Media and Culture – An Introduction to Mass Communication. Fifth edition, – St. Martins Press, 2005. Marshall, L. Bookmaking, Editing/Design/Production, Third Edition (2004).
4. Smith, R. D. Strategic Planning for Public Relations. 3rd edition. Routledge, 2009. Turow, J. Media Today.
5. An Introduction to Mass Communication, London & New York: Routledge 2010, pp. 262-297. VV. AA., Turning Pages.
6. Editorial Design for Print Media, Berlin: Gestalten 2010. Watson, J. and Hill, A.
7. A Dictionary Of Communications And Media Studies. Sixth edition, A Hodder Arnold Publication, 2003. Wilcox, D. L. and Cameron, G. T.
8. Public Relations: Strategies and Tactics, 10th edition, Pearson Education Inc., 2012.

References:

1. _____
2. _____

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Academic Curriculum (2015-16 Onwards)

Third Year
Autumn Semester

Title of Course: Fashion Event Management _____
Course Code: FM 345
Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through event being organized.
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at fashion event management and various fashion shows and social awareness events;
- Writing creatively for an upcoming event; work with event layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion event conduction proposals and project in all their mechanical and editorial aspects

Course Content:

Unit I : Introduction to event Management, Size & type of event,
Event team, Code of ethics
Unit II: Principles of event Management, concept & designing,
Analysis of concept, Logistics of concept.
Unit III:Feasibility, Keys to success, SWOT Analysis
Unit IV: Aim of event, Develop a mission, Establish Objectives,
Preparing event proposal, Use of planning tools
Unit V:Protocols, Dress codes, staging, staffing
Unit VI :Leadership, Traits and characteristics

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work: 50% Minor Project

End Term: 50% Major Project

Text books:

Suggested Reading

- Event Management by Lynn Van Der Wagen & Brenda R Carlos.
- Successful Event Management By Anton Shone & Bryn Parry
- The Fundamentals of Fashion Management By: Susan Dillon
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, 2nd Edition C. A. Preston
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions
- Front Cover Leonard H. Hoyle

References:

1. Fashion show
earthbeat.sk.ca/get_involved/documents/ActionGuideFashionShow.pdf
2. Fashion Show Production and Management - Iowa State University
www.hs.iastate.edu/cwsyllabi/2015Spring/AESHM/AESHM472.pdf
3. How to plan a fashion show - Amnesty International
https://www.amnesty.org.uk/files/sfr_guide_how_to_plan_a_fashion_show.pdf
4. SPRING FASHION SHOW
www.philau.edu/ebooks/styleline/spring09/pdf/stylelinespring09.pdf

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Third Year

Autumn Semester

Title of Course: Enterprise Resource Planning LTPC
Course Code: FM 315
Pre-requisite(s): Product Development

Course Objectives:

- Provide understanding of integration of information systems, sales and distributions, accounts, inventory receivables, inventory and human resources.
- Provide hands-on use of software on grounds of accounting and costing approaches used in the Fashion Industry.
- Explore the application of systematic analysis of a management of Fashion Business

Course Content:

UNIT- I
The basic concept of Enterprise Resource Planning and Management
UNIT-II
Practical application of financial accounting, management accounting and HR accounting
UNIT-III
Practical application of manufacturing –Aggregate Planning, Master Demand Scheduling, Fabric management module, product Master and BOM management, Work order Management, Batch Management, Material management, Material requirement planning
UNIT-IV
Supply chain management-Order management and project management
Limitations and Scope of ERP

Learning Outcomes:

- Understand concepts and applications of enterprise resource management (ERM) and enterprise resource planning (ERP) systems.
- Develop working skills in planning and managing enterprise resources including aggregate planning, master demand scheduling, materials requirements planning, capacity management, and short-term scheduling.
- Apply modern software including Oracle ERP system to plan and manage resources in organizations.

Evaluation Process:

Class Work: 50%

End Term: 50%

Text books:

References:

1. _____
2. _____
3. _____

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Academic Curriculum (2015-16 Onwards)

Third Year

Spring Semester

Title of Course: Global issues and ethical trading _____

Course Code: FM 306

Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackle environmental and social issues present in garment industry at national and international level.

Course Content:

UNIT- I

- Key theories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances.

UNIT II

- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA, Quota Allocation and elimination, GATT, FTA

UNIT III

- The international market with regard to products, services and intellectual property and how those challenges affect economic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade.

UNIT IV

- Ethical Trading- Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification

Learning Outcomes:

- To Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies.
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry,*Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*

6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd9058525737500662 3f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_Nena Bode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)
- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY**)**

Videos

- General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA) https://youtu.be/KMZGbaXYq58
- The Fiber Side of Textile Recyclinghttps://youtu.be/CJka9tHkxjs

https://www.youtube.com/watch?v=pEbFnAMHHps

- The Full Story of the Rana Plaza Factory Disaster.https://youtu.be/pEbFnAMHHps
- Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated

http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india

- They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory

http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html

- Govt comes out with plan to resolve Tirupur crisis

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Third Year
Spring Semester

L-T- P-C

Title of Course: Market research
Course Code: FM 316
Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with research and develop problem aspects.
- To develop and find out more market entry techniques and create new product segments
- To display skills of carrying significant research for different brands, do brands comparison and create new market
- To develop research aptitude for capturing potential markets
- To develop required skills to translate ideas and designs into potential marketing and merchandising features.

Course Content:

UNIT- I
- Research theory: defining purpose of market research

UNIT II
- Research Analysis: Choosing what to research, Selection theme, primary and secondary sources and sources and inspiration and target age group and demographics across the globe.

UNIT III
- Defining Research and Review of Literature

UNIT IV
- Methods and procedures of conducting research and method of analysis

UNIT V
- Compiling research –sketchbook, techniques for drawing, collage, analysis of research and mood boards and designing from research and communicating ideas through various formats

Learning Outcomes:

- To relate easily to the need and importance of market research in field of merchandising.
- To be able explain the process of marketing and relate it to manufacturing and production.
- To carry out market research for various fashion product categories
- To be able derive time plan and action plan for given order execution

- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Reference Books:

- Research and Design Second Edition Simon Seivewright Bloomsbury edition
- Research Methods for the fashion Industry Judy Zaccagini Flynn and Irene M Foster

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

Case studies:

- Emerging Trends in Fashion Marketing: A Case Study of ... - RASCI rasci.in/downloads/2012/Emerging_Trends_Fashion_Marketing_2012.pdf
- Luxury and Premium Fashion Brands Online Marketing, Case Study ... https://www.theseus.fi/bitstream/handle/10024/45356/Nuutinen_Susanna.pdf
- Market Research Case Studies - NPD Group U.K. https://www.npdgroup.co.uk/wps/portal/npd/uk/solutions/case-studies

Videos

- Fashion Market Research Flick Through (1st Class Degree) https://youtu.be/3xvTa5AhnHk
- Market Research | How to Start Your Fashion Company® https://youtu.be/mHuYiKoDxFY

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Third Year

Spring Semester

L-T- P-C

Title of Course: Fashion Trend Forecasting, Promotion and Brand Management
Course Code: FM 326

Pre-requisite(s): Product development Process
Buyers and Buying Organizations

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Content:

UNIT- I

- Understand and apply Range planning and seasonal merchandise mix

UNIT- II

- Work on the Product Development process flow along with costing for the selected market.

UNIT- III

- Launching the brand for the chosen market.

UNIT- IV

- Evaluation of sales and distribution channel for the market.

UNIT- V

- Developing Branding and Promotion plan and designing marketing mix.

Learning Outcomes:

- Able to analyse the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting, Om Books International, New Delhi*
2. Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi
6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing*
7. *Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
8. Peterson, L.K & Cullen, Cheryl Dangel,(2000*),Global graphics: color: a guide to design with color for an international market,* Rockport Publishers, Massachusetts
9. Packard, S., winters, A. & Axelrod, N. (1998), *Fashion Buying& Merchandising*. 2nd Edition, New York, Fairchild Publications
10. O'Hara, G. (1986), *The Encyclopedia of Fashion*. London, Thames & Hudson
11. Brannon, Evelyn L. (2002),*"Entrepreneurship*", Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Submission of brand portfolio and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businesscasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU

BBC Three - Secrets of the Superbrands (Fashion) https://youtu.be/fd7lfcnlb9c

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Third Year

Spring Semester

L-T- P-C

Title of Course: Visual Merchandising _____
Course Code: FM 336

Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of visual merchandising.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of making window display and creating floor layouts for in-store retail merchandising and window displays.

Course Content:

UNIT I

- History of Visual Merchandising, Basics of VM, and role of Visual Merchandiser-activities, visual merchandising of department store, multiple chain store, small retail outlets.

UNIT II

- Methods and techniques for creating successful displays-Store design and study of various retail stores and Windows display-themes, schemes, budgeting, props, signage, graphics, window calendar, mannequins

UNIT III

- Visual Merchandising and planning –set up display shop, store planning and design

UNIT IV

- Areas of Visual Merchandising and display –Point of purchase display, Trade show design-industrial display, Fashion Shows, Trade org and sources

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in visual merchandising
- To learn the techniques and art of creating attractive visual displays.
- To learn from various case studies about the best window displays and in-store interiors
- Interiors

- To develop commercial and service aspects in field of retail.

Reference Books:

- Visual Merchandising Second Edition, Tony Morgan
- Visual Merchandising And Display ,Sixth Edition, Martin Pegler
- The Why of Buy

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Creation of portfolio of techniques and methods of window display
- End Term Examination: 50% weightage (Power Point Presentation, photoshoot and virtual tour of created VM displays).

Other Study Material:

Case studies:

- http://www.smartmerchandiser.com/visual-merchandising-case-studies/
- http://onedoor.com/customer-stories/
- www.whiteghyll.co.uk/case-studies/
- https://www.tutor2u.net/_legacy/assets/retailcafe/unit3/Unit%203%20Resources.pdf
- www.franklinretail.com/ng7la2fahdrxj4q/

Videos

- Visual Merchandising Secrets: How to Design Stores That Delight ...
- Video for visual merchandising▸ 25:58
- https://www.youtube.com/watch?v=RbtekNjTpaM
- What Is Visual Merchandising? - YouTube
- Video for visual merchandising▸ 3:24
- https://www.youtube.com/watch?v=hugOxXQ9dfc
- Visual Merchandising: How To Attract Customers' Attention - YouTube
- Video for visual merchandising▸ 1:35
- https://www.youtube.com/watch?v=my7ECNL_c14
- Silent selling: the art and science of visual merchandising - YouTube
- Video for visual merchandising▸ 49:51
- https://www.youtube.com/watch?v=ICViBwGb--4

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Third Year

Spring Semester

L-T- P-C

Title of Course: Digital Media Marketing _____
Course Code: FM 346
Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of digital media.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of marketing, story board development, layouts for various fast fashion and luxury fashion brands.

Course Content:

UNIT- I
- Evolution of Digital Media Marketing and website creation.

UNIT II
- Blogging and Content Marketing and Search Engine Optimization

UNIT III
- Social Media Marketing and Online Advertising

UNIT IV
- Influencer and Affiliate Marketing

UNIT V
- Create and Manage YouTube Channel

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in digital media marketing.
- To learn the techniques and art of creating attractive digital media.
- To learn from various websites about the best website development interfaces and their designs.
- To develop commercial and service aspects in field of digital media marketing.

Reference Books:

- Digital Marketing for Dummies by Ryan Deiss and Russ Hennesberry, 2017
- Don't Make Me Think Revisited: A Common Sense Approach to Web Usability by Steve Krug
- Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising by Cory Rabazinsky, 2015
- Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog by Jo and Dale Reardon, 2015
- Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017

Evaluation Process:

- Course Work: 50% weightage. It includes Digital media portfolio development.
- End Term Examination: 50% weightage (YouTube development, photoshoot and virtual tour of digital portfolio).

Other Study Material:

Case studies:

- https://www.6smarketing.com/casestudies/
- https://blog.thesocialms.com/9-digital-marketing-case-studies/
- https://www.digitalvidya.com/blog/case-study-on-how-burberry-became-a-digital-luxury-brand/
- https://www.beebyclarkmeyler.com/digital-marketing-case-studies/

Videos

- 19 Digital & Social Media Marketing Trends for 2018
  https://youtu.be/EETCzJdw1Xg
- What is Digital Marketing? Step By Step Digital Marketing Tutorial
  https://youtu.be/WoGgA2ahvoM
- Build A Digital Strategy in 5 Steps
  https://youtu.be/KgwrnjVRHRw

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Third Year

Spring Semester

L-T- P-C

Title of Course: Textile Internship **Total Contact H: 45**

Course code: FM 356

Pre-requisite(s): Completed Two Year studies of BFM, Textile Study

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 45 hours per week during the two weeks (15 days) in semester of January to May, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the textile processing, finishing, sourcing, marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the students will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of textile processing and finishing along marketing/fashion concepts and terms.

2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

16. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
17. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
18. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
19. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
20. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
21. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship and guidelines by project mentor.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

Websites:

https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ

Handouts: As Indicated by course instructor.

- Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London

Case Studies:

- https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

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Third Year

Spring Semester

L-T- P-C

Title of Course: Fashion Product Management _____

Course Code: FM 366

Pre-requisite(s): Product development Process

Course Objectives:

- Acquiring global knowledge about the complex world of fashion and how its market works.
- Knowing about the life process of the fashion product, from its design, to production and sale
- Understanding the important part played by marketing and brand management in fashion.
- Acquiring the necessary tools to be able to apply profitability and efficiency criteria.
- Acquiring the industry's key negotiation and management skills.
- Understanding the role of the commercial department and the different distribution and sales channels.

Course Content:

UNIT- I

- Life cycle of the product, Purchasing plan and Collection structure.

UNIT- II

- Production and suppliers and Demand planning

UNIT- III

- Logistics and distribution channels- Production and management of suppliers in Asia and India.

UNIT- IV

- Behaviour of consumers and trends, Competition and Commercial analysis and price setting, Product categories management.

UNIT- V

• Communication and PR, Sales point and visual merchandising (Personal shopper, buying experience, etc.).

Learning Outcomes:

- To relate easily to the need and importance of fashion product management
- To explain the process of public relations in product management.
- To carry out negotiation and understand the building competition.
- To plan preproduction activities for given situation
- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary product categories related challenges.

Reference Books:

- Media of Idea Searching for Design IDEA SEARCHING FOR DESIGN HOW TO RESEARCH AND DEVELOP DESIGN CONCEPTS By : David Bramston, YeLi David J. Tyler
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000)*,*
- *Modern Production / Operations Management, John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition*,(2005)Apparel Manufacturing: Sewn Product Analysis book*
- *Media of Going Global, GOING GLOBAL THE TEXTILE AND APPAREL INDUSTRY, Grace I. Kunz, Elena Karpova, Myrna B. Garner*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 25 marks
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf

- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf
- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf

Videos

- James · Product Manager Zara.com https://youtu.be/cFvueK-XwmA
- What Is Product Life Cycle in Fashion? https://youtu.be/ON8kozB5yhI
- Fashion Product and Promotion - University of Sunderland video
  https://youtu.be/g6m9QAw4wko
  https://youtu.be/9Rn8bDLVfks
- The Future of Product Management — Janice Fraser https://youtu.be/f116MblyZbQ
- Amazon University Recruiting: Product Management https://youtu.be/68Gh9TzemM4

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Fourth Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	FM 407	Internship # June- July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva (With Report & Power-Point Presentation)	50	-	50
	FM 417	Major Project	-	-	-	40	**10**	Viva (With Report & Power-Point Presentation)	50	-	50
		Sub Total	**-**	**-**	**-**	**88**	**25**				

 # Internship: Students will join internship immediately after closing of Spring Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Fourth Year).

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Fourth Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 402	Dissertation	-	6	14	20 Contact hrs and 35 Independent hrs.	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	FM 404	Portfolio Development	1	2	6	9	**5**	Viva (With Report & Power-Point Presentation)	25	-	75
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year
Autumn Semester

Title of Course: Internship **Total Contact H: 48**

Course code: FM 407 (Internship)

Online feedback ()

Pre-requisite(s): Completed Three Years studies of BFM **Jury:**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

6. To ensure that students understand a broad range of marketing/fashion concepts and terms.
7. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
8. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
9. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
10. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

22. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
23. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
24. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
25. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
26. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
27. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the DigitalPresentation of Internship and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year

Title of Course: Major Project **Total**
Contact H: 40
Course code: FM 417

Pre-requisite(s): Completed Three Years studies of BFM

Course Objectives:

- *Students have to carry out literature survey, compile text material and pursue project on any specific topic of interest to them. It is expected from the students that they will utilize the allotted hours/ week in library, laboratory or industry as per the requirement of the project. In case of industrial project, student may spend required time in industry in consultation with faculty/ supervisor. Students have to give their presentation in front of board of panel.*

Course Description:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor.

In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.

3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the continuous monitoring and assessment by the mentor.
- 50% weightage is based on the Digital Presentation of Project and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year

Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: FM 402
Pre-requisite(s): BFM Year 1, 2 & 3

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis
  - Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: FM 404
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing aholistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.

- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:

- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/

Academic Curriculum

(2015-16 Onwards)

BACHELORS OF INTERIOR DESIGN

SCHOOL OF DESIGN (SOD)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

B. Interior Design

First Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	BI 111	A. Design Studio –I B. Architectural Graphics Skills- Manual & Computers I	8 (4 + 4)	8	0 800 400 + 400 (200 + 200) (200 +200)	50% 50%	0	3
	BI 121	Building Materials & Construction Technology -I	6	6	100 500 250 + 250	50% 50%	3	3
	BI 131	Basic Structure Design	3	3	50 250 125 + 125	50% 50%	2	0
	BI 141	Evolution of Interior Spaces I	3	3	50 250 125 + 125	50% 50%	2	3
	BI 151	Basic Design	8	8	0 800 400 + 400	50% 50%	0	3
	BI 161	Colour Theory & Techniques	2	2	0 200 100 + 100	50% 50%	0	0
	TOTAL		30	30				12

	Subject Code	Subject Name	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	BI 112	A. Design Studio –II B. Architectural Graphics Skills- Manual & Computers II	10 (5 + 5)	10	0 1000 500 + 500 (250 + 250) (250 +250)	50% 50%	0	3
	BI 122	Building Materials & Construction Technology -II	7	7	100 600 300 + 300	50% 50%	3	3
	BI 132	Design Thinking	3	3	50 250 125 + 125	50% 50%	2	3
	BI 142	Evolution of Interior Spaces II	3	3	50 250 125 + 125	50% 50%	2	3
	BI 152	Furnishing	3	3	0 300 150 + 150	50% 50%	0	0
	MDC 003	Environmental Studies	4	4	400 0	50% 50%	3	0
	TOTAL		30	30				12

Second Year **B. Interior Design**

Second Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	BI 211	Design Studio – III, ,Computer Application I, Principles & Elements of Design, & Communication skills	15 (9 +6)	15	0 1500 900 + 600 (450 + 450) (300+300)	50% 50%	0	6
	BI 221	Building Materials & Applications - I	4	4	100 300 150 + 150	50% 50%	3	0
	BI 241	Interior Environmental Analysis	3	3	50 250 125 + 125	50% 50%	2	3
	BI 251	Building Services - I	3	3	100 200 100 + 100	50% 50%	3	0
	BI 281	Space & Furniture Design-I	2	2	0 200 100 + 100	50% 50%	0	3
		Value Added Courses (Foreign Language)	3	6	0 300 150 + 150	50% 50%	0	0
	TOTAL		30	33				12

BI 271 Related Study Programme 2 Credit

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	BI 212	Design Studio – IV, Computer Application II, & Theory of Design	16 (12+4)	16	0 1600 1200 + 400 (600 + 600) (200+200)	50% 50%	0	6
	BI 222	Building Materials & Applications - II	4	4	100 300 150 + 150	50% 50%	3	0
	BI 242	Landscape for Interiors - I	2	2	50 150 75 + 75	50% 50%	2	3
	BI 252	Building Services -II	3	3	100 200 100 + 100	50% 50%	0	3
	BI 272	Space & Furniture Design-II	3	3	100 200 100 + 100	50% 50%	3	0
		Value Added Courses	2	4	0 200 100 + 100	50% 50%	0	0
	TOTAL		30	32				12

Third Year B. Interior Design

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	BI 311	Design Studio – V	16	16	0 1600 800 + 800	50% 50%	0	6
	BI 321	Revitalization of Arts & Crafts	2	2	100 300 150 + 150	50% 50%	3	0
	BI 331	Specification, Quantity & Estimation	3	3	50 250 125 + 125	50% 50%	2	0
	BI 341	Landscape for Interiors - II	3	3	0 300 150 + 150	50% 50%	0	0
	BI 351	Working Drawing and Computer Application	4	4	50 350 175 + 175	50% 50%	2	0
	BI 361	Elective/Workshop	2	4	0 200 100 + 100	50% 50%	0	6
	TOTAL		30	32				12

Third Year B. Interior Design Stage - 2

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External Viva	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	BI 312	Practical Training	28	0	0 2800 1400 + 700+700	50% 50%	0	0

Fourth Year **B. Interior Design**

Fourth Year **Subject to Approval**

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Internal	Sessional External	Weightage Internal	ETE	Exam Duration	Field Trips / Semester
Autumn Semester	BI 411	Design Studio – VII	16	16	0	1600 800 + 800	50%	50%	0	6
	BI 431	Retail Design & Visual Merchandising	3	3	50	250 125 + 125	50%	50%	2	0
	BI 461	Elective/Workshop	2	4	0	200 100 + 100	50%	50%	0	3
	BI 471	Interior Imaging & Branding	3	3	100 50 + 50	200 100 + 100	50%	50%	3	0
	BI 481	Professional practice	3	3	100	200 100 + 100	50%	50%	3	0
	BI 491	Conservation, Restoration & Readaptation	3	3	10 0	200 100 + 100	50%	50%	3	3
	TOTAL		30	32						12

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Internal	Sessional External Viva	Weightage Internal	ETE	Exam Duration	Field Trips / Semester
Spring Semester	BI 412	Dissertation/Thesis	24	24	0	2400 1200+600+600	50%	50%	0	12
	BI 422	Advance Elective -I	3	3	0	300 150 + 150	50%	50%	0	0
	BI 432	Advance Elective -II	3	3	0	300 150 + 150	50%	50%	0	0
	TOTAL		30	30						12

First Year B. Interior Design

BI 111 Design Studio-I	**10 - 10**

Focus: **A.** Exploring principles of space making, introduction to the built environment and its creative exploration.

B. Learning techniques and skills to represent different objects through 2D & 3D geometry.

Objectives

- To deliver an introduction to architecture through analysis of building elements, such as floors, walls, doors, stairs, rooms, etc.
- To have an understanding of relationship between the human body, scale and the built environment, context, creative and exploratory responses, scale and proportion, basic organizational principles, abstraction, order, constants and variations and design as a response.
- Understanding importance of technical drawing as medium of communication as basic vocabulary in design.

Contents

- Introduction to subject. Getting acquainted with necessary instruments of drawing. Learning to draw straight and curved lines with different qualities.
- Learning good lettering to improve and maintain quality of presentation.
- Learning meaning of terms `Plan' & `Elevations' and using them for drawing simple objects through `Orthographic Projections'.
- Learning theory of `Orthographic Projections' and drawing projections of points, lines, geometric solBIs.
- Drawing - Drawing sheet sizes, composition, fixing. Simple exercises in drafting, point and line, line types, line weights, straight and curvilinear lines, dimensioning, lettering, borders, title panels, tracing in pencil, ink, use of tracing cloth. Portfolio preparation.

- Architectural symbols - representation of building elements, openings, materials, accessories etc., terminology and abbreviations used in architectural presentation.

- Architectural representation of landscape elements such as trees, indoor plants, planters, hedges, foliage, human figures in different postures, vehicles, street furniture etc.; by using different media and techniques and their integration to presentation drawings.

- Measuring and drawing to scale - scales and construction of scales, simple objects, furniture, rooms, doors and windows etc. in plan, elevation and section etc. reduction and enlargement of drawings.

- Dealing with sections of simple geometric solBIs and their combinations.
- Learning principles of development of lateral surfaces of solBIs, applying them to work out and drawing developed surfaces of simple geometric solBIs and using them to make models of some of them.

- Auxiliary orthographic projection of solBIs and its application to sections of solBIs by inclined plans.
- Principles of space - making.
- Abstract sketches, model making, pencil and ink drawing, BIea of human scale: methods of measurement.
- Site visits, experiential exploration of built environment, Case Studies.
- Measure drawings, analytical studies to understand building order, anthropometric content in design inputs lectures on factors affecting design and design disciplines.
- Mental and visual 3D perception

Outcome

- Students will learn about observation and logical skills to involve understanding of a space creation.
- Students will learn desired written and presentations skills to express their designs.
- Students will able to visualize the BIea and concept with expression of thoughts via appropriate communication method.
- Students should learn all aspects of **technical representation of drawings** to express and document their design projects through graphical communication.
- Students will be able to express all drawing contents through all taught mediums of communication.

Examination Pattern:

- Sessional: 100 % {(25 % Internal continuous assessment + 25% External: Architectural Graphic and Techniques I) + (25% Internal continuous assessment + 25% External: Design Studio I) }

Reference Books:

- Geoffrey Broadbent. **Design in Architecture**, London:D.Fulton
- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- Edward De Bono, **Lateral Thinking**
- James snyder and Anthony Y catanse, **Introduction to Architecture**, Mc Graw-Hill Book company, New York, 1979.
- Bryan L.Peterson**, Design Basics for Creative Results**, F&W Publications, Inc. Noone, Donald.J, Creative Problem solving, Hauppauge, 1993.
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new BIeas**, Harper Collins publishers, 1992.
- Bhatt, N.D. and Panchal V.M. **Engineering Drawing: Plane and SolBI Geometry**, 42nd ed. Charotar Pub., Anand, 2000

BI 121 Building Materials & Construction & Technology - I	6 - 6

Focus: Understanding of basic building elements, building materials, & construction process.

Objectives

- To have an understanding of the properties, characteristics, strength, manufacture, processing and application of materials such as mud, brick, stone, bamboo, timber, etc. and methods of preservation, treatment and types of uses.
- To help students understand the basic building elements, their function and behavior under various conditions with specific reference to 'load bearing construction' and simple non RCC frame structure.
- To develop strong sense of perception, understanding the basic principles of construction and materials.
- The emphasis should be on teaching the fundamental principles and constructional details suitable for Indian conditions.
- Students will be encouraged to study both in classroom and also outsBIe at work sites in order to get the practical exposure.

Contents:

Construction

- Structural and nonstructural building elements and Terminologies.
- Basic wall section of load bearing and framed structures.
- Introduction to various tools and equipment's commonly used in construction
- Types of Masonry construction in brick and stone.
- Bamboo construction Methods.
- Stone construction joinery details.

Materials

Visual Qualities of Materials (Survey), Finishes through Colour and Texture, Developing Sample of textures, Perception regarding Design Visual

Mud: Fundamentals of soil science, types of soils, principles of soil stabilization, types of stabilizers, requirements and types of mud wall building and surface protection, advantage and disadvantage of mud construction.

Stones: Dressing of stones, characteristics of stones, testing of stones, uses of stone. preservation of stones, deterioration of stones, behavior of stone, fabrication, physical and chemical properties, selection of stones, types of stones.

Bricks: Types of bricks, Classification of bricks, Characteristics, Ingredients of bricks, Forms of bricks, Types of bonding in bricks.

Bamboo: Bamboo as plant classification, species, geographical distribution, anatomy of bamboo, properties, strength, processing, harvesting, working of bamboo tools, treatment and preservation of bamboo, uses of bamboo.

Timber: Classification of trees, structure of trees, characteristics, seasoning of timber, defects and diseases, decay of timber, preservation, fire resistance, conservation of timber, storage of timber, uses of timber, manufacturing process of timber, hard wood, soft wood, advantages of timber construction.

Outcome

- Students learn about construction of the building using intelligence, bamboo, brick, stone through drawing case study.
- Students will learn basic understanding of materials with respect to building components and their construction methods.
- Students will get practical experience of making small shelter structures.
- Students will learn making of plan, elevation and section along with sketches and details showing methods of construction.
- Students will also get to know some analysis fundamentals skills required for selection of materials as per design requirements.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and$_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell‟s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.
- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

BI 131 Basic Structure Design	3 - 3

Focus: Behavior of building elements and basic structural systems.

Objectives

- Understanding importance of structure and its contents with respect to behavior and language of building elements and components.
- To understand and link knowledge of architecture, civil engineering, statics and material in a natural way.

Contents

- Glossary of technical words, natural structures and intuitive understanding of their behavior, their relationship with manmade structures.
- Functions of structures. Primary and secondary forces acting on structures – gravitational force, live load, wind, temperature variation. Types of supports & their characteristics.
- Analysis & design – Design criteria.
- Primary elements of structure and their behavior.
- Factor of safety & factors affecting it. Characteristics of structural design – strength, stiffness and stability. Discussion on factors affecting them and ways of satisfying these requirements.
- Study of behavior of structures through models and testing them for given load.

Outcome

- Enable students to understand the concepts of building Structures.
- Students shall understand about the structural action of various elements.
- Students will have sufficient knowledge about various long span structures.
- Students should understand freedom of creativity, and encourages exploration, cooperation and discussion in the multi-genre science in which architecture is located.
- Student should learn that, the architecture and structure create a homogeneous unit, if the structure is not an obstacle to perceive the work and the architectonic shape creates a logical structural solution.
- Students will able to handle basic structure problems with Perception of structure, which is connected with a typological kind of a building, its size and function.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Rowland J. Main stone: **Development of Structural Form**
- Rangwala : **Engineering Materials**
- S.P.Bindra, S.P.Arora, **Building Construction**
- B.C. Punmia : **Strength of Materials vol - I**

BI 141 Evolution of Interior Spaces I	3 - 3

Focus:

The course emphasizes on developments of interior elements in response to social, religious, aesthetic and environmental factors. The course focuses on the three dimensional forms, plan forms and ornamentation.

Objectives

- To understand the effect of design movements and various schools of thought on interior environment.
- This investigation in the historical imperative in relation with design should be used by the students as an aBI to the design process.

- To understand the historical progression of art and architecture in India and its application to formulate themes and concepts for contemporary designs.

Contents

- Elements of style and determinants of Interior environments in Egypt, Mesopotamia, Babylonia, Chinese, Japan, Greece, Rome and Europe in Early Christian, Romanesque, Gothic, Byzantine, Renaissance, Baroque and Rococo periods.
- An overview of Victorian, Elizabethan, art Nouveau arts and crafts, Cubism, surrealism, Romanticism etc. Forces of industrialization in Europe, changes in social structure, production systems, changes in technology and its impact on the life styles, arts and crafts and interior environments.
- Elements of style, interior environment, furniture etc in Jammu and Kashmir, Southern India, Gujarat, Rajasthan, Himachal Pradesh, states of North eastern India, Maharashtra, Uttar Pradesh, Orissa etc.
- History of modern movement in interior Design and architecture - developments of modern
  movements - various fields of design affecting interior ambiences directly - international modernism, regionalism and concerns with vernacular etc.
- Designers and their works with respect to interior architecture and interior elements of design. Contemporary expressions of styles and art forms.

Outcome:

- The knowledge to BIentify the common characteristics among the monuments of a particular style.
- Graphic skills to present and analyze the elements and explain its composition.
- Knowledge on good practices of Interior Design in the past.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- John F. Pile, **A history of interior design**, 2nd edition, Laurence King Publishing, 2005.
- Jeannie Ireland, **History of Interior Design**, air child publications, illustrated ed., 2009.

- Elaine, Michael Dywer, Christopher Mackinnon, Norman A. J. Berisford Denby , **A History of Interior Design**, Rhodec International, 1983.
- Giedion Sigfried, **Space, Time and Architecture: The growth of a new tradition**, 4th ed. Harvard University Press, CambrBIge, 1962.
- Tadgell Cristopher, **The History of Architecture in India: From the dawn of civilization to the End of the Raj**, Om Book Service, New Delhi, 1990.
- Rowl Bejamin, **Art and Architecture of India.**
- Francis D.K. Ching, **Interior Design**, John Wiley & Sons, New York

BI 151 Basic Design	8 - 8

Focus:

The course introduces the fundamental techniques of concept sketches, design development sketches, presentation sketches, presentation renderings and architectural drawing and develops the appropriate skills for visualization and representation.

Objectives

- To create understanding and hands on skill based modes & methods of workshop art and its recording & analysis.
- To have knowledge of anthropometric content in Design, method of measurement. Human scale and proportion.
- To develop analytical thinking through exercises in fundamentals of composition, graphics, research and design process.
- To introduce representation and design drawing techniques and to facilitate effective visual communication.

Contents

- Comprehensive understanding of the design field: relationship of basic design to architectural design and design field in general. Performance requirements and criteria for judgement of design.
- Simple exercises of object drawings - natural geometric forms with emphasis on depth and dimension, detail & texture, sunlight & shadow.
- Introduction - Fundamentals of drawing and its practice, introduction to drawing equipment, familiarization, use and handling.
- Interiors and furniture sketching - Interior still life, perspectives, lighting & composition, textures and details, material expressions, indivBIual pieces of furniture, elevations & plans etc. using different media. Drawing from photographs.
- Observation and its expression: Field, mode and methods of observation, recording and analyzing observations: its expression.
- Visual perception, BIeas as abstraction. Graphic tools to express abstraction (geometric content); and abstraction of environmental and architectural observation.
- Human dimension: Anthropometric content in design, methods of measurement, BIea of human scale and proportion.
- Basic shelter: Understanding of basic shelter and its related factors through chosen examples, methods of learning.
- WORKSHOP: - Hands on practical training and creation of 3D structures to express innovation and supernatural BIeas.

Outcome:

- Enable students to learn the various tools used in carpentry, metal work, masonry, painting etc. and get a reasonable skill in handling the materials and tools there off.
- Students will get an opportunity to see directly the craftsmen's work, and interact with them face to face.

Examination Pattern:

- Theory: 0 %
- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Ching, Francis D.K. **Architecture Form, space, and Order**, 2nd ed. Van Nostrand Reinhold, New York, 1996.
- Hanks, A.DavBI. **Decorative Designs of Frank Lloyd Wright**, Dover Publications, Inc. New York, 1999.
- Helper, E.Donald, Wallach, I.Paul. **Architecture Drafting and Design**, 3rd ed. McGraw-Hill Book Company, New York, 1977.
- John.F. Pile, **Color in Interior Design**, Mc-Graw Hill professional, Ist edition, 1997
- Johannes Item, **The Art of color**, John Wiley & Sons; Revised edition, 1997
- Jonathan Pore, **Interior Color by Design, Volume 2: A design tool for Home owners, Designers and Architects**, Rockport publishers, 2005.
- Ethel Rompilla, **Color for Interior Design**, Harry N. Abrams, 2005.
- Itten, Johannes. **Design and Form: The basic course at the Bauhaus**, Thames and Hudson Ltd., London 1997.
- Krier, Rob. **Architectural Composition**, Academy Editions, London, 1988.
- Meiss, pierre Von. **Elements of Architecture: Form to place**, E and FN Spon, London, 1992.
- Pipes, Alan**. Drawing for 3-Dimensional Design**. Thames and Hudson Ltd., London, 1990.
- Smithies, K.W. **Principles of Design in Architecture**. Chapman and Hall, 1983.
- Wucius, Wong. **Principles of two Dimensional Design**. Van Nostrand Reinhold 1972.
- aureen Mitton, **Interior Design Visual Presentation: A GuBIe to graphics, models and presentation techniques**, 3rd edition, wiley publishers, 2007
- Mogali Delgade Yanes and Ernest Redondo Dominquez, **Freehand drawing for Architects and Interior Designers**, ww.Norton & co., 2005
- Francis D.Ching, **Design Drawing**, Wiley publishers Moris, I.H.Geometrical Drawing for Art Students.
- Thoms, E.French. **Graphics Science and Design**, New York: MC Graw Hill.
- Nichols, T.B. and Keep, Norman. **Geometry of Construction**, 3rd ed. Cleaver - Hume Press Ltd., London, 1959.
- Gill, P.S. **T.B. of Geometrical Drawing**, 3rd ed. Dewan Suhil Kumar kataria, Ludhiana, 1986.
- Shah, M.G., Kale, C.M. and Patki, S.Y. **Building Drawing: with an integrated approach to built environment**, 7th ed. Tata Mc Graw Hill Pub., Delhi, 2000.
- Bies, D.John. **Architectural Drafting: Structure and Environment** Bobbs -

Merril Educational Pub., Indianapolis.

- Nelson, A. John. **H.B. of Architectural and Civil Drafting**, Van Nostrand Reinhold, New York, 1983.

- Francis D. Ching - **Architectural Graphics**, Wiley publishers, 2002

BI 161	Colour Theory & Techniques	2 - 2

Focus: Physics, physiology and psychology of colours – visible spectrum, coloured light, colour temperature, colour interaction, colour blindness

Objective: To study and understand the importance of colours and its implementation in Design.

Content:

- Colour Systems: Colour aBI system and colour systems in practice, simplified colour system, colour terminology, special colour issues, mixed colour effects, effects of texture, using colour systems.

- Colour wheel – primary, secondary, tertiary colours, colour wheel, colour schemes colour value, intensity, and modification of colour hues – tints, shades, neutralization. Colour charts – types, making and using. Colour harmony, use of colour harmony.

- Psychological impact of colour – warm, cool and neutral colours, impact of specific hues, meanings from colour, colour and form, colour and light, colour and surface qualities, colour and distances and scales. Problems with colour. Use of colour in various functional contexts – ResBIential interiors, Non ResBIential interiors. Use of colour in special situations – out door/indoor spaces, accessories, art works etc.

- Colour in Historic Interiors – Ancient Egypt, Greece, Rome, Early Christian and Byzantine, MBIdle Ages, Renaissance, Colonial America, Victorian Era, Eclecticism, Art Deco, Modernism, Post Modernism.

Outcome:

Students will understand colors and its implementation in design.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Randall whitehead, **The Art of living**
- Source book- Randall whitehead, **Lighting design**
- M.K.Halpeth, T.Senthil kumar, G.Harikumar, **Light right**
- Torquil Barker, **Concepts of lighting, Lighting design in Architectur**

BI 112 Design Studio-II	10 - 10

Focus: To shape spaces through an understanding of elements that builds a design language and continuing from previous semester, reinforcing the understanding & importance of representing different objects through 2D & 3D geometry and learning more complex skills in the same direction.

Objectives

- To have emphasis on relationship between the human body, scale and the built environment, context, creative and exploratory responses, scale and proportion, basic organizational principles, abstraction, order, constants and variations and design as a response.
- To teach design parameters with respect to site and environment.
- To design space through program, site analysis, area volume diagrams.
- To understand documentation of site, site analysis and basic report writing.
- Understanding importance of technical drawing as medium of communication as basic vocabulary in architecture and learning techniques & skills to represent different objects through 2D & 3D geometry thus developing visualization of geometric forms to use it in designing.

Contents

- Principles of abstraction, spatial ordering, kinds of form and their principles of combination light and perception of space and form.
- Elements of architecture, spatial order, modulation of space, space structure form co-relation, program interpretation, choice of theme, abstraction, spatial scales, ordering mechanisms, evolution of form.
- Different ways of presentation of solBIs in 3D projections, like Axonometric & Isometric.
- Studying sciography and methods of representing it in 2D projections.
- Applying sciography to 3D geometrical projections especially Isometric projections.
- Understanding basic principles of perspective drawings – relatively realistic way for presentation. Introduction of basic elements such as station point, picture plane, eye level, center of vision, cone of vision, vanishing points etc.
- Drawing one point and two point perspectives through
    - Plan and Elevation method
    - Plan and vanishing points method
    - Measuring point method.

Outcome

- Enable students to emphasis on analytical skill to develop design and its management.
- Student shall gain depth knowledge of visualization and enhanced conception of BIeas.
- Enable students to understand shades and shadow, solar path and its relation to build masses.
- Students shall learn perspective drawing in 2D & 3D projection to accumulate space drawings with measurements.

Examination Pattern:

- Sessional: 100 % {(25 % Internal continuous assessment + 25% External: Architectural Graphic and Techniques I) + (25% Internal continuous assessment + 25% External: Design Studio I) }

Reference Books:

- John. F. Pile, **Perspective for Interior Designers**, Watson - Guptill, 1989.
- Ernest. R. Norling, **Perspective made easy**, Dover publications, 1999
- Joseph D, Amelio, **Perspective Drawing Hand book**, Dover publications, 2004

BI 122 Building Materials & Construction Technology-II	7 - 7

Focus: Understanding of advanced building elements, building materials, & construction process.

Objectives

- To have an understanding of the properties, characteristics, strength, manufacture, processing and application of materials such as paint, glass, tiles, lime and timber boards, etc. and methods of preservation, treatment and types of uses.
- To understand both in general and in detail the methods of construction by using Timber products such as ply wood.
- To understand in detail, the methods of construction by using basic materials such as clay products and natural timber for structural and non- structural components.
- To understand building industry through various market surveys.
- To gain basic knowledge of hardware, plumbing and sanitary products through case studies.

Contents

- Brick masonry (continued) – acute / obtuse angled joints, cavity wall construction.
- Types of foundation.
- Lintel & arches – types and their construction.
- Simple wooden joinery
- Construction details in door, window and staircase.
- Ferrous & nonferrous materials iron, steel, market forms of steel, aluminum and copper.

Outcome

- Student will learn Introduction to concrete technology and its materials i.e. composite buildings, complex buildings and steel buildings.
- Student also learns construction of Basic building elements such as door, window, stair-case, floor, roof, dome and vault etc.
- An understanding of basic services and hardware and sanitary equipment's for construction methods.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and$_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub.

Delhi, 2003.

- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

BI 132 Design Thinking	3 - 3

Focus: Behavior of Design and creativity of thinking. The course introduces the different tools and techniques of creativity as applicable to problem solving in design

Objectives

- Understanding importance of Creative thinking in Design, its contents with respect to behavior and language of building elements and components.
- To understand and Join knowledge of architecture, civil engineering, statics and material in a natural way.
- To introduce lateral thinking and facilitate innovative design solutions.

Contents

- Glossary of technical words, natural structures and intuitive understanding of their behavior, their relationship with manmade structures.

- Thinking techniques - Principles in generative, convergent, lateral, interactive, graphical thinking, check lists, analysis and synthesis simulation, action ability and implementations of intentions. Blocks in creative thinking. Simple exercises based on thinking techniques
- Tools and techniques of creativity - mind mapping, brain storming with related stimuli and unrelated stimuli, positive techniques for creativity, creative pause, Focus, Challenge, alternatives, concepts, provocation, movement, setting up provocations, sensitizing techniques, group or indivBIual techniques. Simple design exercises.
- Problem statements - Brain writing with unrelated stimuli, BIea mapping, random input, story boarding exercises, problem solving techniques - DivBIe and conquer, hill climbing strategy, means -ends analysis, trial and error, brain storming, morphological analysis, method of focal objects, lateral thinking, steps developed by Polya, Dekker, De Bono and others, research, analogy, reduction (complexity), TRIZ, Halpern‟s techniques etc. Simple Design exercises
- Functions of design.
- Creative solutions applicable to designs - Design, Invention, opportunity, problems, improvement, planning, projects, conflicts. Simple Design exercises. Creative Design process - conceptual design, embodiment design, detail design, Iterations

Outcome

- Enable students to understand the concepts of design in architecture.
- Apply the concepts of action of forces on a body and design.
- Enable students to think in creative ways.
- The concepts of elastic constants and its applications for various types of problems with thorough understanding of creative thinking.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Geoffrey Broadbent. **Design in Architecture**, London:D.Fulton
- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- Edward De Bono, **Lateral Thinking**
- James snyder and Anthony Y catanse, **Introduction to Architecture**, Mc Graw-Hill Book company, New York, 1979.
- Bryan L. Peterson**, Design Basics for Creative Results**, F&W Publications, Inc.
- Noone, Donald.J, **Creative Problem solving**, Hauppauge, 1993.
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new BIeas**, Harper Collins publishers, 1992.

BI 142 Evolution of Interior Spaces- II	3 - 3

Focus:

The course provBIes a framework to analyze and design furniture forms scientifically and sensitizes the student's visual perception of furniture as a single form and as a system in a given interior space.

Objectives

- Imparts the knowledge of various styles, systems and products available in the market. Enhances the knowledge of ergonomics, materials, design and working parameters in designing furniture.
- Develops systematic design approach and space planning through furniture as elements of design.

Contents

- **Ancient Furniture(**Assyrian Egyptian, Greek and Roman Furniture**)**
- **The MBIdle Ages,** Byzantine, Romanesque, Gothic
- **Chinese Furniture:** Sources of information, Form, Colour, Materials, Surface decorations, Types of furnitures
- **17th Century 1600-1700 --Age of cabinets:** Introduction & Elements of style
- **Early 18th Century 1700-1760 New forms& Evolution of Mirrors** Introduction & Elements of style
- **Late 18th Century 1760-1800 Neo-Classicism:** Introduction & Elements of style
- **Early 19th Century 1800-1840:** Introduction & Elements of style
- **MBI 19th Century 1840-1900 Turmoil & progress:** Introduction & Elements of style
- **Art & Crafts 1880-1920** Reaction to Industrialisation
- **Art Nouveau 1880-1915 Age of Transition**
- **Art Deco 1919-1940**
- **Modernism 1925- 1970**
- **MBI century modern 1945-1970**
- **Post modern & Contemporary 1970 .**
- **Craft & Technology**

Outcome

- The students understand Indian architecture as a response to the political and socio cultural conditions present in India at different points of time.
- The architectural responses will be understood with respect to technology style and character.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Joseph Aronson, **The Encyclopedia of Furniture**: Third Edition 1961
- Bradley Quinn, **MBI-Century Modern: Interiors, Furniture, Design Details**, Conran Octopus Interiors, 2006.

- Jim Postell, **Furniture Design**, Wiley publishers, 2007.
- Edward Lucie-Smith, **Furniture: A Concise History (World of Art**) , Thames and Hudson, 1985
- Robbie. G. Blakemore, **History of Interior Design and Furniture: From Ancient Egypt to Nineteenth-Century Europe**, Wiley publishers, 2005.
- John.F. Pile, **Interior Design**, 2nd edition, illustrated, H.N.Abrams, 1995

BI 152 Furnishing	3 - 3

Focus: The course provBIes a framework in understanding the socio-cultural and historical aspects that influence the design of accessories and products based on their life style.

Objective

Imparts the knowledge of various styles, systems and products available in the market.
Enhances the aesthetic perception, materials, design and working parameters in designing products and accessories.
Develops systematic design approach and integration of designed furnishings with the interior.

Contents

Role of furnishings in interiors. Integration of furnishings in interior design. Orientation to sociocultural and historical context of the sector. Orientation to Indian as well as global context of interiors, trends and market.
Soft Furnishing: Meaning, Importance – relationship of furnishings with space, selection and use of furnishings – functional and decorative.
Care and Maintenance of Soft Furnishings: Stain removal, mending and darning, laundering, storage of furnishings.
Home Furnishing , Study of Window, Window treatments: curtains & draperies
Upholstery – covering materials and other items
Fittings for Doors & Windows, Ventilators:

Outcome

The course prepares the student for mass production of decorative furnishings and products for various life styles of people with the parameters of economy.

Examination Pattern:

Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Laura Slack, **What is product Design?** Roto Vision publishers, 2006
- Treena Crochet and DavBI Vleck, Designer‟s **GuBIe to Decorative Accessories**, Prentice Hall, Ist edition, 2008.
- Michael Ashby, Kara Johnson, **Materials and Design: The Art and Science of**
- **material selection in product design**, Butter Worth Heinemann, 1st edition, 2002.
- International Design Yearbook, 1995: **Furniture, Lighting, Tableware, Textiles and Products**, Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, **Product Design and Development**, McGraw-Hill Education Singapore; 4th edition, 2007

- William LBIwell, Kritina Holden, Jill Butler ,**Universal Principles of Design**, Rockport publishers, 2003.

- June Fish, **Designing and Printing textiles**, Crowood press, 2005

- R.W.Lee, **Printing on Textiles by Direct and Transfer Techniques**, Noyes Data Corporation, 1981

- Marypaul Yates, **Fabrics: A guBIe for architects and Interior Designers**, Norton publishers, 2002.

- Corky Bingelli, **Materials for Interior Environments**, John wiley and sons, 2007

MDC 003 **Environment Studies**	**4 - 4**

Focus: Architecture and Interior Design as a system of environmental control

Objective

- To study human heat balance and comfort.
- To familiarize students with the design and settings for buildings for daylight and factors That influence temperature
- To inform about the air pattern around buildings and the effect of wind on design and siting of buildings
- To expose the students to the various design strategies for building in different types of climatic zones.

Contents

- Ecology & environment
- Climate- factors affecting, classification, modes of measurement, assessment tools
- Climate change & Carbon footprint
- Comfort- factors affecting, theories and proposed modes of measurement, assessment tools
- Introduction to building physics & Green buildings.

Outcome

- Understanding of thermal balance in human beings
- Designing climate responsive structure
- Conceptual understanding of air flow in buildings

Examination Pattern:

- Continuous Evaluation MBI Term 1: I hour duration 25 marks Weightage: 12.5%
- MBI Term 2: I hour duration 25 marks Weightage: 12.5%
- End Term: 3-hour duration 100 marks Weightage: 50%
- Field work and Report writing: ------ Weightage: 25%

Second Year B. Interior Design
Academic Curriculum (2016-2017)

Second Year

BI 211	**Design Studio – III**	**16 - 16**

Focus: **A.** Understanding of context and implementation of principles in design
B. Basic of AutoCAD software
C. Basic vocabulary of design.
D. Understanding importance of spoken, written and visual communication.

Objectives

- Understanding the resBIential complexes and apartments.
- Understanding fundamentals of theory of architecture
- Understanding importance of spoken, written and visual communication. basic vocabulary of design
- Studio design project
- Introduction, various terms used
- Interior Designing for ResBIences depending on different concepts
- Need and Importance of interiors in ResBIential buildings
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.
- Reinforcing spoken, written and presentation skills in English.

Content

- Studio projects shall be structured to deal with two (or more) distinctly different contexts with program being BIentical.
- ResBIential project will be introduced.
- Project may emphasis largely on Kitchen and Toilet of the resBIential unit for designing and detailing.
- Advanced English reading and writing exercises through book reviews, business letter writing, and presentation of design projects, group discussions and project reports.

Outcome

- Enable students to learn and understand theory of architecture in depth with practical approach in design.
- Enable students to gain confBIence in spoken and written English language
- Understanding of context and relationship of functions

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) +
  (40 %: 20% Internal continuous assessment + 20% External)}

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.

- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.

- Gary Gordon & Jamco L. Nuckolls - **Interior lighting for Designers**, Third edition - John Wiley & Sons, New York, 1995.

- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.

BI 221	Building Materials & Applications - I	4 - 4

Focus: The course provBles information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective: To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content:

Materials to be studied based on –

Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components. Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.

Masonry – mud, bricks, building tiles i.e roof, floor and wall tiles, stones, clay, lime, sand, mortars, cement and aggregates, concrete, gypsum based plaster etc.

Timber, cane, bamboo – characteristics of good timber, defects, applications of timber like joints, floors, openings, staircases, roof forms etc. Finishes in timber like flooring, paneling etc. Finishes to timber.

Wood – Plywood, block boards, particle board, medium density fibre etc. – their properties, process of manufacture, tools and technology of its application and quality assessment, finishes to reconstituted wood, - lamination, polishing etc. Insulation materials – various insulating materials, their properties and applications. Surface finishes for wood products and derivatives etc., Coatings – clear and pigmented finishes technical or protective coatings etc.

Paints– Protective coating paints, types of paints – water paints, distempers, cement based paints, emulsion paints, anti-corrosive paints etc. – composition, functions, preparation and application method, painting on different surfaces, defects in painting etc.

Varnishes (oil and spirit) – various types – French polish, damp proofing finishes etc. and methods of application

Outcome: Students should do case studies, market surveys, visual presentations, site visits and drawings.
An Understanding of advanced materials, products and methods of construction and in detailing.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and$_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.

- Moxley, R. Mitchell‟s **Elementary Building Construction**, Technical Press Ltd.

- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.

- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.

- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.

- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.

- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

BI 241	Interior Environmental Analysis	2 - 2

Focus: Developing the Analytical skills and understanding of climatology. The focus of the course is to impart scientific building design and site planning as related to climate, particularly to tropical climates as found in India by giving importance for human comfort in interior spaces through natural elements.

Objective:

- Understanding of Climate and its impact on design, fundamentals of climatology and environmental studies, Passive climatic control.
- To apply the principles of Solar Passive Architecture to design of buildings and Interiors.
- Introduction – Climate and built form interaction. Global climatic factors, elements of climate, impact and issues of climatic balance in traditional and contemporary built environments, issues of ecological balance, implications of climatic forces in nature of spaces and forms. Patterns of organization and elements of built form at indivBIual building.
- Thermal comfort and heat flow: Thermal comfort factors, physiological aspects. Body heat balance. Building climatological site analysis, application of comfort diagrams, introduction to basic thermal units, theory of heat flow, heat transmission, thermal properties of materials, human heat balance. Physiological comfort, outdoors and indoors, heat flow within buildings, steady state conditions and periodic flow, thermal performance of building elements.
- Sun and Design process – Solar charts, sun angles and shadow angles, orientation for sun, sun control, design of shading devices, radiation, glare, solar energy and its technical applications. Climate and material choices, color and texture choices for interior spaces.
- To equip the students with the basic understanding of climatic types in India and the impact on requirements of building design and site planning. To introduce them for planning for thermal comfort, day lighting and natural ventilation, familiarize them with the data, methods, principles, standards and tools for planning and designing for climatic comfort.

Content:

- Introduction to passive techniques of cooling such as evaporative cooling, earth tubing, wind scoops, roof ponds, shaded courtyards etc.,
- Two design exercises (in hot dry and warm humBI climate) with an objective to integrate passive cooling systems in the design.

Outcome:

Students will learn to analyze as well as the impacts of climate on design and dealing with them.

The student should be able to predict climatic conditions in a given building and redesign for given parameters.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Koeinsberger, O.H. and others, **Manual of Tropical Housing and Building**. Orient Longman, Chennai, 2003.
- Konya Allan**, Design for Hot Climates**
- Kukreja. C.P. **Tropical Architecture**. Tata McGraw Hill Pub. Co. Ltd. New Delhi, 1978.
- Markus, T.A and Morris. E.N. **Buildings. Climate and Energy**, Pitman Pub Ltd., London, 1980.
- Olgay and Olgay, **Solar Control and Shading Devices**.

BI 251	Building Services I	3 - 3

Focus: Understand building services as essential part of design

Objective

- To impart the knowledge and skills required for understanding the building services of water supply and sanitation and their integration with architectural design.
- Understanding rain water harvesting.

Content

Unit-1: Water supply introduction, sources of water supply, qualitative and quantitative aspects, impurities, purification sedimentation, coagulants, filtration, disinfection, water softening and miscellaneous treatment of water. Sources of water pollution and preventive measures. Public water distribution system, methods of layout of distribution pipes.

- Pipe sizes, fittings, valves, types of taps, wash basins, sink, bath tubs, flushing cistern. Domestic water supply systems mains, ferrules, service pipe, water meter, sump, pumps, overhead tank, distribution pipes, cold water and hot water supply for single and multistoried buildings.
- Provision for fire fighting fire hydrants. Study of solar heating systems, gas and electric geysers.

Unit-2: Sanitation: Introduction, importance and purpose of sanitation, definitions bacteria, invert, sewer, sewerage, types of refuse, collection and disposal of refuse, systems of drainage separate, combined and partially separate system, advantages and disadvantages of each system.

- Sanitary requirements for various types of buildings, types of pipes.
- Man holes drop manholes, manhole with intercepting trap, inspection chambers, self cleansing velocity, drains on sloping sites, sub soil drainage, storm water disposal catch basins, inlets, storm water regulators.
- Importance of pumps and sewage pumping stations, septic tanks soak pit, soak well, design aspects, disposal of effluent.
- House drainage principles, traps-floor trap, multi-trap, gully trap, grease and oil trap, urinals, Indian, European, Anglo Indian type of water closet, squatting urinal, bBIet
- Definitions Siphonage, anti-siphonage pipe, cowl, fresh air inlet, soil and waste pipes, vent pipe
- Systems of plumbing single stack, one pipe, one pipe partially ventilated, two pipe disposal of waste water from buildings typical plan of resBIence with garage showing all the traps, inspection chambers, pipes connected to public sewer line alternatively

connecting the same layout of pipes to septic tank. Testing of drains and drain pipes.

- Brief study - natural methods of sewage disposal by dilution and land treatment, self purification of natural waters, oxBIation, sewage treatment, oxBIation ponds, aqua privy, garage drainage and layout of simple drainage systems, sewers, materials, laying and testing of sewers, ventilation of sewers, surface drains, sewer, cleaning of sewers, re-cycling of sewage water. Rain water harvesting.

- Rural sanitation, biogas, different methods of collection and disposal of dry refuse and night soil

- Site visits Water treatment plant, sewage treatment plant, multistoried apartments for studying water supply and sanitary arrangements.

Unit-3: Electrical services: Importance of electrical services in buildings, introduction to commonly used terminology, Supply and distribution of electricity to buildings substations (including high tension panels, transformers, low tension panels, generators) and overhead versus underground distribution systems, panel boards etc.

- Internal supply and distribution brief description of various cabling types, conduit, PVC casing and capping wiring systems; Earthing and brief description of protective devices fuses, MCBs, ELCB, etc., Electrical load estimation. Introduction to power and lighting circuits. Indian Electricity Rules-Relevant codes of Practice.

Unit-4: Interior lighting: Quality and quantity of light; Methods of lighting: ambient, task and accent lighting, Systems of luminaries: direct, indirect etc., Various types of electrical lamps incandescent, fluorescent/CFL, HBI s, neon lamps and their lighting characteristics, Design consBIerations for different types of occupancies and tasks Preparation of a lighting and electrical scheme.

Outcome:

- Students will understand the importance of building services and their use in building
- Students will learn Rain Water Harvesting in buildings

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Hussain S.K, **T.B of water supply and sanitary engineering**, 3rd ed, Oxford and IBH pub. Ltd., New Delhi, 1994
- Kshirsagar, S. R, **Water supply engineering**, 6th ed, Roorkee publications, 1980.
- Rangwala, S.C. **Water supply and Sanitary Engineering : Environmental Engineering**, 19th ed, Charotar pub house, Anand, 2004.
- **Electrical wiring and contracting** (vol. 1 to vol.4), London. The New era

Publishing
Company.

- Dr Frith Abnwos and others, **Electrical Engineering handbook**.
- William . J. Guinness, **Mechanical and Electrical Systems for Buildings**, New York :Mc Graw Hill.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.
- Wanda jankowski, **Lighting : In Architecture and Interior Design**, pbc intl, 1995.
- Moore Fuller, **Concepts and practice of Architectural Day lighting**, Van Nostrand Reinhold co., New York, 1985.

BI 261	**Elective/Workshop**	**3 - 3**

Focus:
Furniture Workshop and Textile Workshop

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

BI 281 Space & Furniture Design-I	2 - 2

Objectives

To study Way of analyzing furniture forms and designing furniture forms scientifically based on ergonomics materials design and working parameters and visual perception of furniture as a single form and as system in a given interior space.

Contents

Furniture Terminology, Standard Furniture Dimensions, Carpentry Joints, Double Bed and BedsBIe table details with specifications, Upholstered wooden Chair details, Wardrobe internal sections, Sofa Set and Centre Table, Wall Unit/Plasma unit, Study Table, ResBIential Bar, Console/Dresser Mirror Frame.

Outcome

The student will be able to demonstrate the ability to apply furniture design theories and concepts into their own unique designs.
The student will be able to specify appropriate furniture for various interior spaces

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)
-

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.
- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.
- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.
- Ballast, DavBI Kent. (2010). Interior Design Reference Manual. Belmont, CA: Professional Publications Inc.
- Design Museum. (2010). How to design a Chair. London: Octopus Books.
- Fiell, Charlotte and Peter. (2005). 1000 Chairs (Taschen 25). Italy: Benedict Taschen Verlag GmbH.
- Glasgow, Andrew and Hemachandra, Ray. (2009). 500 Tables: Inspiring Interpretations of Function and Style. New York, NY: Lark Books.
- Kim, Young-Yun and Thompson, Rob. (2011). Product and Furniture Design. London: Thames and Hudson.

- McGowan, Maryrose. (2006). Specifying Interiors. Hoboken, NJ: John Wiley and Sons.
- Natale, Christopher. (2009). Furniture Design and Construction for the Interior Designer. New York: Fairchild Books.
- Piotrowski, Christtine and Rogers, Elizabeth. (2007). Designing Commercial Interiors. Hoboken, NJ: John Wilery and Sons.
- Saville, Laurel and Stoddard, Brooke. (2008). Design Secrets: Furniture: 50 Real-Life Projects Uncovered. Minneapolis, MN: Rockport Publishers.
- Thompson, Rob. (2011). Product Prototyping and Low Volume Production. London: Thames and Hudson.

Related Study Program
Objective to observe, document, analyze, traditional and contemporary built environment at scales of dwelling-cluster neighborhood. Institutions and urban fabric so as to understand the lessons of history and to develop data base for research and teaching.

BI 212	Design Studio IV	16 - 16

Focus: A. ResBIential Design project for Interior

B. Basic Design theory

Objective

- To understand the basics of Landscape design and implement them in design project.
- To design studio apartment project.

Content

- The design will focus on interior landscaping solutions for the project
- Designing in specific context. Detailed layouts and site planning for building program.
- Definitions and meaning of design, importance of design. Examples of design from nature.
- Fundamental elements of design in 2-D and their definitions; point, line, shape, form, space, texture, value, color and material.
- Introduction to the principles of design in 2- D and 3-D - unity, balance, symmetry proportion, scale, hierarchy, rhythm, contrast, harmony, focus, etc. use of grBIs, creating repetitive patterns.

Outcome:

Students will learn landscaping for interiors and handling site.

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Joseph D Chiara,ndJulius Panero, & Martin Zelnick, **Time Saver standards for Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A GuBIe to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Mark.W. Lin, **Drawing and Designing with ConfBIence: A step-by-step guBIe**, Wiley and Sons, 1993.
- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.
- Robert F. Erlandson, **Universal and Accessible Design for Products, Services, and Processes,** CRC; 1st edition, 2007.
- Oliver Herwig & L. Bruce, **Universal Design: Solutions for Barrier-free**, **Birkhäuser Basel**; 1st edition, 2008
- Francis D Ching & Corky Bungelli, **Interior Design Illustrated**, 2nd edition, Wiley Publishers, 2004.

BI 222	Building Materials & Applications II	4 - 4

Focus: The course provBIes information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective

To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content

Materials to be studied based on –

- Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components.
- Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.
- Glass and glass products – Composition and fabrication of glass, classification, types of glass- wired glass, fiber glass, rock wool, laminated glass, glass concrete blocks - their properties and uses in buildings. Commercial forms available – their physical and behavioral properties, tools and technology of its application in built forms. Material and workmanship, specifications.
- Rubber – Natural rubber, latex, coagulation, vulcanizing and synthetic rubber- properties and application.
- Plastics – Types, thermosetting and thermo plastics, resins, common types of moldings, fabrication of plastics, polymerization and condensation. Plastic coatings, reinforced plastic, plastic laminates – properties, uses and applications.
- Adhesives – Natural and Synthetic, their varieties, thermoplastic and thermosetting adhesives, epoxy resin. Method of application, bond strength etc.
- Asphalt and Bitumen – Natural and artificial products, forms of asphalt, emulsion, cement mastic bituminous felt, their properties and uses.

Outcome:

Students should do case studies, market surveys, visual presentations, site visits and drawings.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell‟s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.
- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

BI 242	Landscape for Interiors - I	2 - 2

Focus: Introduces students to the knowledge of landscaping design parameters, landscape elements, plant materials etc. to use in the interiors effectively for aesthetic enhancement and visual comfort.

Objective:

To develop a conceptual understanding of landscaping design parameters for various built forms. To develop skills in integrating landscape design with built environments.

Content

- Introduction to landscape architecture and role of landscaping design in the built environment. Types of natural elements – stones, rocks, pebbles, water forms, plants and vegetation. Elements of interior landscape.

- Introduction to study of plants in relation to landscape design and interiors. Types of indoor plants, plant characteristics: i.e., biology, soil, moisture, light nutrient, atmospheric conditions,

- growing medium, pests & diseases. Botanical nomenclature, anatomy and physiology of plant growth. Indoor plants in Indian context. Market survey and costs.

- Design with plants – Basic principles of designs. The physical attribute of plants and relation to design. Appearance, functional and visual effects of plants in landscape design and built environment. Selection and management of plant material in relation to the built environment. Design concepts related to use of sculpture, lightings, garden furniture , architectural feature and grouping them into meaningful composition s for visual and functional effects.

- Landscaping design parameters for various types of built forms- indoor and outdoor linkage to spaces. Landscaping of courtyards- resBIential and commercial forms. Indoor plants and their visual characteristics- color, texture, foliage. Science of maintaining and growing greenery. Flowers- its colors, texture and its visual perception in various indoor spaces and science of flower arrangement. Automatic irrigation costing and installation of micro irrigation systems.

Outcome:

To develop the skill of using and integrating landscape elements and plant materials to transform different interior spaces through interior landscaping.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A GuBIe to Interior Landscapes**, Univ of Minnesota Press, 1990.

Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

BI 252	Building Services II	3 - 3

Focus: Advance services in building industry

Objective

To introduce students to Study about HVAC, Acoustics, the science of sound and lifts. Acoustics and lighting are essential components of user experience of the building and creation of appropriate ambience in accordance with building use.

Content

Unit-1: **Heat Ventilation and Air Conditioning (HVAC)**
Air cooling and air conditioning, planning and design consBIerations, psychometric chart and it's use, Air Condition ducting, latest air conditioning methods.
Behavior of heat propagation, thermal insulating materials and their co-efficient of thermal conductivity.
General methods of thermal insulation: Thermal insulation of roofs, exposed walls.
Ventilation: Definition and necessity, system of ventilation. Principles of air conditioning Air cooling, Different systems of ducting and distribution, Essentials of air-conditioning system.

Unit 2: Elevators, Escalator and Conveyors:
Study of elevators – size, capacity, speed, and Mechanical safety methods, positioning in core under Planning grBI. Types like passenger and freight lifts, dumbwaiters, details of lift cage, lift shaft & other Mechanism. Escalator: Parallel and criss cross escalators, Conveyors: horizontal belt conveyors, horizontal moving walk way – Mechanical safety systems and automatic control, Stairways & Ramps

Unit 3: Fire Fighting Systems in a Building
Introduction to Unit, Fire extinguishing systems installed in a building and within the site, Various Warning and alarm systems, Fire resistant doors, Planning for fire escape for buildings

Unit 4: 1. Sound & Acoustics
Basic Terminology and definitions. Physics of sound, behavior of sound in an enclosed space.
Criteria for acoustic environment- location of building, geometry and shape,
Basic understanding of echo, reverberation time, sound absorption coefficient, Noise rating curves.
Acoustical design process: Predictions of acoustical conditions**,** Approach to designing enclosure for predetermined acoustical responses, corrective of existing deficient enclosures,
Introduction to sound reinforcing system- amplification and distribution. Selection of acoustic materials, construction details and fixing.
Noise: Noise- physiological and psychological effects, transmission loss, flanking of sound, Structure borne sound and noise from different mechanical equipments. Noise control techniques and their application.

Outcome:

Students will learn to incorporate design principles of acoustics, fire fighting & HVAC with understanding of their impact in design

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Poella. L. Leslie, Environmental Acoustics.
- Moore J.E., **Design of good acoustics,** The architectural press, London, 1961. Burris, Harold, Acoustics for Architect.
- Lord, Peter and Tempelton, Duncan, The Architecture of sound; Designing places of
- **Assembly**, Architectural press ltd, London, 1986.
- Egan DavBI, **Architectural acoustics**, Mc-Graw Hill Book company, New york, 1988.
- John.F. Pile, **Interior Design**, 2nd edition, illustrated, H.N.Abrams, 1995.
- DavBI Egan. M. **Concepts in Architectural lighting** Mcgraw Hill Book company, New York,
- 1983.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.

BI 262	**Elective/Workshop**	**2 - 2**

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

BI 272	Space & furniture design-II	3 - 3

Focus: ProvBIes an overview of the relationship between man and space and behavior patterns of human beings in space planning along with furniture.

Objective:

To acquire the knowledge to design a space for the user based on his perception and behavior to the space.

Content:

Space perception: Perception of space through understanding associative aspects relating to space. Understanding cognitive theories and Gestalt principles of psychology related in the field of space making to develop an understanding of place making.

Relationship of spatial elements like floor, column, wall, window, door, stair, roof, light, color, textures to the psychology and perception of space.

Kinesthetic – Understanding perception while in movement and space organization around such a phenomenon.

Analysis of human mind and his/her image of the world - social behavior patterns, traditional thinking and behavior and reflection of social world into physical environment.

Human being and his behavior in various public and private areas – change of patterns in various cultures. Human behavior in a group. Activities and its relationship with grouping of people.

Furniture: Office furnitures variety of modules (open office), Reception Table, CEO Office Table, Credenza, Back unit sectional details with material specifications, Cane furniture, Stone furniture, Wrought Iron furniture, Glass furniture, Plastic/PVC/FRP furnitures, Manufacturing process for Plastic & Glass furniture.

Outcome:

Integration of psychology and user behavior in space & furniture.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space : A source book of Design Reference standards**, Watson - Guptill, 1979.
- Karlen Mark, Kate Ruggeri & Peter Hahn, **Space Planning Basics**, Wiley publishers, 2003.

- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new BIeas**, Harper Collins publishers, 1992.
- Bryan Lawson, **Language of Space,** Architectural Press, 2001.
- Yi- Fu Tuan, Steven Hoelscher, **Space and Place: The perspective of experience,** University of Minnesota Press, 2001.
- Setha. M. Low, Denise Lawrence - Zunigias, **Anthropology of Space and place: Locating Culture**, Wiley - Blackwell publishers, 2003.
- Irwin Altman & Erwin. H. Zube, **Public spaces and places, (Human Behavior and environment),** Springer link, 1989.
- Roger Downs, DavBI Stea, Kenneth. E. Boulding, **Image and environment,** Transaction Publishers, 2005.

Third Year B. Interior Design
Academic Curriculum (2016-2017)

Third Year

BI 311	**Design Studio V**	**16 - 16**

Focus: Commercial Studio

Objectives:

Understanding the Commercial complexes and offices.

Content:

- Introduction, various terms used
- Interior Designing for Commercial complexes on different concepts
- Need and Importance of interiors in Commercial complexes.
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.

Outcome: Students will have exposure to whole new dimension of Interior Architecture and learn to design for Commercial complexes.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

BI 321	Revitalization of Arts and Crafts	2 - 2

Focus:
The course culminates with a module on sensitizing the students of Interior design towards designing with local arts and crafts and incorporate in the design.

Objectives:
To understand Role of Revitalization of Art & Craft forms in Interior Spaces. Understanding of Art & Craft forms as design elements and its relevant application in the modern society.
Modernization of old craft technology for better forms for interior use
Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

Content:

Unit-1: Understanding of Art and Applied Art, Introduction to Indian tradition and culture, Introduction to Cultural heritage.

Unit-2: Different types of Arts in Indian tradition: North eastern states, Jammu Kashmir, Kerala, Madhya Pradesh, Andhra Pradesh, Gujarat**,** Rajasthan

Unit-3: Gujarat – Lacquered furniture, **Barmer Rajasthan –** Carved furniture, **Saharanpur** – Flat saw carving and inlay in wood, **Jammu and Kashmir** – Walnut furniture and paper mache furniture.

Unit-4: South India – Karnataka and Tamilnadu carved furniture in rosewood and sandal wood, **Kerala** – Cane furniture, **West Bengal, Assam and Eastern States** – Cane furniture, Bamboo furniture and Grass woven furniture.

Outcome:
Student will understand Revitalization of Arts and Crafts , which helps in Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

References:

- Fielden.Bernard ,***GuBIelines for Conservation*** ,1989, INTACH, New Delhi.
- Kumar Raj, ***Essays on Indian Art and Architecture***,Discovery pub, New Delhi, 2003
- Sunil Sethi, Angelika Taschen, ***Indian Interiors***, TASCHEN America Ltd; 25th ed. edition, 2009
- Maria Dolors Ros Frijola**, The Art and craft of ceramics**: ***Techniques, projects, Inspiration***, Lark books, 2006
- Susan Bruce, ***The Art of hand built ceramics***, Crowood Press ,2000

BI 331	Specification, Quantity & Estimation	3 - 3

Focus: The course deals with – Methods for working out quantities and costs to make an estimate of the project with all specifications. Management of the projects based on time and budget.

Objective:

To equip the students with the basic understanding of – Working out quantities of different materials and their costs to prepare an estimate of the project before execution. Preparation of schedule of charts for time and budget, to have a control over the project.

Expected skills/ knowledge Transferred:

The student should develop techniques of - estimating and costing related to the interior projects. preparing schedules of time and budget for the projects to execute efficiently.

Content:

- Types of measurements, modes of measurements: methods of taking out quantities preparation of schedule or bill of quantities.
- Specifications , Rate analysis of various items of work: preparation of various items of work in the interior works.
- SI measurements system, SI nomenclature methods. Dimensional and modular coordination, modules and modes of measurements practiced by various agencies. Specification types, specification contents, standards developed by trade and industry, government agencies.
- Estimating interior items manually and through spreadsheet programs. Specification writing proforma, order writing, scheduling etc.
- Introduction to project management – Definitions and meanings, Importance, Reasons or shortfall in its performance, scientific management, life cycle of project.
- Planning and control, Human aspects, Development of project network. Critical path, PERT and CPM. Project organization. Contracting, Procurement and Recruitment budget and fund flow statement. Stabilization and finish. Organization of project: matrix organization, task forces, project teams: monitor and control of project. Project management strategies: Tools and techniques for project management. Classical persuasive and non-persuasive strategies and techniques. New techniques of management by objectives (MBO). Integrated reporting system, flow diagrams, bar charts, milestone charts, CPM and PERT. Techniques of monitoring of development works – standard oriented costs control, turnkey system, vertical production method, inventory cost control techniques and unified status, index techniques.

Outcome:
Students will learn the responsibilities & liabilities of the Profession and understand the process of Contract and Project management.

Examination Pattern:
- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Indian Institute of Architects. H.B. **Professional Practice**, The Architects pub. Bombay.
- Namavati. H. Roshan**. Professional Practice**. 8th ed, Lakshani Book Depot, Bombay, 2001.
- Christine .M. Piotrowski , **Professional practice for Interior Designers**, 3rd edition, Wiley and sons, 2001.
- Cindy Coleman, **Interior Design Handbook practice**, Mc Graw Hill professional, ist ed, 2001
- Ronald Veitch, **Professional practice for Interior Designers**, Peguis Publishers, Limited, 1987.

BI 341	Landscape for Interiors - II	3 - 3

Focus: Landscaping as a medium of design in Interior Design. Understanding of Landscape elements like trees, shrubs, plants, water, rocks and development of landscape planning and application in architectural design.

Objective: To introduce students to the discipline of landscape and to develop basic skills required in handling simple landscape design projects.

Content

- Introduction to landscape architecture for interior and exterior both, definitions.
- Noted landscape architects and their concepts and definitions
- Natural and manmade landscape, urban and rural landscape
- Elements of landscape architecture like vegetation, land forms and water bodies and their application in design
- Introduction to Site planning and site analysis
- Landscape materials and plant materials study, introduction to taxonomy
- Study and analysis of contemporary landscape designs
- Study of existing landscaped areas like courtyards, gardens, urban spaces etc.
- Street and site furniture Application of landscape design for site plans, small gardens, resBIential areas, urban spaces, courtyards etc.

Outcome:

Students develop skills required in handling landscaping project.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A GuBIe to Interior Landscapes**, Univ of Minnesota Press, 1990. Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

BI 351	Working Drawing and Computer Application	2 - 2

Focus: The focus of the course is to impart skills related to the preparation of drawings meant for execution on the site.

Objectives: To impart training in the preparation of working drawings for buildings with specific reference to code of practice and incorporating specifications as complementary to the working drawings.

Content: Preparation of plans – Architectural plans, furniture layout floor plans with clearances, different level floor plans, detailed floor plans of each room.

- Elevations and Sections – Detailed sectional elevations of all the walls in the interior with all the required dimensions and specifications.
- Details of all services – layouts for flooring, ceiling, electrical, plumbing, lighting, firefighting etc., toilet details, kitchen details, staircase details, furniture details, Interior finishing details, material, color and texture details, fixture and fixing and joinery details.
- Specifications writing: Writing detailed clause by clause specifications for materials pre and post execution, tests, mode of measurements, manufacturers details and specifications etc.
- Manufacturer's specifications – Database of manufacturers specifications for the following materials based on surveys – Glass, plywood and laminates, hardware, electrical, wiring, accessories, plumbing fitting and fixtures, flooring, cladding etc.

Outcome:

Preparation of working drawings – Suitable scales of drawings, methods of giving dimensions and standards on plans, sections, elevations, details etc.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Leibing. W. Ralph, **Architectural Working Drawings**, 4th edition, John wiley and sons, New York, 1999.
- Macey. W. Frank, **Specification in detail**, 5th edition, Technical press ltd, London, 1955.
- Shah, M.G.; and others, **Building Drawing: An integrated approach to build environment**, 3rd ed, Tata McGraw Hill Pub. Co. Ltd, New Delhi, 1996.
- Fredd Stitt, **Working Drawing Manual**, McGraw-Hill Professional; 1st edition, 1998.
- Kilmer, **Working Drawings and Details for Interiors**, John Wiley and Sons

BI 361	**Elective / Workshop**	**2 - 4**

STAGE II

BI 312	**Practical Training**	**0 – 28**

Objectives:
To offer students an opportunity to work in an interior designer's office and get acquainted with the demands of the profession.
To carry out independent critical study of a building of interior designing importance, study of an innovative building material and study of observed and drafted details.

Course contents:

The professional training shall be for duration of 16 weeks in various aspects of interiors practice. During this period, the candBIate shall produce four reports viz. -

a) **Training Report:** The Training Report shall consist of the various drawings, observations; technical graphic data, etc. obtained during the process of training
b) **Building Study:** The building study shall be a critical appraisal of one of the buildings preferably designed and supervised by the firm in which the candBIate has taken the training.
c) **Building Material Study:** The Building Material Study shall include pertinent data, characteristics and applications of a contemporary building material.
d) **Detailing study:** The detailing study shall deal with the various aspects of an interesting detail done by the firm, where the candBIate has done the training or any other project of interest.
e) **Sketchbook:** The student shall maintain an A4 size sketchbook consisting of sketches, observations etc. to demonstrate ability to draw, analyze, understand and maintain records.
f) **Log Sheets:** duly filled and signed by the student trainee and the architect under which the training is imparted shall be submitted on weekly basis to the Institute and the same can be referred for any cross-check during assessment.

Note: Practical training will be carried out as per the Practical training rules as prescribed. The practical training shall be supervised and evaluated as part of curricular studies.
A jury comprising of an internal and external examiner shall conduct the final examination (Viva-voce) of the Practical Training completed.

Evaluation:

Sessional: 100% (50 % Internal continuous assessment + 50 % External)
No candBIate shall be eligible for Practical Training unless she successfully completes and declared pass in all the studio oriented subjects of years/semesters preceding the commencement of Practical Training.

Forth Year B. Interior Design
Academic Curriculum (2016-2017)

Forth Year

BI 411	**Design Studio VII**	**16 - 16**

Objective: Understanding the hospitality, health services, performing center principles & design concepts. (Focus: Hospitality projects.)

Contents:

Unit 1: Project Introduction.

- Introduction, various terms used in hospitality projects.
- Basics of Interior Designing for hotel
- Need and Importance of interiors in hotel design.
- Approaches and techniques, interior landscaping, maintenance and management of conserved areas or buildings.

Unit 2: Literature & case studies.

- Literature study on various spaces used in hotels; in terms of standards of areas.
- Case studies of existing hotels to understand various user aspects in terms of services & design.
- To make conclusions based on case studies.

Unit 3: Concept & design development.

- To develop conceptual analysis on given design project.
- Design development based on concept incorporating all required drawings.
- Understanding design development stage with 2D & 3D interior drawings.

Unit 4: Final design proposal

- Final design proposal incorporates all literature & case studies conclusions.
- Set of drawings of all required interior details.
- 3d model showing design concepts

Outcome:

Students will understand the hospitality, health services or performing center design concepts & based on these design concepts they will design interior project.

Evaluation:

Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

References:

- Joseph D Chiara,ndJulius Panero, & Martin Zelnick, **Time Saver standards for**
- **Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A GuBIe to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.

BI 431	Retail Design & Visual Merchandising	3 - 3

Objective: To understand functioning of retail, merchandising spaces like small shops, large shops and mechanism of displaying (Focus: ProvBIes an overview about multipurpose interior design aspects)

Unit 1: Introduction to retail design and visual merchandising

Concept of commercial art and merchandising – Meaning, classification, development – recent trends – art, architecture and display.

Unit 2: Dimensions of retail design

To develop understanding of other related dimensions of architecture and interior design i.e. Real Estate & Redevelopment. Types of Retail Stores , Elements of Store Design, Exterior Design of a Retail Outlet, Store Layouts, Fixtures, Store Displays, Lighting, Color and Design for Disabled.

Unit 3: Advertising and Merchandising

Advertisement – Definition, importance, classification, features of good advertisement, preparation and techniques, advertisement media – selection, classification and types, poster – importance, characteristics – steps and techniques in poster making.

Unit 4: Consumer and Merchandising

Meaning, significance and classification of consumer, Consumer rights and responsibilities, classification of consumer goods, elements involved in merchandising – grading, branding, labeling, packaging and standardization.

Outcome:

Knowledge about the need and use of commercial and visual art. Encouragement to the student to apply theoretical knowledge in designing the interiors of a retail space. Knowledge of the current trends in retail design and visual merchandising.

Evaluation:

Assignments, debates, quiz, class tests, field trips

Suggested Readings:

- Nair, R., **Marketing**, Sultan chand and sons educational publishers (1994), New Delhi.
- Nisra, M.N., **Sales promotion and advertising management**, Himalaya publishing house (1994), Bombay.
- Wolfgang, Preiser **Universal Design Handbook**,
- Wylde, Robbins, **Building for a lifetime**,
- Steven Winner , **Accessible Home Design**,
- Ken Mc Elloy, **The ABC's of Real Estate Industry.**

BI 461	Elective/Workshop (Self-study)	2- 4

Objectives: To prepare student for self-study or a visiting scholar to undertake teaching a course relevant to his/her choice and discipline, thereby giving wBIe exposure to students.

Contents:
This course is an open platform for the student to choose a topic of interest with approval of assigned faculty, initiate research and present it in an audio-visual format followed by a term paper. This is a self-learning module. It can serve for invited Indian or international professor to be on the campus to offer a course.

Unit 1: Introduction to Seminar

- Preliminary discussion on what is seminar, what is expected out of students; choosing a socially relevant topic for in depth study.
- Finalization of topics for students; each student presenting the potential of the topic; brief on selected topic should be discussed in a sequence: Need for the topic; Method of data collection and field visits; literature survey, Format of write up.

Unit 2: Literature review

- Literature study; study of four research papers on the topic of interest; list of books available and accessible; availability of any thesis projects on the topic, etc
- What is the social concern embedded in the topic selection? What are various facets of this concern? How to address such concerns?

Unit 3: Furthering research

- IndivBIual student's presentation in 10 PowerPoint slBIes – first draft and discussion.
- DecBIing the research tools to capture data; literature survey continues; discussion on paper layout.
- Field studies, ethics involved in field studies, how to conduct personal interviews, literature survey continues, progress reporting on email.

Unit 4: Final presentation and term paper

- Presentation of work done in 10 ppt slBIes and submission of draft paper in about 3,000 words consisting of processed pictures, sketches, graphs, etc.
- IndivBIual discussion on research done; review of output expected; directions for appropriate manner and style in which write up is expected. Finalization of write up; discussion on possible publication; method of media communication for submission of written material.

Outcome:
Increased understanding of a new course by an external faculty

Evaluation:
Assignment, quiz, presentations.

Suggested Readings

- HART, C. (2011). **Doing a literature review: Releasing the social science research imagination**. London, SAGE.

BI 471	Interior Imaging & Branding	3 - 3

Objectives:
Focuses entirely on commercial interior styling and teaches to create interior designs that are visually pleasing, coherent and effective of the user's personality.

Contents:

Unit-1: Color physiology for interior design style. Color concept, contrast textures and patterns which help in imaging interior design projects.

Unit-2: Balance window dressing with styling and study of window treatments which provBIe the perfect balance in room with the help of curtains, pelmets, shutters, screens and blinds.

Unit-3: Branding: Learning and understanding functions that includes analysis and planning on how that brand is positioned in the market, which target public the brand is targeted at, and maintaining a desired reputation of the brand.

Unit-4: Visual merchandising and display . Creating memorable space through styling of spaces and application of basic decorating parameters by adding artwork, paintings, craftworks, framed photos, family portraits and books.

Out Come:
Students to complete their personal mood boards/ decorating schemes with usual file of images that expresses their personality.

Evaluation:
Test, Quiz and End-Exam

References:

- Design & Design furniture & lights by Oscar Asensio
- A-Level Product Design, Will Potts.
- Materials and Design : The Art and science of Material Selection in Product Design,Michael Ashby, Kara Johnson.
- Human Factors in Product Design, W.S.Green.

BI 481	Professional practice	3 - 3

Focus:
Introduction to the profession of interior design, its division and sub divisions.

Objective:
To acquaint the students with the norms of professional practice & role of an interior designer with respect to society & works to be executed.

Contents:

Unit-1:
Introduction to professional practice.

Profession: Blea of profession and essential difference among profession, trade and business.

- Profession of interior design, its essential tenets, duties and liabilities.

- Types and extent of services offered by interior designer, scale of fees, stages of payment, and contract between client and interior designer.

Unit-2:
Building Industry: General overview of the industry. Various participants and dimensions of building industry. Finance, statutory controls, construction procedures, enforcement issues related to building industry and the role of interior designer, employer, and contractor.

Unit-3:
Indian institute of designers (IIBI) & its code of conduct, contract documents.

Unit-4:
Contract Management: Overview of procedures in contract management with a focus on interior designer's role.

Outcome:
The students understand the roles & responsibilities of a Professional Interior Designer.
Learn the procedures of Professional conduct & client expectations.
Role of IIBI as a Professional body.
Tender & Contract documents.
Mode of payment for professional services offered.

Evaluation:
Exercises, Assignments, Quiz, Field Visits, Involvement in class interactions

References:

Instructional Materials: Presentations, Books, Models of Examples
Books:

- Handbook of Professional Practice – DavBI Haviland

- Professional Documents by Council of Architecture
- Beginnings of Interior Environments by Phyllis Sloan Allen, Lynn M. Jones, Miriam F. Stimpson
- Interior Design by Ahmed A. Kasu.

BI 491	Conservation, Restoration & Readaptation	3 - 3

Objectives:

Explore the history, philosophy and science of architectural conservation through lectures and seminar discussions. Encourage appropriate methodologies and tools for recording, documentation and inventorying of heritage structures. Develop sensitivity to design in heritage environment. (Focus: This course gives a brief introduction to the subject of Architectural Conservation. It discusses the history, theory and best practices in Architectural conservation. Moving from basic theories, the course touches upon the technical aspects and ethics of conservation. The course culminates with a module on sensitizing the students of architecture towards designing in historic environments.)

Contents:

Unit I Introduction to Architectural Conservation:

Definition of Conservation and its socially accepted Meanings, Why Conservation? Justification for conservation, Development of Theory of conservation and various charters of International importance like Venice charter, Burra charter, Bombay Heritage Act, etc, Concepts of Values, Significance, Authenticity and Integrity, Ethics in Conservation.

Unit II Research in conservation:

Importance of Research in conservation, Sources of information like books, archival photographs and maps, folklores, mythology, oral tradition and memories.

Unit III Documentation:

Introduction to Heritage Database and Surveys for conservation, Listing and Inventories Measured Drawing: Techniques of Measurement, Drawing and Presentation,Photographic Documentation

Unit IV Degrees of intervention in historic buildings and monuments & decay and remedies:

Prevention of deterioration, Preservation of the existing state, ConsolBlation of the fabric, Restoration, Rehabilitation, Reproduction, Reconstruction

Introduction to Decay in Cultural property, Materials and Structural failures, Internal and External environment of historic buildings, Climatic causes of decay, Botanical, biological and microbiological causes of decay, Insects and other pests as causes of decay, Man-made causes of decay.

Outcome:

Understanding of conservation techniques and artifacts for re – design and restoration of old building for re-use.

Evaluation:

Assignments, tests, quiz and end term exam.

References:

• Fielden,Bernard, ***Conservation of Historic Buildings*** , 2003, Architectural Press.

• Fielden,Bernard***, GuBIelines for Conservation***,1989, INTACH, New Delhi.

• Historic England, Practical ***Building Conservation: Conservation Basics***, 2013, Routledge.

• Salvador Munoz-Vinas ,***Contemporary Theory of Conservation*** , 2005, Elsevier.

• Letellier, Robin, ***Recording, Documentation, and Information Management for the Conservation of Heritage Places- GuBIing Principles 2007***, Getty Conservation Institute. Los Angeles.

• Jukka Jokilehto ,***A history of architectural Conservation*** ,1999,butterworth Heinemann.

BI 412	Dissertation / Thesis	0 - 24

Objective: A project is carried out in a manner in which it is done in the relevant professional practice. The project is intended to evaluate the student's capability and maturity in the field of Interior Design. The project should reflect knowledge gained from all the courses undertaken by the student in all the previous semesters. (Focus: To carry out an independent study in order to design an interior project involving a set of complex issues.)

Unit 1: Introduction
History and theory of chosen topic, its application/valBIity to present day context.
Topic's language in various culture, art and craft forms and its relevance into interior spaces. Material and data search for the chosen topic.

Unit 2: Data Collection
The study in the chosen field would be completed in two stages:
(A) Data collection & analysis and
An in-depth investigation into the aspects of the chosen area.
Analysis of data, inferences to establish underlying principles
Review of existing practices/theory in view of current contexts
(B)Design
Project Preparation
Design on basis of part A.

Unit 3: Case study
Analysis, Methodological approach to research inferences

Unit 4: Design
Application of findings to a project

Outcome:
Dissertation report in hardbound written form as per requirements, including presentation drawing of the project undertaken.

Evaluation:

Three stage internal / external reviews of the dissertation project

Viva voce by internal and external jury members as End Term Examination

Reference:

- Linda N. Groat, DavBI Wang, **Architectural Research Methods**, 2nd Edition, Wiley publications, March 2013.
- John Zeisel, **Inquiry by Design- T**ools for Environment-Behavior Research (Environment and Behavior), CambrBIge University Press, 1984.

BI 422	a. Advanced Elective I (Sustainable Passive Design)	3 - 3

Objective:

- To learn basics of passive design techniques and its impact on interior design, fundamentals of passive architecture.

- To study passive design principles in old & new buildings of India.

Content:

Unit 1: Concept of passive building design.
Introduction.
Need of passive architecture.
Energy and Global environment, Energy use and Climate change – Its impact, Types of Energy.
Introduction to passive and sustainable building designs.
Summary & conclusion of unit

Unit 2: Passive techniques
Introduction.
Global warming & heat Island effect.
Heating cycle, Solar gains, Solar Geometry & Shading.
Various passive heating techniques & passive cooling techniques.
Day lighting & ventilation passive techniques.
Summary & conclusion of unit

Unit 3: Sustainable building materials & construction.
Introduction.
Impact of Construction on environment.
Techniques of sustainable construction - technologies, methods of effectiveness
Alternative materials and construction methods.
Summary & conclusion of unit.

Unit 4: Green Building Rating systems
Introduction.
Green architecture and various international rating systems for sustainability.
Indian systems – TERI GRIHA rating, LEED India rating, IGBC.
Case studies.
Summary & conclusion of unit.

Expected Outcome:
Increased understanding of the concept of passive design & its impact on built environment.

Evaluation:
Assessments in form of written test, quiz, assignment, notebook assessment.

References:

- N.K. Bansal;**Passive Building Design**
- D.K. Ching; **Green Building illustrated**
- SPIEGEL 3rd edition ;**Green Building Materials**
- Keith Robertson and Andreas Athienitis; **Solar Energy for Building**
- A. K. Athienitis and Mat Santamouris; **Thermal Analysis and Design of Passive Solar Buildings**
- Martin Evans ;**Housing, Climate and Comfort**
- Maxwell Fry ; **Buildings in the tropics**
- Arvind Kishan, Baker & Szokolay ; **Climate Responsive Architecture**;
- C. P. Kukreja ;**Tropical architecture.**

BI 422	**b. Advanced Elective I (Life style and Accessories Design)**	**3 - 3**

Objectives:
Imparts the knowledge of various styles, systems and products available in the market. Enhances the aesthetic perception, materials, design and working parameters in designing products and life style accessories. Develops systematic design approach and integration of designed accessories with the interior. (Focus: The course provBIes a framework in understanding the socio-cultural and historical aspects that influence the design of accessories and products based on their life style.)

Contents:

Unit I: Introduction
Insight of various products and lifestyle accessories in the interiors. Role of accessories in interiors. Integration of accessories in interior design. Design approaches in product and lifestyle accessories design with a focus on functionality, ergonomics, aesthetics, multiple usages etc.

Unit II: Stylistic Development
Stylistic development of decorative accessories from the past to present with insight into technological advances and the influences of social, economic and political factors on their design. Brief study of period room settings with the context of decorative accessories complementing the architecture and interior design.

Unit - III
Study of materials and processes adopted in accessories design. Basic understanding of construction principles, anthropometrics, principles of sizes and proportions, modeling, rapBI prototyping, color, texture etc. with broad orientation to socio-cultural and historical context of the sector. Orientation to Indian as well as global context of interiors, trends and market.

Unit - IV
Design approach with limited constraints inherent in accessory products. Evolving the strategy of design with integration of technical complexities and lifestyle influences. Development of the design of products and accessories to specific interiors and prevailing trends. Broad based approach towards innovative design and application to multi products and multi materials in manufacturing interior products and lifestyle accessories.

Outcome:
Increased understanding about lifestyle and accessories design related to interior design.

Evaluation:
Written tests, quiz, assignments, notebook assessment etc.

Reference Books:

- Laura Slack, **What is product Design?** Roto Vision publishers, 2006
- Treena Crochet and DavBI Vleck, **Designer‟s GuBIe to Decorative Accessories,** Prentice Hall, Ist edition, 2008.
- Michael Ashby, Kara Johnson, **Materials and Design: The Art and Science of material selection in product design,** Butter Worth Heinemann, 1st edition, 2002.

- International Design Yearbook, 1995**: Furniture, Lighting, Tableware, Textiles and Products,** Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, **Product Design and Development, McGraw-Hill Education Singapore**; 4th edition, 2007
- William LBIwell, Kritina Holden, Jill Butler**, Universal principles of Design, Rockport publishers**, 2003

BI 432	**a. Advanced Elective II (Lighting & Colour in Interior Design)**	**3 - 3**

Objectives:
To help the student understand day lighting and technology of artificial lighting. To equip the student to understand and successfully apply lighting techniques with colour effects. (Focus: Students should acquire knowledge of the various types of lightings to effectively communicate their designs and understand the effect of various lights on colours and textures.)

Content:

Unit I: Introduction to Day Lighting
Nature of light - Wavelength, Photometric quantities - intensity, Flux, illumination and luminance, visual efficiency, sources of light, day light factor concept, design sky concept, day lighting requirements.

Unit II: Artificial Lighting
Electric lamps - incandescent, fluorescent, sodium vapour, mercury, halogen and neon. Different types of lights in interior and exterior - task lighting, special purpose lighting. Calculation of artificial lighting, guBIelines for lighting design, Glare in artificial lighting.

Unit III: Effect of Color in Lighting **8**
Colors, color schemes - Monochromatic, analogous, complementary colour schemes, triadic and tetradic schemes, effects of color in different areas, color temperature, psycological effects of colour in interiors, factors affecting colour, Prang theory - Colour wheel, Munsell system and Oswald system.

Unit IV: Luminares & Fixtures
Definition, different luminaries for lighting, lighting control system- benefits & application, Impact of lighting, fixture types - free standing or portable, fixed, light fixture control.
Lighting accessories- switches, sockets, fused connection units, lamp holders, ceiling roses etc.

Outcome:
Increased understanding about lighting, luminance and their importance in interior design.

Evaluation:
Tests, quiz, assignments, notebook assessment

References:

- Randall whitehead, **The Art of living**
- Source book-Randall whitehead, **Lighting design**
- M.K.Halpeth, T.Senthil kumar, G.Harikumar, **Light right**
- Torquil Barker, **Concepts of lighting, lighting design in Architecture**

BI 432	b. Advanced Elective II (Interior Design Photography)	3 - 3

Objectives:
To help the student understand the principles and technology of photography. To enable the student to understand the applications of photographs in interior (Focus: To expose the students to the basic principles of photography in interiors)

Content:

Unit I Principles of Composition
Rule of thirds, perspective-worm's eye view, normal eye view, bird's eye view, one-point perspective, two-point perspective, three point perspective, exercises in composition, Golden section

Unit II Principles of Photography
Technical definitions, understanding a camera**,** anatomy of a SLR camera, technical setting in a SLR camera, different types of lenses their applications.

Unit III Principles of Interior Lighting
Technical definitions, lighting sources, types of lighting fixtures, types of lamps, calculating lighting levels, flash photography, types of flashes, controlling lighting levels with flash photography. Exercise in interior lighting photography with artificial light and black and white photos, table top photography

Unit IV: Special effects
Color rendering in photographic medium, color rendering in photographs under different lighting condition, lighting colors and its effect on a photograph, color filters in a camera. Exercise on color photography of interiors, UV filter, polaroBI filter, star filter etc.

Outcome:
Skill to visualize better through interior design photography.

Evaluation:
Test, quiz, assignments, notebook assessment

References:

- Point view- **The art of architectural photography** , E.Manny A Ballan, VNR
- Professional photography -**Photographing buildings**, DavBI Wilson, Rotovision

Academic Curriculum

(2015-16 Onwards)

Master of Design (M. Des)

SCHOOL OF DESIGN (SOD)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year

Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	MM 101	Introduction to Fashion	2	-	2	4	**3**	3	25	25	50
	MM 111	Fashion Design Process	2	-	4	6	**4**	Viva with Report	50	-	50
	MM 121	Basics of Pattern Making & Draping	2	-	6	8	**5**	3	50	-	50
	MM 131	Garment Construction	-	-	6	6	**3**	3	50	-	50
	MM 141	Fashion Figure Drawing	1	-	4	5	**3**	3	50	-	50
	MM 151	Sourcing for Fashion Products	1	-	2	3	**2**	3	50	-	50
	MM 161	Historical Development of Indian Fashion Industry	2	-	2	4	**3**	3	50	-	50
	MM 171	Computerized Fashion Design- Introduction	1	-	2	3	**2**	3	50	-	50
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Practice hours required per week

- Fashion Design Process: **2 Hrs.**
- Basics of Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Fashion Figure Drawing: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2 Hrs.**

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 102	Merchandising Functions in an Organization	2	-	2	4	**3**	3	25	25	50
	MM 112	Merchandiser's Roles & Responsibilities	3	-	2	5	**4**	3	25	25	50
	MM 122	Types of Buyers & Buying Organizations	2	-	2	4	**3**	3	25	25	50
	MM 132	Fashion Economics	2	-	2	4	**3**	3	25	25	50
	MM 142	Fashion Marketing	2	-	2	4	**3**	3	25	25	50
	MM 152	Fashion Brand Management	2	-	2	4	**3**	3	25	25	50
	MM 162	Fashion Culture	2	-	2	4	**3**	3	25	25	50
	MM 172	Fashion Communication	2	-	2	4	**3**	3	25	25	50
		Sub Total	**17**	**-**	**16**	**33**	**25**				

Practice hours required per week

- Merchandising Functions in an Organization: **2 Hrs.**
- Merchandiser's Roles & Responsibilities: **2 Hrs.**
- Fashion Economics: **2 Hrs.**
- Fashion Brand Management: **2 Hrs.**
- Fashion Culture: **2 Hrs.**

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Introduction to Fashion **30-0-30-3**
Course code: MM 101
Pre-requisite(s): Basic knowledge of commerce or business.

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design and their articulation **(04-04)**
- Processes of design thinking, Formal visual properties of line, shape, form, Pattern, value, texture and sequence. **(06-06)**
- To develop a sense of composition. **(04-04)**
- To develop understanding of tangible and non-tangible aspects of elements of design. **(04-04)**
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dementia organization **(06-06)**
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry **(04-04)**
- Fashion trends and forecasting. WGSN **(02-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. *The Design Process*. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. *Structure & Form in Design*. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. *Designing- An Introduction*. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. *Beautiful Thing- An Introduction to Design*. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. *Basic Fashion Design 05-Fashion Drawing.* Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. *Creative Fashion Illustration-How to develop your own Style*. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. *Key Concepts for the Fashion Industry.* Bloomsbury Academic
8. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. *The World of Fashion*. Fairchild Books (also 4th edition January/November 2008)
9. Michele M. Granger. UK September 2007/US July 2007. *In Fashion-The Industry & Its Careers*. Fairchild Books.
10. Sandra J. Keiser. UK August 2012/US June 2012. *Beyond Design-the Synergy of Apparel Product development*. Fairchild Books
11. Yuniya Kawamura. UK December 2004/US December 2004.*Fashion-ology-An Introduction to Fashion Studies*. Berg Publishers

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websiteshttp://www.skillshare.com/classes/fashion/The-First-Steps-of-Fashion-Design-From-Concept-to-Illustration/1101394042, http://www.slideshare.net/simiraaj/introduction-on-fashion-designing-concepts-in-fashion ,http://www.scribd.com/doc/21065978/Basic-Concept-of-Fashion-Designing#scribd, http://www.ehow.com/info_10055511_basic-concepts-fashion-design.html, http://www.design-concepts.com/, http://605.wikispaces.com/Composition+and+Layout
- Handout: As indicated by course instructor
- Magazines: http://www.newschool.edu/parsons/aas-fashion-design-programs/ http://new.artinstitutes.edu/areasofstudy/Fashion-Design/detail/51, Fashion, Vogue, Elle, Cosmopolitan, Glamour, Collezioni, Marie Claire, In Style, Bazaar, Vanita Fair, Seventeen, Teen Vogue Fashion.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Design Process **30-0-60-4**

Course code: MM 111

Pre-requisite(s): Basic knowledge of Business or Commerce

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future. **(2-4)**
- Understanding that managing fashion business (technical, aesthetic & industrial) is being aware of consumer demands and catering to it. **(3-4)**
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking. **(3-4)**
- Journey of experience & opportunity that skillfully combines theory with important partnerships. **(2-4)**
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach. **(3-8)**
- Internal approval-tech packs creation- product sampling-sample approval-production-delivery. **(2-4)**
- Emerging clothing brand inventing a new category of 'performance professional apparel' **(1-4)**
- Customer-focused ethos/customer centric product design process **(2-4)**
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client) **(2-4)**
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch **(3-4)**
- Design Process & new technologies **(1-4)**
- Design & production processes as well as corresponding trends. **(2-4)**
- Research & Analysis- study trends, market, consumer brands. **(2-4)**

- Bringing product design process to retail **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- 66Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. *Changing Fashion- A Critical Introduction to Trend Analysis & Meaning.* Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. *Designers Guide to Fashion Apparel*. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. *Fashion & the Consumer*. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. *Fashion Entrepreneurship- Retail Business Planning*. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. *The Dynamics of Fashion*. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.*The Why of the Buy- Consumer Behavior & Fashion Marketing*. Fairchild Books.
9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend Forecasting to Shop Floor.* Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.*Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. *Ethics in Fashion Industry*. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. *Social Responsibility in the Global Apparel Industry*. Fairchild Books.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Basics of Pattern Making & Draping **30-0-90-5**

Course code: MM 121

Pre-requisite(s): Basic math and creative approach.

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets. **(02-03)**
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve. **(06-30)**
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc. **(06-30)**
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke. **(06-12)**
- Closures- Zip, Buttons, Hooks &drawstring. **(02-03)**
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs. **(08-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books

3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion Draping 3rd Edition*. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
11. Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1) Websites https://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Garment Construction **0-0-90-3**

Course code: MM 131

Pre-requisite(s): Basic hand stitches and handling fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches) **(00-24)**
- Garment construction methods and techniques:
  a) Seams and Seam Finishes, Edge Finishes, Hem Finishes. **(00-12)**
  b) Circular lines and Angular lines in corner finishes. **(00-12)**
  c) Plackets, Pockets, Cuffs, Collar. **(00-12)**
  d) Waist Finishes, Darts, Pleats, Tucks and Gathers. **(00-12)**
  e) Fasteners. **(00-06)**
  f) Assembling a skirt and bodice with sleeve attachment. **(00-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
3. Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing

5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

4) Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
5) Handouts: As indicated by course instructor.
6) Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Figure drawing **15-0-60-3**

Course code: MM 141

Pre-requisite(s): Basic drawing and coloring

Course Objectives:

- Practical understanding of the rhythms, proportions, movement, character & anatomical structure of the human form.
- In class study and outside sketchbook practice of human figure drawing.
- Render the fabrics and work on fashion figures with reference to design aesthetics.

Course Description:

- Drawing different poses, faces, hair styles, arms, legs, silhouette, neckline, collars, sleeves and cuffs **(2-8)**
- Rendering the fabrics, blouses, skirts, pants coats, accessories **(2-8)**
- Background for the figures. **(0-4)**
- Drawing flat sketches. **(2-8)**
- Sketching with various mediums with attention to drape and garment behavior. **(2-4)**
- Developing range of women's wear for a concept. **(2-8)**
- Types and techniques of illustrations **(2-8)**
- Basic anatomy- proportions (men, women, children) **(2-8)**
- Emphasis on developing the ability to visualize & adapt the human form for use in their design & related disciplines. **(1-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance ofrendering &sketching human figure & fabric's in the study of fashion design.
- Apply learning through drawing flat sketches through various mediums.
- Exhibit, adapt, utilize & investigate complete methodology of the development of a rendered garment concept range.

Reference Books:

1) Elisabetta Drudi, Tiziana Paci- 2001. *Figure drawing for Fashion*. The Pepin Press

2) Ruth Austin 1945. *Elementary Costume illustration*. Mc Graw Hill Book Company
3) Ar Pranav Bhatt, Ms Shantita Goenka 1990. *Foundation of Art & Design*. Prakashan Publishers & Distributors.
4) Tom Tierney. 2002. *Fashion Parade. Paper dolls- 4 decades of Great designs from 1960-2000.* Dover Publication
5) Julian Seaman. 1996. *Fashion Illustration*. BT Batsford
6) Author unknown. Year of publication unknown. *Illustrating Fashion- Concept to Creation.*
7) Bina Abling. UK June 2003/US May 2003. *Model Drawing*. Fairchild Books.
8) John Hopkins. UK November 2009/US December 2009. *Basics Fashion Design 05: Fashion Drawing*. Ava Publishing
9) Bina Abling. UK June 2012/US April 2012. *Fashion Sketchbook*. Fairchild Books.
10) Bina Abling. UK November 2005/US September 2005.Marker, *Rendering for Fashion, Accessories & Home Fashions*. Fairchild Books
11) Anderson Felsner & Ronald Reed. UK January 2014/US November 2014.*Color Studies*. Fairchild Books
12) Wynn Armstrong, Jemi Armstrong, Corrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen tool-Understanding and Creating the Digital Fashion Image*. Fairchild Books

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio.

Other Study Material:

- Websites:http://www.gutenberg.org/files/14264/14264-h/14264-h.htm, http://www.gageacademy.org/program/color-portrait-drawing-finnerty/, https://www.google.co.in/search?newwindow=1&q=Drawing+%26+Color+study+DIY&oq=Drawing+%26+Color+study+DIY&gs_l=serp.3...243170.247113.0.248774.12.12.0.0.0.4.466.1947.0j4j2j1j1.8.0.msedr...0...1c.1.64.serp..11.1.167.AEM6reOl3n0
- Handouts: As indicated by course instructor
- Magazines: Palette, Drawing, the New Yorker, Color & Light, Colors, Sketch, Draw.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Sourcing for Fashion Products **15-0-30-2**

Course code: MM 151

Pre-requisite(s): Basic knowledge of business or commerce

Course Objectives:

- understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers

Course Description:

- Analyze & experience retail, how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation. **(3-4)**
- Understanding management of soft goods related to inventory and logistics from factory to stores. **(2-4)**
- Case studies of sourcing and supply chain management policies of major apparel producers and retailers. **(2-6)**
- Use of related software programs for planning, forecasting, replenishment, and consumer response. **(2-4)**
- Written, computer, and oral projects. **(2-4)**
- Comprehensive study of issues involved in global sourcing, including the scope, trends, and sustainability of current practices. **(2-4)**
- Analysis of cultural, political, ethical, and economic perspectives related to global sourcing, production, trade and distribution of textiles and apparel products. **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. *Sustainable Fashion Supply Chain Management: From Sourcing to Retailing*. Springer Edition
2. Jung. E. Brookshire. February 2014. *Global Sourcing in the Textile & Apparel Industry (Fashion Series).* Prentice Hall
3. Naomi Thompson. June 2012. *Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks*. Pavilion.
4. Fashion Dex Incorporation. March 2015. *Apparel Production Source Book 2015- Solving your domestic production sourcing needs*. Fashion Inc.
5. Pamela Ravasio. February 2011. *Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry*. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. *A Guide to Business/Principles & Practices* Watson Guptill Revised edition, edition
7. Doris H Kincade & Fay Y Gibson. Feb 2009. *Merchandising of fashion products Study guide for Merchandising of Fashion*. Prentice Hall
8. Marlon Zama, Brian Webber, Charles Dagher. November 2004. *Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries*. Publisher not known

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
2. Handouts: As indicated by course instructor.
3. Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
4. Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
5. Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
6. Case Studies: http://www.gep.com/knowledgebank/case-studies

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Historical Development of Indian Fashion Industry 30-0-30-3
Course code: MM 161
Pre-requisite(s): Basic knowledge of Indian History

Course Objectives:

- Overview of history of costume &fashion in India from ancient times to modern
- Origins of clothing (overview of world history of costume & fashion)
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern **(4-4)**
- How clothing is used as a universal means of symbolizing roles and social positions. **(8-8)**
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period. **(8-8)**
- Gain greater perspective on the overall historical, social, economic and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends. **(6-6)**
- General overview of world costume history in context to Indian traditional dress and contemporary fashion trends. **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize &investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Author/Year unknown. UK. *20th century fashion. The Gallery of English Costume.* Catalogue.
2. A. Biswas. January 1985. *Indian Costume*. Ministry of Information & Broadcasting, Patiala House, Government of India
3. B. N Goswamy- Association with Kalyan Krishna &Tarla Dundh. 2000. *Indian Costumes (in collection of Calico Museum of Textiles)*. Published by Calico Museum of Textiles, Sarabhai Foundation.
4. Author/Year unknown. *History of Textiles & Costume*. Publication unknown.
5. Dorris Flynn. Year unknown. *Costumes of India*. Oxford & IBH Publishing.
6. T. R Bhanot. Year unknown. Children's Picture work book 1 (International & Indian Costumes). Dreamland publications
7. Karl Aspelund. UK July 2009/US My 2009. *Fashioning Society- Hundred years of Haute Couture*. Fairchild Books
8. Bonnie English. UK July 2007/ US July 2007. *A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk*. Berg Publishers
9. Lee Bender. UK February 2009/ US February 2009. *Bustop& the Influence of the 70's on Fashion Today*. Berg Publishers
10. *Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus* UK October 2011. Berg Publishers
11. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. *Survey of Historic Costume*. Fairchild Books
12. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. *Fashioning Bollywood- The Making & Meaning of Hindi Film Costume.* Bloomsbury Academic.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio and Power Point Presentation.

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.
4. Costume & Design Museums: Victoria & Albert Museum, Metropolitan Museum of Art and Costume Institute, Fashion & Textile Museum London, Kyoto Costume Institute, Calico Museum of Textiles, Ahmedabad, Crafts Museum, Delhi.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C
16-0-32-2

Title of Course: Computerized Fashion design-Introduction
Course code: MM 171
Pre-requisite(s): Basic Computer Skills

Course Objectives:

- Understand the use of software technology in computers for fashioning garments.
- Visualization & Presentation of Fashion product development through CAD software.
- Exposure to diverse range of technologies/ equipment and resources used by Fashion Industry in current scenario.

Course Description:

- **Introduction to Industrial Fashion product development process & usage of CAD:** Overview of contemporary apparel/ product development process and application of CAD tool and technology in the same. **(2-02)**
- **Introduction to the usage of contemporary technology & resources in Fashion Industry:** Brief introduction about the software and equipment in current Fashion Industrial setting. **(2-03)**
- **Basics of digital Fashion Illustration techniques using Adobe Photoshop:** Visualizing and presenting Design ideas using Photoshop tools. Rendering and fabric placements on fashion figures for garment simulation. **(3-10)**
- **Basics of Flat Drawing and Tech Pack/ Specification Sheets using Adobe Illustrator:** Creating flat drawing of basic garments keeping size/ measurements/ trims/ details etc. as guideline. formation of tech-packs for a fashion product. **(3-10)**
- **Developing Digital Art Boards:** Introduction to Fashion graphics and introduction to fashion product look book. **(3-04)**
- **Brief introduction to digital Pattern making:** Creating Basic bodice and skirt pattern using Adobe Illustrator. **(3-03)**

Learning Outcomes:

- Demonstrate an understanding of CAD software usage in visualization and presentation of Fashion products.

- Exhibit, adapt, utilize & investigate the role of computer as a more sophisticated methodology as compared to traditional methods of hand drawing or illustration.
- Exhibit awareness and understanding about the usage of contemporary technology/ equipment/ digital media resources in current fashion setting.

Reference Books:

- Lynda M. Cushman. UK October 2004/US August 2004. *Using Computerized Spreadsheets- Mathematics for Retail buying*. Fairchild Books
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image*. Fairchild Books
- Laura Nugent.UK November 2008/US September 2008. *Computerized Patternmaking for Apparel Production*. Fairchild Books
- Stacy Stewart Smith. UK April 2013/US February 2013. *CAD for Fashion Design & Merchandising*. Fairchild Books.
- Kathryn. E. Koch & Tanya Domina. UK January 2005/US November 2004. *U4ia for Apparel Design*. Fairchild Books
- Julia Sharp & Virginia Hencken Elsasser. UK July 2007/US May 2007. *Introduction to Accumark, Pattern Design & PDM*. Fairchild Books.
- Catherine Black. UK January 2008/US May 2007. *Modaris & Diamino for Apparel Design*. Fairchild Books
- Paula J Myers-Mc Devitt. UK September 2009/ US July 2009. *Complete Guide to Size Specification &Technical Design 2nd Edition*. Fairchild Books.

Evaluation Process

- Course Work: 50% weightage. Compilation of classroom assignments and research in digital format.
- End Term Examination: 50% weightage. Viva with Practical Examination.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=17YaD9YhjtA&list=PLEVjIMC1aCtAAcbQ4JXdM5_pvIqz4eeVf
- https://www.youtube.com/watch?v=UbWiLa8Db8c
- https://www.youtube.com/watch?v=0H84vIhCQr4
- https://www.youtube.com/watch?v=WXor6j6zrIo
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Merchandising Functions in an Organization
Course code: MM 102
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Functions of a Merchandise Manager in an organized set up.
- Understand and analyze the role of a retailer in meeting with the demand and wants of the target audience

Course Description:

- Understanding of the organization, operation and trends of industries engaged in producing & distributing fashion products. **(5-6)**
- Reveal how the basic principles of theories of fashion merchandising apply to and are manifested in the organizational world. **(5-4)**
- Research contemporary fashion companies, their products & consumer and demonstrate how they operate and succeed within a wider market. **(5-6)**
- Factors affecting Merchandising functions: size of the organization, type of store, type of Merchandise, organization structure **(4-4)**
- Functions of Merchandise Manager- planning, handling, directing, coordinating, controlling, and selling. **(5-4)**
- Merchandise planning: Developing sales forecast, determining the merchandise requirements, methods of inventory planning **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of merchandising functions in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's merchandising structure.
- Exhibit, adapt, utilize &investigate the role of Merchandise and its functions in an organization.

Reference Books:

1. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
2. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics.* Fairchild Books
3. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
4. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books
5. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books
6. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books
7. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
8. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
9. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
10. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
11. Anne Marie Fiore. UK June 2010/US April 2010. *Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
12. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

7) Websites;http://study.com/directory/category/Business/Specialized_Sales/Fashion_Merchandising.html,https://bigfuture.collegeboard.org/majors/business-sales-marketing-fashion-merchising,http://middlesexcc.libguides.com/content.php?pid=197037&sid=1649583, http://gulnazahmad.hubpages.com/hub/A-Step-by-Step-of-Garment-Manufacturing, http://www.businessoffashion.com/articles/basics/the-basics-part-7-production
8) Handouts: As Indicated by course instructor.
9) Magazines: Harper's Bazaar, Hint, Vogue, Apparel, Display & Design ideas, Drapers, Fashion Trend Setters, Textile World, Footwear news, Retail Merchandising, Stores, Visual Merchandising & Store Designing, Women's Wear Daily.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
45-0-30-4

Title of Course: Merchandiser's Roles & Responsibilities
Course code: MM 112
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the retail sector.
- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market)e and ensuring organizational profitability,
- Monitoring stock levels and performance range as well as promotional strategies.

Course Description:

- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market) **(5-4)**
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors. **(6-4)**
- Maintaining comprehensive library of appropriate data **(2-2)**
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display **(5-2)**
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity. **(5-4)**
- Develop sales Forecast: trends, websites plan stock levels, monitor performance. **(5-4)**
- Understanding potential customers: Challenge Apparel & Manufacturers & retailers in meeting consumer demands for the right product, at the right prices and at the right times. **(6-4)**
- Using Technology: for retail buying and working with foreign markets, internet connections as promotional tools. Impact of technology and social media on all facets of product development. **(6-4)**
- Control the time line for the production process- from raw material to finished goods. **(5-2)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring organizational profitability.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Study Material:

1. Websites: https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
2. Handouts: As indicated by course instructor
3. Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London,House & Garden.
4. CaseStudies:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/, https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Types of Buyer's & Buying Organizations
Course code: MM 122
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying. **(4-4)**
- Concept, practices, procedures, calculations and interpretations of figures that relate to the many factors' that produce profit. **(4-4)**
- Activities, process and people involved from the perspective of the fashion buyer. **(2-2)**
- Brand Personality, life cycle costs, operating lease, organization buying behavior Relationship management, value analysis, customer interaction approach **(4-4)**
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a six month merchandise plan, mathematical formula, buying strategy, developing sales forecast **(4-4)**
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY. **(6-6)**
- Merchandise plan is forecast into the future and how it is implemented at the actual purchase level. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.

- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

1. Helen Goworek. 2001. *Fashion Buying*. Blackwell Science
2. Richard Clodfelter. UK October 2002/US August 2002. *Making Buying decisions 2nd edition- using the computer as a tool*. Fairchild Books
3. Richard Clodfelter. UK September 2008/US July 2008. *Making Buying decisions 3rdedition- using the computer as a tool*. Fairchild Books
4. Bette K Tepper. UK November 2001/US September 2001. *Mathematics for retail buying 5th edition*. Fairchild Books
5. John Donellan. UK February 2002/US December 2001. *Merchandising Buying and Management. 2nd edition*. Fairchild Books.
6. Linda Cushman. UK October 2004/US August 2004. *Using computerized spreadsheets- Mathematics for retail buying*. Fairchild Books
7. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend forecasting to shop floor*. Fairchild Books
8. Richard Clodfelter. UK September 2012/US July 2012. *Retail Buying (From Basic's to Fashion).* Fairchild Books.
9. Dana Connel. UK December 2009/ US October 2009. *A Buyer's Life- A Concise guide to retail planning and forecasting*. Fairchild Books.
10. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
11. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
12. John Donellan. UK November 2013/US September 2013. *Merchandise Buying & Management*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Economics
Course code: MM 132
Pre-requisite(s): Basics of Business Economics

Course Objectives:

- Understanding the nature and scope of the economic system of fashion industry.
- Developing theoretical & practical understanding of the economic structure, working, performance, problems and solutions in the Fashion industry.

Course Description:

- Nature & Scope of Fashion Economics: Definition, Nature & Scope, Micro-Macro Economics, Workings of Economic systems, Economic cycles, Inflation & Recession. **(4-4)**
- Foundations of the Fashion economic analysis of business problems, price theory, production theory, trade theory, with reference to the global economy with special emphasis on the function and determination of market prices in production and consumption. **(6-6)**
- Understand and apply the concepts of supply and demand equilibrium, costs and benefits and their multiple applications, consumer equilibrium, and factors that shift supply and demand to analyze the behavior of real markets when conditions change. **(4-4)**
- Appreciate the role of: money in the economy, dangers of inflation, importance of free trade, limits of regulation, effects of taxes and subsidies of different types, workings of the market system in determining earnings (interest, profits, wages, salaries and rents), modern business firm, its function and boundaries. **(6-6)**
- Difference between monopoly markets and competitive markets. Nature of production in the modern economy. Identify the profit maximizing price and the relationship between different types of cost. **(4-4)**
- Overview of Statistics: Definition, Functions, Techniques, Law & limitations of Statistics. Primary & Secondary Data Collection, Classified & Tabulations of Data **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of understanding the economics of world fashion industry
- Apply learning through data collection on existing businesses; analyze the mechanisms of fashion market and its economic strategies.
- Exhibit, adapt, utilize & investigate the production and distribution of fashion goods as well as the human behavior linked to economic conditions and developments.

Reference Books:

1. Brian Moe Ran & Ana Alacovska. UK November 2011/US October 2011. *Creative Industries- Critical Readings*. Berg Publications
2. Deverly Kemp, Gatterson & Barbara. L. Stewart. UK Nov 2008/US September 2008. *Apparel- Concepts & Practical Applications*. Fairchild Books.
3. Harvey Shoemack & Patricia Mink Rath. UK October 2014/US August 2014. *Essentials of Exporting & Importing- US Trade Policies, Procedure's & Practices*. Fairchild Books.
4. Bette K. Tepper. UK November 2001/US September 2001. *Mathematics for Retail Buying 5th Edition.* Fairchild Books
5. Rosalie J. Regini & Jimmie G Anderson. UK December 2008/US October 2008. *Entrepreneurship in Action- A Retail Store Simulation*. Fairchild Books.
6. Patricia Mink Rath, Richard Petrizzi & Penny Gill. UK July 2012/ US May 2013. *Marketing Fashion- A global perspective*. Fairchild Books.
7. Michele .M. Granger & Tina Sterling. UK October 2011/US August 2011. *Fashion Entrepreneurship- Retail Business Planning.* Fairchild Books.
8. Patrizia Caietato. Translated by Lisa Adams. UK April 2014/US June 2014. *Luxury- Fashion, Lifestyle & Excess.* Bloomsbury Academic
9. Leslie Davis Burns, Kathy K. Mullet & Nancy O. Bryant. UK October 2011/US August 2011. *The Business of Fashion- Designing, Manufacturing & Marketing*. Fairchild Books.
10. Connie Ulsawicz & Janet Hethorn. UK June 2008/US April 2008. *Sustainable Fashion: Why Now? A conversation exploring issues, practices & possibilities*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websites;http://www.conejousd.org/Portals/49/Departments/Social%20Science/Freed/Unit%201%20Summary%20%28For%20Posting%20Online%29.pdf, https://wiki.nus.edu.sg/display/Fashion/Economic+Analyisis+of+Fashion+Retail
- Handouts: As indicated by course instructor
- Magazine: text book Principles ***of Economics*****, 3rd edition, by Timothy Taylor,** published by TEXTBOOK MEDIA**.** http://www.textbookmedia.com/.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Marketing
Course code: MM 142
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Insight into the business of fashion for grooming into a complete industry ready profession.
- Tailored to blend creative fashion knowledge with a solid grounding in business & marketing

Course Description:

Basics of Marketing:

- **Introduction to Marketing:** Definition & functions of marketing, core concepts of marketing, consumer behavior, marketing environment, market segmentation, marketing mix, marketing planning, marketing organization, market evaluation and controls, social responsibility of marketing organizations. **(6-6)**
- **Strategic Fashion Marketing:** concept of strategy as applied to the fashion business & its marketing function, understand strategy , types of strategy, its determinants and how it is formulated for fashion business **(6-6)**
- **Fashion Marketing Systems and Processes:** Concept of marketing function in the context of fashion business, conceptually describe, understand marketing mix functions and how they get formulated for fashion business **(6-6)**
- **Advanced Marketing Research:** Advanced research techniques and methodologies as applied to the fashion business and its marketing function, comprehend statistical analysis tools and develop deep analytical skills. **(6-6)**
- **Professional Practice:** Fashion business firms; relate all prior learning in fashion marketing discipline to practical professional world, exposure to prevalent commercial and industrial practices &standards. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of strategic fashion marketing.
- Apply learning through researching case studies of professional standard practices with business firms.

- Exhibit, adapt, utilize & investigate prevalent commercial and industrial practices, standards and market systems in the fashion industry.

Reference Books:

1. Uma Iyer, Publishing year not known. *The Business of Marketing Fashion*. Publisher not known.
2. Marianne Bickle. 2010. *Fashion Marketing, Theory, Principles & Practices.* Fairchild Books.
3. Patricia Mink Rath, Richard Petrizzi & Penny Gill. Uk July 2012/US May 2012. *Marketing Fashion- a Global Perspective*. Fairchild Books
4. Gerald J Sharman &Sar Perlman. UK July 2014/US May 2014. *The Real World Guide to Fashion Selling& Management*. Fairchild Books.
5. Brian Moeran. UK January 2010/US January 2010. *Advertising- Critical Readings*. Berg Publishers.
6. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
7. Mike Easey. Oct 2008. *Fashion Marketing (wiley desktop edition).*John Wiley & sons 3rd edition, edition
8. Glencoe & Mc Craw Hill. Feb 2005. *Fashion Marketing (Glencoe marketing).* Publication Glencoe & Mc Graw Hill student
9. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
10. Dottie Olkiers. March 2003. *Fashion Marketing.* Publication south western
11. Joel Le Bon. Oct 2014. *Fashion Marketing: Influencing Consumer choice and loyalty with fashion products.* Publication Business expert press

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

1. Websites
   http://www.businessoffashion.com/articles/basics/the-basics-part-8-marketing
   http://www.optitex.com/en/news_and_events/articles/fashion_marketing/Fashion_Marketing_101,http://study.com/articles/Fashion_Marketing_Manager_Job_Description_Duties_and_Requirements.html
2. Handouts: As indicated by course instructor.
3. Magazines: Style Bubble, Collezioni, Marie Claire, Vogue, Edit, Bazaar, Top Shop, Interview, Elle, Women's Health, Mega, Notch, Muse, Cosmopolitan, Fashionbi Magazine, Glamour, In Style, Beautiful, Fashion.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Brand Management
Course code: MM 152
Pre-requisite(s): Introduction to Fashion Industry and basic knowledge of Brands

Course Objectives:

- The Fashion brand manager should be able to develop a brand identity to match the spirit of the period and play a leading role in managing brand labels.
- Principles & practices of Fashion brand management and their application in fashion companies, consulting firms, trade associations, fashion, and luxury and lifestyle trends.
- Fashion Futures: trends and visions, trend-setting, buy ology, retail trends,

Course Description:

Fashion brand management composed by three interlaced units:

1. **Vision:** design and trend based. Brand identity, buy ology, research, innovation and heritage, tuning between human, society and industry, visionary and concrete, creative and managerial, innovative but well rooted in the industry know-how, competitive and beyond competition, art directing, spirit of time, strategic branding, brand identity, rebranding, business models, macro to micro trend analysis. **(12-12)**

2. **Management:** business of fashion. strategy and concreteness, marketing and merchandising, retail and administration, law and logistics, processes from production, sales and profits , brand marketing communications , new world branding, social media applications and impact, brand management analytics, measuring value of brand **(10-10)**

3. **Communication:** brand outputs, materials, events, advertising, writing, the digital world and video making. **(8-8)**

Learning Outcomes:

- Demonstrate complete knowledge, skills and understanding of the importance of brand management.
- Apply learning in the field of marketing, communication and event planning, brand management, retail, visual merchandising, e-commerce and the search for new trends

- Exhibit, adapt, utilize &investigate the key role of brand identity & futuristic fashions.

Reference Books:

1. Yamuna Ambika Chopra. Year unavailable. *IIAFT. Fashion Management*. Publisher unknown
2. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
3. Gilles Auguste & Michel Gutsatz. March 2013. *Luxury Talent Management: Leading & Managing a luxury brand.* Publication Palgrave Mac Macmillan.
4. Giles Auguste & Michel Gutsatz. March 2013. *Luxury Fashion Branding: Trends, Tactics, Techniques*. Publication Palgrave Mac Macmillan
5. Uche Okonkwo. May 2007.*Luxury Brand Management- A World of Privilege.* Publication Palgrave Macmillan
6. Michel Cheualier & Gerald Mazzalovo. *Luxury Marketing & Management: Tools & Strategies to manage luxury products in a profitable and sustainable fashion.* John Wiley & Sons
7. Glynn Atwal & Douglas Bryson. Feb 2014. *Luxury Brands in Emerging Markets.* Publication Palgrave MacMillan
8. William D'Arienzo. March 2016. *Brand Management Strategies- Luxury & Mass Markets.* Fairchild Books
9. Julia Wimmers. September 2013. *ESPRIT- A Lifestyle Brand aiming to become the European Leader in the Fashion Industry*. Grin Verlag Publication.
10. Martha Vandijk. November 2009. *Luxury Fashion Management: Brand & Marketing Management in an ever changing luxury fashion industry*. Publication VDM Verlag.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
   a. http://www.iconixbrand.com/management.asp
   b. http://www.meltmanagement.com/#/welcome/
   c. http://www3.sympatico.ca/synergy1/Armani.pdf
2. Handouts: As indicated by course instructor.
3. Magazines: Teen Vogue Fashion, Bazaar, Style warehouse, Wellness, De Fuze, EGL, Aura, Celebrate, WSJ, Cosmopolitan, Dazed, Fashion, Savannah, You, Berlin Fashion Magazine, Nylon, Vogue, Lucky

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Culture
Course code: MM 162
Pre-requisite(s): Fashion Design Process

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- **Analyze and interpret fashion as both a creative industry and as a cultural phenomenon:** explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources. **(6-6)**
- **Reflect critically on the historical, social, cultural and global dimensions of fashion.** Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day. **(8-8)**
- **Understanding development of the field of fashion studies, theoretical viewpoints.** Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc. **(10-10)**
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives **(6-6)**

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.
- **Reference Books:**
    1. French Lunning. UK February 2013/US April 2013. *Fetish Style*. Bloomsbury Academic
    2. Maria Mellins. UK August 2013/US September 2013. *Vampire Culture*. Bloomsbury Academic.
    3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. *Fashion & Museums- Theory & Practice.* Bloomsbury Academic.
    4. Janice Miller. UK July 2011/US Sept 2011. *Fashion & Music*. Berg Publishers
    5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. *Dress Sense- Emotional & Sensory Experiences of the Body & Clothes*. Berg Publisher
    6. Pamela Church Gibson. UK December 2011/US December 2011. *Fashion & Celebrity Culture.* Berg Publishers
    7. Susan B Kaiser. UK November 2012/US January 2013. *Fashion & Cultural Studies*. Berg Publishers.
    8. Stephanie Talbot. UK January 2013/US May 2013. *Slogan T-Shirts (cult & culture).* A & C Black Visual Arts.
    9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. *Dress & Society*. Berg Publishers
    10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. *Berg Publishers.* Appearance & Power.
    11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. *The Visible Self - Global Perspectives on Dress, Culture & Society*. Fairchild Books.
    12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. *Global Perspectives on Dress, Culture & Society*. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
    a) http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
    b) http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
    c) http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
    d) http://thoughteconomics.blogspot.in/2012/09/fashion.html
2. Handouts: As indicated by course instructor
3. Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Communication
Course code: MM 172
Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios, visual merchandising, display, exhibition design, public relations and creative writing.
- Use mass communication to promote fashion. Communicate with masses or consumer by means of advertisement, promotions, films, video's, print etc
- Emerge as professionals who offer effective communication solutions for the fashion & lifestyle industry.

Course Description:

- Inputs in fundamentals of communication and fashion design through different tools of theory, exploration and application. **(4-4)**
- Informed, responsible fashion promotion, writing, observation, critical to the industry's future. Include study of fashion terminology, fashion studies, design aesthetics **(6-6)**
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry. Work with public opinion, research data on industry derived projects & cases, plan and write proposals for publicity and public relations programs. **(6-6)**
- Journalism. Developing communication plans, preparing press releases & press kits, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media. **(6-6)**
- Locate, understand and critically evaluate information from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. **(4-4)**
- Establish reference systems, paraphrasing, applying the principles of effective communication and the professional presentation of researched documents **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.

- Apply their learning through analytical and writing and presentation skills.
- Exhibit, adapt, utilize & investigate the role of fashion communication.

Reference Books:

1. Fashion theory. Volume 18 Issue 4- UK September 2014. *The Journal of Dress Body & Culture.* Bloomsbury Academic.
2. Vikki Bell. UK March 2007/US March 2007. *Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory*. Berg Publishers
3. Polly Guern. UK October 2004/US August 2004. *Creative Fashion Presentations 2nd Edition*. Fairchild Books
4. Peter Mc Neill & Sanda Miller. UK October 2014/US December 2014. *Fashion Writing & Criticism- History, Theory, Practice*. Bloomsbury Academic
5. Helen Warner. UK April 2014/US June 2014. *Fashion on Television- Identity & Celebrity Culture*. Bloomsbury Academic
6. Roland Barthers. UK October 2013/US December 2003. *The Language of Fashion*. Bloomsbury Academic.
7. Grace Lees-Maffei Lees-Maffei. UK December 2011/US January 2012. *Writing Design-Words & Objects*. Berg Publishers
8. Michael Clarke.UK December 2007/US Jan 2008. *Verbalizing the Visual- Translating Art & Design into words*. Ava Publishing

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites

a) http://www.acrwebsite.org/search/view-conference-proceedings.aspx?Id=9700,

b) http://scholar.google.co.in/scholar?q=Fashion+Communication+research+papers&hl=en&as_sdt=0&as_vis=1&oi=scholart&sa=X&ei=exYVfaGBcPmuQSV0IC4AQ&ved=0CBsQgQMwAA, https://ideas.repec.org/p/bon/bonsfa/462.html

2. Handouts: As indicated by course instructor
3. Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	MM 203	Internship # June-July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva, Power-Point Presentation & Report)	50	-	50
	MM 213	Retail Structure & Different Retailing Techniques	2	-	2	4	**3**	3	25	25	50
	MM 223	Production Planning & Control	2	-	2	4	**3**	3	25	25	50
	MM 233	Global Issues & Ethical Trading	1	-	2	3	**2**	3	25	25	50
	MM 243	Branding, Trend Forecasting, Promotion	1	-	2	3	**2**	3	30	20	50
		Sub Total	**6**	**-**	**8**	**62**	**25**				

Practice hours required per week

- Retail Structure & Different Retailing Techniques: **2 Hrs.**
- Production Planning & Control: **2 Hrs.**
- Global Issues & Ethical Trading: **2 Hrs.**
- Branding, Trend Forecasting, Promotion: **2 Hrs.**

 # Internship: Students will join internship immediately after closing of Spring Semester (First Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Second Year).

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 204	Dissertation	-	6	14	20	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	MM 214	Portfolio Development	1	2	6	9	**5**	Viva (With PPT & Document)			
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

Title of Course: Internship **Total Contact H:48**
Course code: MM 203 **(Internship)**
Online feedback (16-16)
Pre-requisite(s): Completed One Year studies of MFM **Jury: 16**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues*. Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

- Websites; https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:. Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Retail Structure and & Different Retailing Techniques
Course code: MM 213
Pre-requisite(s): MM 110 Fashion Marketing

Course Objectives:

- This course aims to establish the importance of retail industry, which has been changing at a rapid speed. Retail Structure and different Retailing techniques provides the opportunity to learn concepts of Managing merchandise, brands, retail stores and Consumer Behavior
- To enable the students to understand key definitions and terminology used in fashion retailing, working of retail structure and Visual Merchandising.
- To understand the economic influence of retail sector and appreciate the management process in retailing.

Course Description:

- Introduction to Types of different Retail Formats **(04-04)**
- Introduction to Roles and Responsibilities of staff and managers in different retail formats **(03-03)**
- Developing an understanding of Store Operations and promotions **(03-03)**
- Understanding Visual Merchandising **(03-03)**
- Retail structure and its relevance **(03-03)**
- Understanding of Retail Geography **(02-02)**
- Develop Retail Decision Making **(03-03)**
- Introduction to Retail mathematics and its applications **(03-03)**
- Understanding Modern Retailing Techniques **(03-03)**
- Overview of Customer Relationship Techniques **(03-03)**

Learning Outcomes:

- Underline the importance of understanding the basics of retail market with respect to fashion business.
- Understand the different retail formats and their processes in professional manner.
- Exhibit comprehensive knowledge of Fashion Retail and applying the principles in the real business world.
- Demonstrate a strong sense of decision making.
- Demonstrate understanding of different basic and advance tools used in fashion retailing and appropriate skills and knowledge for the broader context of subject such as retail geography, mathematics, visual merchandising, etc.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Gopal, V. V (2005), *Retail management - perspectives and cases*,ICFAI University Press, Hyderabad
2. Gupta, S. L. (2007), *Retail Management: An India in perspective text & cases*, Wisdom Publications, Delhi
3. Lamba, A J (2003), *Art of retailing*, Tata McGraw-Hill, New Delhi
4. Ogden, James R and Ogden, Denise T. (2005) *Integrated retail management: Indian adaptation*
5. *Biztantra*, Dreamtech Press, New Delhi
6. Rao, T. Srinivasa (2006), *Changing lifestyle and Consumer Behavior*, Deep & Deep Publications Pvt. Ltd., New Delhi
7. Solomon, M R. and Robolt, Nancy J. (2004) *Consumer Behavior in fashion* Dorling Kinderley (India) Pvt. Ltd., New Delhi
8. Tybout, Alice ed. and Calkins, Tim ed. (2005) *Kellogg on branding: the marketing faculty of Kallogg School of Management*, John Wiley & Sons New Jersey
9. Simon &Schuster 2000 *why we buy: The science of shopping*, Underhill, New York
10. Kurt Salmon Associates, *Vision and perspective of Consumer Behavior and trends in clothing: a global study, I.W.T.O. (International Wool Textile Organization),*.

Other Study Material: Websites:

- http://elearning.nokomis.in/uploaddocuments/Retail%20Merchandising%20& %20Buying/Chap%204-Types%20of%20Retail%20Formats/PPT/chap%204.pdf
- http://www.iimahd.ernet.in/publications/data/2004-08-05pksinha.pdf
- http://www.axis.com/rbte/files/store_productivity.pdf
- https://www.business.qld.gov.au/business/running/retail-design/creating-effective-retail-displays/principles-visual-merchandising
- www.sciencepub.net/nature/0301/06-yaofengge.doc
- http://www.handelsradet.nu/wp-content/uploads/2016/01/2014-Geography-and-the-retail-industry.pdf
- https://www.oss.unist.hr/sites/default/files/dokumenti/courses/specialist/business_trade/DTP021_ Contemporary_Retail_Techniques.pdf
- https://www.sas.com/content/dam/SAS/en_us/doc/analystreport/rsr-modern-merchandising-107753.pdf
- http://iveybusinessjournal.com/publication/best-practices-customer-relationship-management/

Case studies :

STRATEGY & MARKETING CONSULTANTS:
http://www.simon-kucher.com/sites/default/files/designing_a_promotional_strategy_that_works_for_apparel_retailers_simon-kucher.pdf
UNDERSTANDING ORGANIZED GARMENT RETAILING BUSINESS IN INDIA: http://www.ijesi.org/papers/Vol%202(6)/Version-1/J0261061070.pdf
OVERVIEW OF RETAILING:
http://www.pondiuni.edu.in/storage/dde/downloads/markiii_rm.pdf
CONSUMERS & CHANGING RETAIL MARKETS:

- https://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/ca02096.html

MULTI-CHANNEL DISTRIBUTION IN THE APPAREL INDUSTRY

- http://www.mmh.com/wp_content/sdi_wp_content_073013.pdf

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Production planning and control
Course Code: MM 223
Pre-requisite(s): MM 101 Introduction to Fashion.**MM 102** Merchandising Functions in an Organization
Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of production, planning to a real-world work environment.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skillsto enhance their competency in knowing the process flow and planning in garment manufacturing and improving productivity of manufacturing facility by co-ordination of various departments internally with the help of production planning and control.

Course Description:

- Introductions to different types of manufacturing processes and developing their basic idea along with focus on advantages and disadvantages of different types of production systems. **(03-03)**
- Understanding terminologies associated with apparel production and planning and quiz on understanding of terms and their usage.. **(03-03)**
- Study of terminologies and their formulaes and calculation involved along with real time situations for facing practical situations in industry. **(04-04)**
- Learn about inter departmental process flow and identify activities related to production planning and control works **(03-03)**
- Study some of the manufacturing systems being used and analysis of their of the process flow.**(03-03)**
- Generate reports on manufacturing systems and their use in different types of apparel products**(03-03)**

- Kinds of manufacturing system-Familiarize and Differentiate with different manufacturing system associated with apparel production viz. Make through system, Assembly system, Progressive bundle system, Unit Production system, Modular production system. **(04-04)**
- Terminology for apparel production and planning-Explain the terminologies associated with apparel production and planning-Terminologies associated with apparel production and planning like Production, SAM and SMV,WIP ,Bottle neck ,critical operations, productivity, line efficiency, throughput time, Lead time and Pitch time. **(04-04)**
- Apparel production planning and control-Explain the need and importance of apparel production planning and control - Importance of apparel production planning **(03-03)**

Learning Outcomes:

- To relate easily to the need and importance of apparel production planning and control
- To explain the process of manufacturing and production.
- To carry out production planning and work allocation for given situation
- To plan preproduction activities for given situation
- To derive time plan and action plan for given order execution

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examination of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and digital Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf (DATA BASE & INTRANET F0R SAFER COMMUNITIES)
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf (INFRASTRUCTURE SERVICES)
- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL (NISSAN SUNDERLAND PLANT SETS LATEST PRODUCTION MILESTONE)
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf (KEY SUCCESS: FACTORS FOR THE APPAREL MANUFACTURING INDUSTRY-A CASE STUDY AT COMPANY X)

- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf ((IMPLEMENTATION OF CELLULAR MANUFACTURING SYSTEMS IN GARMENT INDUSTRY: A CASE STUDY)
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf (STITCH WORLD: TECHNOLOGY & MANAGEMENT IN SEWN PRODUCT INDUSTRY

Videos

- American Apparel - Factory Tour - Production Planning
  https://youtu.be/Lnpm2T9OcKQ
- Master Garment Manufacturing Ltd Eng Ver.
  https://youtu.be/9Rn8bDLVfks
- Material Flow Systems Introduction
  https://youtu.be/uzxfAiAIVa0
- Material Handling for Manufacturing Unit - Eton Unit Production System | Al Brj
  https://youtu.be/os054n8NRI0
- Eton Systems – Innovation
  https://youtu.be/KD5SLhf5IpY

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-30-2

Title of Course: Global issues and ethical Trading
Course code: MM 233
Pre-requisite(s): MM 101 Introduction to Fashion
MM 108 Fashion Economics
MM 110 Fashion Marketing

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackleenvironmental and social issues present in garment industry at national and international level**.**

Course Description:

- **Global Issues and Ethical trading** gives students the opportunity to explore and understand keytheories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances. **(03-06)**
- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA ,Quota Allocation and elimination,GATT,FTA **(03-06)**
- The international market with regard to products, services and intellectual property and how those challenges affecteconomic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade. **(03-06)**
- Present global Issues- Explain the present scenario of apparel industry and moving trends towards sustainability and other labour related issues- International and national issues including-Green facilities,ETP,Dyes,Labour Issues **(03-06)**
- **Ethical Trading-** Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification. **(03-06)**

Learning Outcomes:

- Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry*,Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*
6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd90585257375006623f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_NenaBode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)

- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY)

Videos

- **General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA)** https://youtu.be/KMZGbaXYq58
- **The Fiber Side of Textile Recycling**https://youtu.be/CJka9tHkxjs https://www.youtube.com/watch?v=pEbFnAMHHps
- **The Full Story of the Rana Plaza Factory Disaster.**https://youtu.be/pEbFnAMHHps
- **Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated** http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india
- **They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory** http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html
- **Govt comes out with plan to resolve Tirupur crisis** https://youtu.be/4zkCo17cUQk

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-26-2

Title of Course: Branding, Trend Forecasting, Promotion
Course code: MM 243
Pre-requisite(s): MM 111 Sourcing for Fashion Products
MM 112 Fashion Branding Management

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Description:

- Understand and apply Range planning and seasonal merchandise mix **(02-04)**
- Work on the Product Development process flow for the selected market. **(02-04)**
- Work on the Costing of the merchandise developed. **(02-04)**
- Launching the brand for the chosen market. **(01-02)**
- Evaluation of sales and distribution channel for the market. **(02-04)**
- Developing Branding and Promotion plan. **(02-04)**
- Designing marketing mix. **(02-04)**
- Managing growth and other challenges of the brand launched. **(02-04)**

Learning Outcomes:

- Able to analyze the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting, Om Books International, New Delhi*
2 Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi

6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
7. Peterson, L.K & Cullen, Cheryl Dangel,(2000*),Global graphics: color: a guide to design with color for an international market*, Rockport Publishers, Massachusetts
8. Packard, S., winters, A. & Axelrod, N. (1998),*Fashion Buying& Merchandising*. 2nd Edition,New York, Fairchild Publications
9. O'Hara, G. (1986),*The Encyclopedia of Fashion*. London, Thames & Hudson
10. Brannon, Evelyn L. (2002),*"Entrepreneurship*",Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businescasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU
- **BBC Three - Secrets of the Superbrands (Fashion)** https://youtu.be/fd7lfcnlb9c

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: MM 204
Pre-requisite(s): MFM Year 1&2

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis
  - Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: MM 214
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing a holistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.
- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:
- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/

Academic Curriculum

(2015-16 Onwards)

BACHELORS OF DESIGN

SCHOOL OF DESIGN (SOD)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Foundation Programme									Autumn Semester		
	Course Code	Course Title	Contact Hours Per Week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact hours			CW	MTE	ETE
AUTUMN SEMESTER	FD101	Design Concepts-I	1	-	4	5	3	3	50	-	50
	FD111	Drawing & Color	1	-	4	5	3	3	50	-	50
	FD121	Material and Process	1	-	2	3	2	3	50	-	50
	FD131	Communication Design- I	1	-	4	5	3	3	30	20	50
	FD141	History of Art & Culture-I	2	-	2	4	3	3	30	20	50
	FD151	Environment & Waste Management	3	-	-	3	3	3	50	-	50
	FD161	Social and Professional Ethics	3	-	-	3	3	3	50	-	50
	Sub Total		12	-	16	28	20				

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Foundation Programme												**Spring Semester**
	Course Code	**Course Title**	**Contact Hours Per Week**				**Credits**	**ETE Duration Hrs.**	**Weightage (%)**			
			L	**T**	**P**	**Total Contact hours**			**CW**	**MTE**	**ETE**	
SPRING SEMESTER	FD102	Design Concepts-II	2	-	6	8	5	3	50	-	50	
	FD112	Visualization and Representation	2	-	6	8	5	3	50	-	50	
	FD122	Material- Exploration and Prototyping	2	-	4	6	4	3	50	-	50	
	FD132	Communication Design - II	1	-	4	5	3	3	30	20	50	
	FD142	History of Art & Culture-II	2	-	2	4	3	3	30	20	50	
	Sub Total		9		22	31	20					

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts-I **L-T-P-C**
Course Code: FD101 **1-0-4-3**

Course Objectives:

- To develop an understanding and appreciate the basic Elements & Principles of Design, Design concepts & Composition as well as introduce the students to the basic concept of design.

Course Description:

UNIT-I

- Study of elements of designs; line, color, shape, texture, patterns and forms.
- Types of line, line art work and application based design development. Psychological implication of lines shapes and forms.
- Study and development of textures of marble, blow, smoke, embossed, salt, sand, collage, fabric, surface enhancement texturing, thread puling etc.
- Study of Negative and positive space and its application in design concepts
- Color theories and schemes. Tint and shades, tones, complimentary, triad, contrast, pastels, dusty pastels and study of color psychology and combinations.
- Understanding of Elements, Principles of Design and their articulation.
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop sense of composition.
- To develop understanding of tangible and non-tangible aspects of elements of design.
- Development of prints, line illusion, impact of prints through lines, shapes and forms on various surfaces.

UNIT-II

- Study of Principle of Design, Concepts and its application in given themes.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, emphasis, proportion scale in 2, 3 & 4.
- Understanding & Articulation of Aesthetic Principles (Visual Order, Movement, Placement, Size, Alignment and Orientation).
- Study of application of Design concepts by National and International Designers, artists and craftmen.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises
- Exhibit, adapt, utilize & investigate the process of design thinking.
- Demonstrate the ability to project their approach to their respective fields.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style,UK October 2014/US December 2014, Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion, UK March 2013/US January 2013, Fairchild Books (also 4th edition January/November 2008)

Reference Books:

- Bloomsbury Academic, Fashion Theory Volume 18 issue 4- The Journal of Dress Body & Culture, UK September 2014. Bloomsbury Academic.
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design,UK September 2012/US November 2012,Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2000, Tuschen publishers.
- G.J Sumathi,Elements of Fashion and Apparel Design, New India 2007, New Age International publisher
- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, .UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Drawing & Color
Course Code: FD121 **L-T- P-C**
1-0-4-3

Course Objectives:

- To develop skills of freehand drawing and sketching to cultivate an ability to visualize, analyze, observe and communicate ideas/concepts.
- To understand and communicate through drawing & color studies, the principles governing the visual phenomenon as perceived by the human eye.
- To explore and enhance construction and analytical methods of drawing, sketching and coloring, through diverse methods and techniques.

Course Description:

UNIT-I

- Freehand Sketching and its importance.
- Sketching with various medium like Pencil, Pen, ink, water color, Poster color, Oil Pastel color, Dry Pastel, Charcoal Pencil, Color Pencils etc.
- Perspective drawing.
- Line Contour
- Study of 2 dimensional and 3 dimensional sketching/drawing.
- Study of Color and its application (Primary, Secondary, Tertiary, Intensity, Value, Hue, Tints, Shades, Tones and Color Wheel)

UNIT-II

- Study method and process of shading techniques through scribbling, doodling, stippling and hatching.
- Nature Study and its application in design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of freehand sketching/drawing, its application & color study.
- Apply learning through a development of 2D sketches and drawing
- Exhibit, adapt & utilize the role of drawing& color in design.
- Demonstrate the ability to handle drawing & color application.

Text Books

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing
- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing. Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration- How to develop your own style, UK October 2014/US December 2014, Bloomsbury Academic

Reference Books:

- Jeanne Allen. 1986 Designer's Guide to Color 3. Chronicle Book
- Elisabetta Drudi, Tiziana Paci , Figure drawing for Fashion, 2001,The Pepin Press
- Bina Abling, Fashion Sketchbook, UK June 2012/US April 2012, Fairchild Books.
- Bina Abling, Marker, Rendering for Fashion, Accessories & Home Fashions, UK November 2005/US September 2005. Fairchild Books
- Naoki watanabe, Contemporary fashion illustration techniques, June2009, Rockport publications.
- Danielle Meder, Draw fashion now, 2006, Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015, Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material and Process

Course Code: FD131 **L-T- P-C**
1-0-2-2

Course Objectives:

- To develop understanding of behavior, characteristic, properties, dimensionality, physical and visual potential of basic material (solid, sheet, linear and granular).
- To develop an instinct for material and their potential through manipulation.
- Orientation of basic hand tools, precision tools and techniques to manipulate materials.

Course Description:

UNIT-I

- Understanding of material, its behavior, characteristic and properties.
- Material manipulation & exploration (Paper, POP, GI Wire, Clay, Plastic, Metal Sheet etc.).
- Handling of tools & equipment.
- Precision and accuracy, precautions and care.

UNIT-II

- To explore product's construction, finishing and application of basic elements and principals of design on it.
- Introduction to visual elements in the three dimensions with a basic understanding and application of elements and principles of design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Material manipulation &exploration and finishes.
- Apply their learning through hands on approach to skills, mediums and tools. .
- Exhibit, adapt, utilize & investigate the role of material for appropriate application& co relation & precision in design.

Text Books:

- Usha Srikant, Ethnic Embroidery of India, 2000 ,Honesty Publishers & Distributors
- Beverly Lemire, Cotton, March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.
- JJ Pizzuto, Fabric Science, 11th Edition, 2012, Bloomsbury Publication

Reference Books:

- Kimberly Irwin, Surface Design for Fabric-Bundle Book+ studio access card, March 2014, Fairchild Books Holly Harrison (2007) Mixed media collage- An Exploration of contemporary Artists, methods & materials, UK, Quarry Books.
- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, The Country Diary Book of Crafts, 1985, Bloomsburg Books London
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide, ,Feb 2014., Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan, Sourcing and selecting Textiles for Fashion: sourcing and selection, 2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-I
Course Code: FD141 **L-T-P-C**
1-0- 4- 3

Course Objectives:
The course has an emphasis on how meaning is constructed and communicated through digital media. Students use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic photography, digital image creation and the integration of a variety of media. Digital imaging tools include raster software applications such as Photoshop to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Basic understanding of communication, Significance, effectiveness and importance of different sensory organs.
- Evolution of communication, basic elements of communication, different types of communication, travel of communication and their barriers, important C's of communication.
- Difference between communication & mass communication.
- Comparison and significance of different medium of communication (Newspaper, TV, Cinema).
- Role of communication in society.
- Process from idea to formulation of opinion. Future and trends of communication.

UNIT-II

- Creative Writing – principles and methods of effective writing.
- Exception in mass media writing, use of words, sentences, types of words and construction of sentences.
- Use of tenses in different media writing.
- Photography - Interaction of words and images-explore and examine how words and images interact to create emergent meaning.
- Basics of photography, composition and different aspects of photography.

- Basics of Adobe Photoshop.

Learning Outcomes:

On the fundamental level, by the end of this course student should walk away with:

- A basic understanding of communication.
- An ability to understand your masses.
- Express your utmost creativity through writing.
- Ready to see the world with different perspective through lenses.

Text Book:

- Kumar, Kewal J, Mass Communication in India, Jaico Books, New Delhi.
- George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication,2007.
- Langford, M. (2000). Basic Photography. New Delhi: Focal Press.

Reference Books:

- J.S. Yadava & Pradeep Mathur, Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi
- Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi
- Folts, J. A. and Lovell, R. P. Handbook of Photography.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -I
Course Code: FD151 **L-T-P-C**
2**-0-2-3**

Course Objectives:

- To introduce students to Oriental/Eastern history of art and culture and interpret the symbols for contextual application.
- Basic knowledge and grasp of the overall context (cultural, socio-economic, political, religious etc.) of important works of Indian/Eastern art, in relation to contemporary practices
- Interpretive response to creative application of materials, techniques, elements and principles of eastern art.

Course Description:

UNIT-I

- History of Oriental Art and costumes forms Prehistoric times till date. Impact of cultures influences on fashion movement.
- Study of Mongolian art and clothing movement and its impact on other cultures.
- Ancient Indian costume study and development of samples. Study of development of accessory line from B.C to A.D to digital age. Study of art movement from Stone, Bronze Age to vedic, Maurya, Gupta, Magdha, Indo Scythians, and rise of Hinduism, Jainism, and Buddhism.

UNIT-II

- Indian Traditional Painting/Artists. Concepts and evolution.
- Buddhist Art, Islamic Art, Hindu Art & Theory of Rasa Shastra.
- Eastern Art, Social & Cultural Revolution in the Indian Context**.**
- Study of Cultural influences.
- Study of color coding for class and society in different dynasties.
- Study of post-colonial and impact of British colonies on Indian culture development.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Eastern/Oriental art & culture
- Apply learning through effective presentations & documentation of Crafts of India.
- Exhibit, adapt, apply, utilize & investigate the role of Oriental art& culture.

Text Books:

- Helen Warner, Fashion on Television- Identity & Celebrity Culture, UK April 2014/US June 2014, Bloomsbury Academic
- Jessica Hemmings, Cultural Threads- Transnational Textiles Today, November 2014, Fairchild Books.
- Susan. B. Kaiser, Fashion & Cultural Studies, , UK November 2012/US January 2013, Berg Publishers

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress- Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Environment & Waste Management

Course Code: FD 161 **L-T-P-C**

3-0-0-3

Course Objectives:

- To familiarize students with basics of environmental sciences , disaster & waste management.

Course Description:

UNIT-I

- **General:** Definition, Scope & Importance, Need For Public Awareness- Environment definition, Type of Ecosystem, Balanced ecosystem, Human activities – Food, Shelter, Economic and social Security. Effects of human activities on environment, agriculture, Housing, Industry, Mining and Transportation activities, Bio diversity & its conservation
- **Renewable & Non-renewable resources:** Natural Resources- Forest resources Water Resources , Mineral resources , Energy resources , Land resources - Availability and Quality aspects. Energy–Hydro Electric, Nuclear, Solar , Hydrogen as an alternative future source of Energy. Biomass and Bio-gas
- **Environmental Pollution and their effects**: Water pollution, Land pollution. Noise pollution, Public Health aspects, Air Pollution**.** Current Environmental Issues of importance, population Growth, Climate Change and Global warming- Effects, Urbanization, Automobile pollution, acid rain, Ozone Layer depletion, Animal Husbandry, Salient features & amendments of Enviromental Protection Act , Water Prevention & Control Act , Air prevention & control of pollution Act , Salient Features of Environmental Summit – Paris 2015 .
- **Disaster Management**: Introduction on Disaster Different Types of Disaster : A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures(Building and Bridge), War & Terrorism etc. causes, effects and practical examples for all disasters.

UNIT-II

- **Disaster Preparedness and Response Preparedness:** Disaster Preparedness: Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of

Government, International and NGO Bodies. Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management.

- **Waste Management:** Municipal Solid Waste Management, Waste Collection, Storage and Transport. Waste Disposal - Key issues and features. Waste Processing Techniques. Source Reduction, Product Recovery and Recycling. Recovery of Biological Conversion Products: Composts and Biogas. Composting and Biogasification Technology. Hazardous Waste: Management and Treatment. Integrated Waste Management (IWM).
- **Solid Waste Management Act** :Municipal Solid waste (Management & Handling) Rules 2000, Waste Management Rules 2016 (Amendments)

Learning Outcomes:

- Under this the students will be able to identify different dimensions of environmental studies; problems related to the environmental degradation & will be able to take remedial steps.
- Disciples will learn about different type of disaster that occur in nature consequently learning to develop the preparedness and remedial techniques.
- Upon learning the problems related to environmental waste students will be able to segregate the waste in different categories and will learn its effective management techniques

Text Books:

- Management: A Global Perspective, Weihrich, H. and Koontz, H., New York, McGraw Hill 2006
- Disaster Management: A Disaster Managers Handbook, Carter, W.N., Manila, ADB. 2006
- Disaster Management Handbook for Bangladesh, Parts I-IV. Dhaka, BDPC and PACT, Rahman, M.S 2005
- Management, Stoner, J.A.F. and Freeman, R.E., Prentice-Hall, New Delhi 2004

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress- Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
First Year - FOUNDATION PROGRAMME

Title of Course: Social and Professional Ethics
Course Code: FD 171 **L-T-P-C**
3-0-0-3

Course Objectives:

This course input is intended

- To help the students appreciate the essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings
- To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence.
- To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in value education to the young enquiring minds.

Course Description:

UNIT-I

- Understanding the need, basic guidelines, content and process for Value Education.
- Self-Exploration–what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self-exploration
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in harmony at various levels.
- Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
- Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of 'I' and harmony in 'I'
- Appraisal of Physical needs, meaning of Prosperity in detail

- Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship
- Understanding the meaning of Vishwas; Difference between intention and competence
- Understanding the meaning of Samman, Difference between respect and
- differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family!

UNIT-II

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfillment among the four orders of naturerecyclability and self-regulation in nature
- Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence.
- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
    a) Ability to utilize the professional competence for augmenting universal human order
    b) Ability to identify the scope and characteristics of people-friendly and ecofriendly production systems,
    c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
    a) At the level of individual: as socially and ecologically responsible engineers, echnologists and managers
    b) At the level of society: as mutually enriching institutions and organizations

Learning Outcomes:

- The students start exploring themselves; get comfortable to each other and start finding the need and relevance for the course.
- The students start finding that technical education without study of human values can generate more problems than solutions.
- The students become aware of their activities of ‘I’ and start finding their focus of attention at different moments.

Text Books:

- R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2

Reference Books:

- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.
- PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Purblishers.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts –II **L-T-P-C**
Course Code: FD102 **1-0-4-4**
Pre-requisite(s): Design Concepts-I

Course Objectives:

- To develop skills of visualization, communication and over all understanding of attributes of 3d forms.
- Depicting various qualities and characteristics of materials through rendering such as transparency, high gloss and matt.

Course Description:

UNIT-I

- To study the processes of different mediums while applying elements and principles of design.
- Visualization of Tangible and Non Tangible aspects of 2D & 3D Design (Physical Characteristic, Emotive Quality, Symbolism and Visual Hierarchy, Contextual form, Abstract form, Pictorial and Typographical Elements).
- Understanding of Scaling and enlargement of design.

UNIT -II

- Development of motifs or pattern to apply on various surfaces. Focusing on surface ornamentation.
- Study of color selection implied for different themes.
- Inspiration capturing, collection of inspiration and study of design extractions out of each inspiration.
- Product development process: inspiration, ideation, exploration and Prototyping.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of developing representation skill to aid design ideation & visualization.
- Ability of the student to represent 3D objects along with surface material specification.
- Exhibit, adapt, apply, utilize & investigate the role of design ideation and visualization.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books

- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style, UK October 2014/US December 2014,. Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion. Fairchild Books (also 4th edition January/November 2008), UK March 2013/US January 2013.

Reference Books:

- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design, UK September 2012/US November 2012, Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Visualization and Representation **L-T-P-C**
Course Code: FD 112 **1-0-4-4**
Pre-requisite(s): Drawing and Color

Course Objectives:

- To observe, analyze, visualize, understand, communicate and interact with the environment through advanced level of drawings and color study.
- To enhance 3-D quality of an object, space or form through color renderings.

Course Description:

UNIT-I

- Study of various lifestyle products.
- Dissection and cross section of fruits/vegetables.
- Study of basic Geometry and Tessellation.

UNIT-II

- Study of various material rendering (fabric, wood, ceramic, paper, plastics, leather, rag zine, various types of fabrics.)
- Study of Still life from light, composition, space, shade, scale and proportion etc. Representation of 3D through rendered surfaces.
- Study of Human Anatomy and proportions.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of surface rendering techniques.
- Apply learning through a development of all material rendering.
- Exhibit, adapt, apply & utilize the study of light and shade in design.
- Ability of the student to represent 3D objects along with surface and material specification.

Text Books:

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing

- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing,UK October 2008/US August 2008,Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, . UK January 2014/US November 2014, Fairchild Books

Reference Books:

- Jeanne Allen, Designer's Guide to Color ,1986, Chronicle Books
- Elisabetta Drudi, Tiziana Paci, Figure drawing for Fashion,2001, The Pepin Press
- Danielle Meder, Draw fashion now,2006,Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015,Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material-Exploration and Prototyping **L-T-P-C**
Course Code: FD 122 **1-0-2-4**
Pre-requisite(s): Materials & Process

Course Objectives:
Develop understanding of:

- Variety of materials in raw, process and finished forms and uses (wood, metal, plastics, glass, ceramic, leather & textiles etc.),
- of basic processes to enhance physical characteristic of materials through surface treatment.
- of tools, equipment, machinery, manufacturing process and their limitations as well as applications

Course Description:
UNIT-I

- To develop understanding of basic principles of manufacturing processes, and insight into technology and innovation.
- Familiarization & orientation to raw processes and finished forms of materials (wood, metal, plastic, glass, ceramic, leather, textiles etc) of subtractive (machining) & additive (fabrication, form) process of materials
- Historical study of technology & innovation in context of prototyping.
- To explore materials like Boxboard, Wire, Mount board, Copper, Aluminum etc.

UNIT -II

- To study and explore materials in 3 dimension (Volume, proportions, surface, quality, Characteristic of curve, plane, forms and space).
- Judgment of application, limitation and use of materials & processes.
- Study of development of commercially viable products in respect to different themes provided.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of pre and post production aspects of material.
- Apply learning through hands on experience of exploring tools, equipment & machinery for undertaking the process of design.
- Exhibit, adapt, utilize, and investigate the role of material exploration for design translation through an assimilation of diverse inputs.

Text Books:

- Usha Srikant,Ethnic Embroidery of India,2000,Honesty Publishers & Distributors
- Beverly Lemire, Cotton ,March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.

Reference Books:

- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, the Country Diary Book of Crafts, 1985, Bloomsburg Books London.
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide,Feb 2014, Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan,Sourcing and selecting Textiles for Fashion: sourcing and selection,2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Power Point Presentation.

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SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-II **L-T-P-C**
Course Code: FD 132 **1-0-4-4**
Pre-requisite(s): Communication Design-I

Course Objectives:
The course has an emphasis on how meaning is constructed and communicated through digital media. Students continue to use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic videography, digital image creation and the integration of a variety of media. Digital imaging tools include vector software applications such as Adobe Illustrator/ Corel Draw to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Communication Theory – Introduction of Different communication theory and Models.
- Significance of different theory and models in present scenario.
- Origin and development of Print, electronic & Web Media.
- Basics of Video – Elements of videography. Production process.
- Script writing, story board, log sheet.
- Introduction to editing software.
- Timeline, shot division, effects and transition.

UNIT-II

- Creative Writing II – Translation – meaning, types and principles of translation.
- Rewriting. Types of writing for mass media.
- Difference between web writing, news writing and magazine writing.
- Ingredients of writing for new media. Review – Book, Film & TV programmes.
- Story writing.
- Basic Photography (Practical) – Camera Parts and functions, Lighting, Exposure, Composition, Depth of field, Rule of third etc.

Learning Outcomes:

- An understanding of how communication works.
- Origin of different mode of communication and human needs.
- Understand the new media and how media change the scenario of communication

- Explore the world of new media along with visuals and photographs.

Recommended Text book:

- Sharma, O.P. Practical Photography. (2003). New Delhi: Hind Pocket Books.
- Thomas S. Kane, Oxford Essentials Guide To Writing.

References:

- Folts, J. A. and Lovell, R. P. Handbook of Photography.
- Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -II **L-T-P-C**
Course Code: FD 142 **2-0-2-4**
Pre-requisite(s): History of Art & Culture - I

Course Objectives:

- To introduce the students to ancient history with reference to western art & culture. To develop an understanding of the social & cultural revolution that brought significant change in the overall perception of people across the world.
- To point out the various functions western art has served through the ages in different geographical, cultural& socio-economical context.

Course Description:

UNIT-I

- To engage with and explore the concept of cultural studies in the context of western art from prehistory to modern.
- Study of Art movement from Ancient world Greek, Egypt, Roman, to Study of Art and object development during Byzantine, Romanesque, and Gothic.
- Study of Art movement from Renaissance, Baroque, Rococo, Neo Classicism, Romanticism, Art Nouvae.
- Study of object development during 1910 to 2010.

UNIT-II

- To study the impact of development in object's (textures, colors and its reflection in society).
- To explore the relationships between Western culture and the social and political developments of the region (World War I & II, Industrial revolution etc.)
- The study of Western Art, Social & Cultural Revolution in the Indian Context.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of western art & culture
- Apply learning through effective presentations & documentation of the overall research in relation to contemporary art & cultural practices.
- Exhibit, adapt, utilize & investigate the role of Western art & Culture in the Indian context.

Text Books:

- Al Ries, Laura Ries March, 2009. The Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands, HarperCollins e-books

Reference Books:

- Werness Hope D, The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, . January 2000, Oceania & North America, Continuum Publication
- Geczy Adam, Art: Histories, Theories & Exceptions: ,January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg. Dress & Society. UK December 2008/US October 2008. Fairchild Book.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 203	Textile Study - I	2	-	2	4	**3**	3	25	25	50
	FD 213	Basics of Pattern Making & Draping	2	-	4	6	**4**	4	30	20	50
	FD 223	Basics of Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 233	Fashion Illustration & Presentation (Women's Wear- Casual)	1	-	4	5	**3**	3	50	-	50
	FD 243	Fashion Materials and Explorations	1	-	2	3	**2**	3	30	20	50
	FD 253	Fashion Studies- I (Women's Wear- CASUAL)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	6	6	**3**		50*	-	50#
	FD 263	Introduction to Computerized Fashion Design	1	-	2	3	**2**	2	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

Note: - Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Textile Study I **34-0- 30- 3**

Course Code: FD 203

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES: (08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES: (08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS**:** Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING: (08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING: (06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY: (04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. **Learning Outcomes**:

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

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

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

- Handouts: As instructed by subject teacher

- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Basics of Pattern Making & Draping **34-0- 30- 3**

Course Code: FD 213

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES:** **(08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES:** **(08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS**:** Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING:** **(08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING:** **(06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY:** **(04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. Learning Outcomes:

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

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

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

- Handouts: As instructed by subject teacher

- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

Title of Course: Basics of Garment Construction **L-T-P-C**
Course code: FD 223 **0-0-96-3**
Pre-requisite(s): Basic hand sewing, handling of sewing machine and fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation.
- Understand the idea of a relationship between pattern making and sewing.
- Apply technique and method of construction and draping with context to material, form manipulation in a creative manner.
- Apply basic garment construction skill in process of design realization.

Course Description:

Machine Sewing: Operation, Stitch Practice and Types of Stitches. **(00-10)**
Garment Construction Methods and Techniques
1) Basic Bodice, Basic Skirt, Basic Sleeve and Basic Trouser Foundation, Torso Foundation **(00-21)**
2) Seams (Plain, French, Mock French, Flat Fell)
3) Seam Finishes (Pinked, Overlock, Bias-Bound, Turn& Stitch, and Hong Kong Bound.), Hem Finishes. **(00-10)**
4) Circular lines and Angular lines and corner finishes. **(00-10)**
5) Plackets, Pockets (Patch & Side), Cuffs, Collar (One pcs, Peter pen). Zip (Visible with Flap) **(00-15)**
6) Waist Finishes, Waistband (Elasticized or Drawstring), Facing, Opening Fasteners. Darts, Pleats, Tucks, and Gathers. **(00-10)**
7) Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic skirt Assembling a skirt and bodice with sleeve attachment. **(00-20)**
8) Construction of a casual Wear Garment

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.
- Construction of a casual wear Garment

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
3 .Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing
5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown

Evaluation Process:

Course Work: 50% weightage. Practical laboratory course work.
End Term Examination: 50% weightage, Practical examination conducted for the Laboratory assignments.

Other Study Material:

Direct reading and interest based resource: Trend forecast magazine like Donna collezioni and Bambini, technical magazine like stitch time, and Trend Forecast and Fashion and Trend side: WGSM on web
Visit to design studio, workshop garment units and garment fair/exhibition, Fashion Week in India
Attending workshop organized by promotional bodies and fashion forums

Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824,
http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

Handouts: As indicated by course instructor.

Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year

Autumn Semester

L-T- P- C

16-0-64-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Casual)
Course Code: FD 233
Pre-requisite(s): Basic understanding of human Anatomy

Course Objectives:

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

Course Description:

- Human (women) body types, anatomy-(face, hair, hands & feet) and body movements. **(4-10)**
- Comparative study between human & fashion figure proportion. **(2-10)**
- Flat sketching, garment details and draping on body. **(2-14)**
- Doodle sheets as per inspiration taken for Women's Casual wear category. **(2-05)**
- Specification sheets for required designs. **(2-10)**
- Range Development. **(4-15)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual communication and presentation.

Reference Books:

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

- Takamura, Zeshu. Fashion Illustration Techniques: A Super Reference Book for Beginners, Pageone, 2012
- Abling, Bina. Fashion Sketchbook. FairchildBooks, 2012.
- Lee, Jaeil. Steen, Camille .Technical Sourcebook for Designers. FairchildBooks, 2014.

Evaluation Process:

- *Class Works*: **60% weightage**: It includes the compilation of all classroom assignments.
- *End Term Examination*: **40% weightage**: Range development sheet and flat drawing of the final garment.

Other Study Material:

- Handouts: As indicated by course instructor.

Website references:

- https://fashionary.org/
- http://www.fashionarium.com/post/539040090/step-by-step-fashion-illustration-tutorial-with
- http://www.ralphpink.com/tutorials/cad-fashion-illustration/
- https://www.youtube.com/watch?v=30VuFOym59U
- https://www.youtube.com/watch?v=mGhl18A4Ky0
- https://www.youtube.com/watch?v=2Ws28_OiMNQ
- https://www.youtube.com/watch?v=Zs5ORdQconc
- https://www.youtube.com/watch?v=Iqg5fLBhqfo
- https://www.youtube.com/watch?v=Wr5z5tbwALg

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Fashion Materials & Exploration **16- 0-32-2**

Course Code: FD 243

Pre-requisite(s): Textile Study II & Material Study II

Course Objectives:

- To enable the students to develop core skills in the understanding & identification of Fiber/Textiles & other materials used in Garment design.
- Innovative and experimental ways of exploring fabrics for fashion
- Sensitive to the concept of fabric and its manipulation in design & fashion.

Course Description:

- Decorative Materials & Trims **(01-02)**
- Fabrics for Fashion **(02-06)**
- Creative Draping, pattern cutting and construction **(01-04)**
- Fabric Manipulation **(01-06)**
- Experimental Methods of using fabrics/fibers **(01-04)**
- Innovative silhouettes **(02-04)**
- List of fashion fabrics **(03-02)**
- Fashion material awareness **(02-02)**
- Build sensitivity towards all of the above **(03-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding and identification of Fabrics and other materials used in garments.
- Apply design learning through innovative and experimental ways of exploring fabrics
- Exhibit, adapt, utilize & investigate the process of building a sensitive approach towards fashion fabrics

Evaluation Process:

- Class Work: 30% weightage. It includes Class Assignments on fiber/fabric/form explorations with documentation.
- Mid Term Examinations: 20% weightage. Two Examinations (Practical) of 20 mark each.
- End Term Examination: 50% weightage on Viva Voce with the Product & Portfolio.

References:

- Akshay Tholia (Year)*Live Textiles- A Practical Approach to Understand Fabrics Vol 1& 2* SARV International 2nd Edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publising

- Braddok Clark Sarah & Omahony Marie (Year 2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson Publishing
- Cadigan, Erin (Year 2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publ India Private Ltd
- Anne Morrel (Part A, B, C, D) 1999, 2000, 2001, 2003 *Indian Embroidery Techniques at the Calico Museum of Textiles, A working guide*, Published by Calico Museum of Textiles Sarabhai Foundation, Ahmedabad
- Colin Gale & Jasbir Kaur,(Jan 2011), *Fashion & Textiles (an overview)*, Berg Publishing/CBS 1st Edition
- Jenny Udale, 2008, *Textiles & Fashion*, Ava Academia Publishing Switzerland
- Gail Baug, 2011,12, *The Fashion Designers Textile Director (The Creative Use of Fabrics in Design)*, Thames & Hudson

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: https://www.behance.net/gallery/16990915/Materials-Exploration-Final
  https://in.pinterest.com/iamshoshannaros/materials-exploration-inspiration/
  https://www.google.co.in/?gfe_rd=cr HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"ei=4D8CV7UFhZbxB-7yiKAE HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"gws_rd=ssl#q=fashion+materials+fabrics,
  https://www.youtube.com/watch?v=UeYtKhE-58I
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off,

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

Title of Course: Fashion Studies-I (Women's Wear-Casual) **L-T- P- C**

Course Code: FD 253 **37-0-128-5**

Pre-requisite(s): Foundation Course in Design, Knowledge of Pattern Making, Draping and Garment Construction.

Course Objectives:

- Apply understanding of Fashion Design Process along with Fashion Forecasting and trend study in the Women's wear Casual segment
- Provide advance knowledge in pattern cutting for Casual wear.
- Enable students to address a design brief with relevance to casual clothing.

Course Content:

Design Brief:

Design casual wear for women between 18-22 years for Spring-Summer wear 2017. The inspiration should be taken from Nature following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.

Design:

- Brainstorming with the segment category casual wear **(05-06)**
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Casual wear ensembles, details trims and finishes, Client research. **(05-02)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development **(05-16)**
- Derivations, Scrap book, Doodles. **(06-10)**
- Fabric sourcing and surface development for Casual wear. **(05-02)**
- Selection of the Range and Ensemble to be stitched. **(02-10)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(02-02)**
- Full design process documented **(03-12)**

Design Studio:

- Illustration with Front & Back selected **(00-10)**
- Specification Sheet **(00-02)**
- Material & Cost sheet **(00-02)**
- Pattern making & draping for Casual Wear. **(00-10)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Casual wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-10)**
- Design Realization of one chosen ensemble from a range of five. **(04-14)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (casual) for Spring Summer (S/S)2017
- Apply design learning through construction of a range of chosen ensemble

- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Casual Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.
- Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
- Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
- Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
- Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.
- Jack Handford (2003) Professional Pattern Making for Designers, Women's wear & Men's Casual wear , Fairchild Books, Spi edition (15 March 2003)
- Author/Year unavailable .*Fashion Source Book*. Blackwell Science Publication
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown
- Marian L Davis 1987. *Visual Design in Dress*. Prentice Hall (2 copies)
- Marilyn J Horn. 1968. *The Second Skin- An Interdisciplinary Study of Clothing*. Houghton Mifflin Company, Boston.
- Margaux Tartauotti. Year unknown. *The Fine Art of Dressing*. Publisher unknown.
- Kathryn Mc Kelvey & Janine Munslow 2003. *Fashion Design, Process, Innovation, & practice*. Blackwell Publishing

Other Study Materials:

- Handouts: As indicated by subject teacher
- Websites: www.fdci.org , www. **HYPERLINK "http://www.casualclothing.dk/"casualclothing** HYPERLINK "http://www.casualclothing.dk/".dk/ , www.the **HYPERLINK "http://www.thecasualsdirectory.com/"casual** HYPERLINK "http://www.thecasualsdirectory.com/"sdirectory.com/ , www.dorothyperkins.com/en/dpuk/.../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"clothing** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092".../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"casual** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"- **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"wear** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"-2097092
- Magazines: Bazaar, Elle, Sweet, Very, JJ, Burda, Fudge, Grazia

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Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T-P-C

16-0-32-2

Title of Course: Introduction to Computerized Fashion Design
Course Code: FD 263
Pre-requisite(s): Basics of Adobe Photoshop and Illustrator

Course Objectives:

- Learning and understanding of digital design development process and representing ideas that contributes to good design using digital media.
- The aim of the course is to give the students good knowledge about the fundamentals of technical drawings and digital rendering tools/ techniques.

Course Description:

- **Digital Fashion drawing and rendering techniques using Adobe Photoshop CC:** Digitizing fashion illustrations and usage of digital tools to render a fashion product using virtual fabric placement and application of light effects. **(5-13)**

- **Digital flat drawings and specification sheet development using Adobe Illustrator CC:** Creating Flat/ Technical drawing of the basic women's wear (casual) category. Drafting a specification sheet along with garment measurements/ trim details/ color codes/ stitching and finishing details etc. **(5-14)**

- **Visual composition and presentation using digital tools and techniques:** Usage of raster and vector graphic tools to visualize the product and presentation of the same in visually appealing manner. Creation of mood/ inspiration/ color/ silhouette/ Range board/ look book etc. **(6-05)**

Learning Outcomes:

- Demonstrate competence in basic digital fashion illustration techniques and graphic skills for visual communication and presentation using both raster and vector software.
- Apply learning through creation and representation of design ideas and technical specifications using Photoshop & Adobe illustrator CC.

Reference Books:

- Tallon, Kevin. Digital Fashion Illustration with Photoshop and Illustrator, Batsford, 2008
- Centner, Marianne. and Vereker, Frances. Fashion designer's handbook for adobe

illustrator. Oxford, UK: Blackwell Publishing, 2007
- Lleonart, Aitana. and Santos, Daniela.Fashion illustration: flat drawing.Bath,UK: Parragon,2007
- Tallon, Kevin. Creative Fashion Design with Illustrator-Digital fashion Design Course. Pavilion Books 2013
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image. Fairchild Books.

Evaluation Process:

- **Course Work: 60% weightage**: It includes the compilation of all classroom assignments in digital format.
- **End Term Examination: 40% weightage**: Spec sheet of final garment (Front/ Back) using adobe illustrator.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=XLk5eaOCz9c
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM
- https://www.youtube.com/watch?v=aBfWE45-sCc
- https://www.youtube.com/watch?v=GBbL9_4ktKw
- https://www.youtube.com/watch?v=M-3prytho5M
- https://www.youtube.com/watch?v=zdhcJPutu6k
- https://www.youtube.com/watch?v=FylI1xQUD2o
- https://www.youtube.com/watch?v=SMlLuvJE0Xs

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Academic Curriculum (2015-16 Onwards)

Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FD 204	Textile Study - II	1	-	2	3	**2**	3	25	25	50
	FD 214	Advance Pattern Making & Draping	1	-	6	7	**4**	4	30	20	50
	FD 224	Advance Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 234	Fashion Illustration & Presentation (Women's Wear- Indian Wear)	1	-	4	5	**3**	3	50	-	50
	FD 244	Form Realization	1	-	2	3	**2**	3	30	20	50
	FD 254	Fashion Studies- II (Women's Wear- Indian Wear)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	4	4	**2**		50*	-	50#
	FD 264	Fashion Design Computer: Photoshop	1	-	2	3	**2**	2	50	-	50
	FD 274	Traditional Textiles & Crafts	1	-	2	3	**2**	Viva	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Note:- Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Textile Study - II: **2 Hrs.**

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Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T- P-C
13-0-26- 02

Title of Course: Textile Study II
Course Code: FD 204
Pre-requisite(s): Textile Study I

Course Objectives:

- Finishing Process (Preparatory, Stabilizing, Textural, Functioning effects)
- Dyeing processes (Finishing with Color)
- Printing (Color, Design & Ornamentation)

Course Description:

- **Kinds of Finishing process**:
  1) PREPARATORY: Singeing or Gassing, Bleaching
  2) STABILIZING: Mercerizing, Ammoniating, Shrinking
  3) CHEMICAL TREATMENT: Resin, Fulling, Tentering, Crabbing
  4) TEXTURAL PROCESS: Temporary/permanent Stiffening, Weighting, Calendaring, Glazing Schreinerizing, Embossing, Moireing, Cireing, Beetling, Raising, Napping, Sanding, Gigging, Tigering, Electrofying, Shearing, Crinkled effects, Burn out (etched effects)
  5) FUNCTIONAL EFFECTS: Shape-Retentive, Wrinkle Resistant, Wash & Wear, Permanent Press, Durable Press, Water Repellency, Semi Durable, Durable & Non-Durable, Water Proofing, Absorbency, Soil Repellency/Release, Stain Resistance, Frame Retardants, Anti-Bacterial, Mildew Proofing, Slip Resistance, Antistatic, Heat Refectant, Foam Laminating, Fabric to fabric bonding. **(05-09)**

- **Dyeing:**
  1) Selection of Dye: Natural Dyes, Synthetic Dyes, Oxidation Basis, Acid (Anionic) Dyes, Acid -Milling Dyes, Acid-Premetalized dyes, Mordant or Chrome, Substantive Direct , Developed Dyes, Azoic Dyes , Disperse Dyes , Vat Dyes , Reactive Dyes, Pigment Dyes, Optical Brighteners (Colorless Dyes). Principal Classes of Synthetic Dyes and their Characteristics. **(02-04)**

  2)Dyeing Methods: Stock Dyeing, Yarn Dyeing, Top Dyeing, Skein (Hank) Dyeing, Package Dyeing, Warp-Beam Dyeing, Space Dyeing, Piece Dyeing, Beck Dyeing, Jig Dyeing, Pad Dyeing, Cold Pad-Batch Dyeing, Vacuum Impregnation, Foam Dyeing, Solvent Dyeing, Dope Dyeing, Chip Dyeing and Garment Dyeing**.** Identifying Dyeing Defects**:** Test to determine color fastness, Fastness to washing, Fastness to Pressing, Fastness to Light, Fastness to Perspiration, Fastness to Crocking, Fastness to Gas Fading. **(02-04)**

- **Printing:**

Distinguishing Printing from Dyeing, Dyes for Printing, Methods of Printing: Direct , Discharge Printing, Block Printing, Resist Printing , Roller Printing, Duplex Printing, Stencil Printing , Flat Screen Printing, Rotary Screen Printing, Transfer Printing, Dry Heat Transfer Printing, Blotch Printing , Tak Dyeing, Jet Spray Printing, Polychromatic Dyeing, Photo printing, Electrostatic, Warp, Differential, Batik, Tie Dyeing, Plangi Dyeing, Air Brush Painting, Composition or Paste Designing, Flocking. **(04-09)**

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Learning Outcomes:

- Demonstrate complete knowledge and understanding of Fabric finishing , Dyeing & Printing processes
- Exhibit, adapt, utilize & investigate the complete process and method of Fabric finishing, dyeing and Printing in laboratory as well as Industry.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments on Tie dye techniques and Printing. Swatch collection of other Printing techniques.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher,
- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition.
- Johnson, (Year 2013)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser, Mary *World Textile: A Concise History*. Thames & Hudson
- McDonald, Fiona, (2011) *Textiles, A History* , Remember when Publishers.
- Cadigan, Erin (2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Pvt Ltd
- Young, Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publishing India Pvt Ltd, 2nd revised edition

Other Study Materials:

- Website Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
13-0-78-4

Title of Course: Advance Pattern Making & Draping
Course code: FD 214
Pre-requisite(s): FD 203 Basics of Pattern Making & Draping

Course Objectives:

- Advance pattern making blocks to understanding 2D Women's Wear (Indian wear)
- Advance pattern making blocks appropriate Draping understanding
- Tools, Terminology, Specification & Technical sheets.

Course Description:

- **Terminology:** Specification Sheets, Special Advance Information(Layout Plan, Cutting, Cost Sheet, Design Specification Sheet etc.) **(02-05)**
- **Pattern Making:** Dart Manipulation(with Pivotal tech. and slash - spread technique)Variation of Basic Torso Foundation, Basic Princess line Foundation, Bodice Block Basic Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation & Cowls Variation. **(04-18)**
- **Basic Bodice Contouring:** Principle, Corset, Strapless Foundation, **(02-17)**
- **Advance Draping:** Understanding of 3D designing Bodice Block variation **(02-10)**
- **Skirt variations:** (Gored, Gathered, Flared, Circular, Handkerchief, Peg, Godets etc.) **(02-18)**
- **Workshop:** on Poshak and Indian wear detailing & Fasteners **(01-10)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body Measurement, drafting, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.
- Pattern making of Women's Wear(Indian Wear)

Reference Books:

- Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
- Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books
- Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
- Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
- Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
- Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion*

Draping 3rd Edition. Fairchild Books
- Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
- Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
- Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
- Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
- Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
- Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course work: 30% weightage. It includes Class Assignments on dart manipulation.
- Mid Term Examinations: 20% weightage. Two Mid Examinations (Practical's)of 20 mark each.
- End Term Examination: 50% weightage. Final Examination (Practical) with Portfolio submission.

Other Study Material:

- Websiteshttps://www.pinterest.com/julieinleeds/draping/,http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"kpid=9332518114 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"tag=googinkenshoo-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/

- Handouts: As indicated by Course Instructor.

- Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C

0-0-78-3

Title of Course: Advance Garment Construction
Course code: FD 224
Pre-requisite(s): FD 206 Basic Garment Constructions

Course Objectives:

- Familiarize students with Advance Garment Construction with SNLS (single needle lock stitch) machine and its operation,
- Understanding the relationship between Pattern Making and Sewing.

Course Description:

- **Machine Sewing:** Operation, Stitch practice and Types of stitches **(10)**
- **Garment construction methods and techniques**: Basic Torso Foundation, Princess Line Foundation, Bodice Block Basic **(15)**
- **Bodice Block variation:** Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation& Cowls. Neckline **(15)**
- **Basic Bodice Contouring**: Corset, Strapless Foundation, **(15)**
- **Skirt variations**: Gathered Flared, Circular, Handkerchief, Peg, Godets etc. **(15)**
- Workshop on Indian Wear detailing &Fasteners (Poshak) **(08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments Women wear (Indian wear)
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing

- Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown

Evaluation Process:

- Class Work: 50% weightage. It includes laboratory work and variations of basic blocks.
- End Term Examination: 50% weightage. Practical Examination on the laboratory work.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

- Handouts: As indicated by course instructor.

- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
13-0-52-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Indian Wear)
Course Code: FD 234
Pre-requisite(s): Basics of Analog Fashion Illustration Techniques.

Course Objectives:

- To further develop an understanding of visualization and presentation process in context to the women's Indian wear category.
- Further demonstrate an ability to communicate design ideas through flat, 2-D drawings.
- Developing individual style of illustration and presentation.
- Exploring mix media techniques for effective visual communication.

Course Description:

- Stylization of fashion figure in context to Indian Women's Wear Category. **(4-15)**
- Comprehensive study of Indian wear silhouettes, embellishments, details, prints and Fabrics etc. **(4-15)**
- Exposure to traditional handmade/ mix media rendering techniques & exploring textile prints, fabric rendering, body form through traditional miniature art practice **(1-03)**
- Doodle development sheets for the selected inspiration. **(1-03)**
- Specification sheets for required designs (working on details). **(2-06)**
- Range Development using mix media techniques. **(1-10)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual Communication and presentation.

Reference Books:

•*Watanabe, Naoki.* Contemporary Fashion Illustration Techniques, Rockport Publishers

•Seaman, Julian.Foundation in fashion design and illustration. London: Batsford, 2001

•Riegelman, Nancy. Colors for modern fashion. Los Angeles: Nine heads media, 2006

•Riegelman, Nancy. Nine heads : guide to drawing fashion.-- Los Angeles, US: 9 Heads, 2006.

•Blackman, Cally. Hundred years of fashion illustration.-- London: Laurence King, 2007

• Alkezi , Roshen. Ancient Indian Costume. National book trust, 2014.

Evaluation Process:

- ***Course Works*: 60% weightage**: It includes the compilation of all classroom assignments.
- ***End Term Examination*: 40% weightage**: Range development board and flat drawing of the final Indian wear garment.

Other Study Material:

- Handouts: as indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=S2iwZPdcdaQ
- https://www.youtube.com/watch?v=uZDY2PwqtQ8
- https://www.youtube.com/watch?v=RbHFC-P9n4A
- https://www.youtube.com/watch?v=J4io30FtTuo
- https://www.youtube.com/watch?v=FERQVe55hIs
- https://www.youtube.com/watch?v=TYs6LSRUSZQ
- https://www.youtube.com/watch?v=Pa81P40rDIQ
- https://www.youtube.com/watch?v=Imy83iE5ADE
- https://www.youtube.com/watch?v=twT0WgoBp0A
- https://www.youtube.com/watch?v=8u86gylarUA

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Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
11-0-28-02

Title of Course: Form Realization
Course Code: FD 244
Pre-requisite(s): 3D Design Concepts & Composition

Course Objectives:
To understand the relationship between fabric , body & garment, fashion design process, development of relevant design aesthetics, application of basic elements & principles, skills of visualization, presentation and actualization to body types, adding fullness, contour draping, realizing form, movements in context to women's wear.

Course Description:

- Body Types and form, Form aesthetics in fashion **(02-02)**
- Form exploration, experimentation and manipulation. **(02-06)**
- Creative draping technique on dress form. **(03-04)**
- Creative pattern making **(00-04)**
- Design analysis, Creative elements of each design & help determine draping techniques required to develop patterns **(03-04)**
- Transform 2D explorations into 3D forms **(03-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the relationship between fabric, body & garment through development of relevant design aesthetics.
- Apply learning through a knowhow of creative pattern making & draping
- Exhibit, adapt, utilize & investigate the process of form exploration, body types, movement and contour in women's wear

Evaluation Process:

- Course Work: 30% weightage, It includes practical class assignments for form realization, Design process of form Realization and various explorations with different fabrics.
- Mid Term Examinations: 20% weightage. Two Examinations of 20 mark each.(Time bound Exercise)
- End Term Examination: 50% weightage, Practical Examination & file presentation of the class work with documented processes in the digital format.

References:

- Armstrong H.J (2009*), Pattern making for Fashion Design*, New York, Prentice Hall.
- Zarapkar, K. R. (2005), *Zarapkar System of Cutting, India*, Navneet Publications
- Aldrich, W. (2008), *Metric Pattern Cutting for Women's Wear*, Oxford, Willey Blackwell Publication
- Drudi, E. (2003), *Wrap and Drape Fabric: History, Design and Drawing*, Amsterdam, Pepin Press.

- Nakamichi, T. (2010), *Pattern Magic*, London, Lawrence King Publishers.
- Nakamichi, T. (2011), *Pattern MagicII*, London, Lawrence King Publishers.
- Hilde Jaffe, *Draping for Fashion Design* , Pearson Education
- Karolyn, Draping: *The Complete course* , Laurence King Publishing, PAP/ DVD edition.
- Hisako, Sato, (2012) *Drape Drape*, Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 2* Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 3* Laurence King Publishing
- Helen Joseph Armstrong, *Draping for Apparel Design*, Bloomsbury Publishing India Pvt ltd, 3rd revised edition Edition
- Zarida Zaman, (2014), *Fashion Pattern Cutting: Line, Shape, Volume* , A & C Black Publishers Ltd
- Crawford, Amaden, Connie (2012) *The Art of Fashion Draping*, Bloomsbury Publishing India pvt Ltd; 4th revised edition edition
- Donnanno Antonio, (2017), *Fashion Pattern making*, Promopress
- Gilewska, Teresa, (2013) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- Gilewska, Teresa, (2011) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- San Martin, Macarena, (2009) Pattern in Fashion with CD, Taschen GmbH; Pap/Cdr edition

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.fdci.org, www.style.com
- Magazines: Collezioni, Vogue, Elle

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Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
26-0-52-4

Title of Course: Fashion Studies-II (Women's wear-Indian)
Course Code: FD 254
Pre-requisite(s): Basics of Analog Fashion illustration techniques
Course Objectives:

- Apply understanding of fashion Design Process along with Fashion Forecasting and trend study in Women's Wear-Indian Wear Segment.
- Enable the students to address a market oriented design brief with Indian aesthetics.

Course Content:

Design Brief:

Taking inspiration from the Brand that caters to Indian Wear Segment for women between 20- 25 Years. Spring-Summer wear 2018. The inspiration should be taken from the Brands that cater Indian Wear (Brands based in Jaipur) Anokhi, Soma, Cottons, Kilol, FAB India, Zari, Vasanshi, RANA, RASA, the category is Bridge. Study and research the product line of the brand, their USP, and other salient features. Give an Innovative design approach to them enhancing their USP as well as present product line. This should be done with rigorous market survey, understanding the Indian wear category, their clientele following a Proper Design process.

Design:

- Brainstorming with the segment category Indian wear **(02-02)**
- Research on market, trends, Forecasts, brands for specific Indian wear ensembles. **(02-00)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board Fabric and Technique Board, Range Development (five)) **(02-08)**
- Derivations , Scrap book , Doodles **(06-04)**
- Research on Indian wear details, trims and finishes, client research. **(04-00)**
- Fabric sourcing and surface development for Indian wear (Explorations developed) **(02-02)**
- Specific research on Indian market, trends, Forecasts, brands for specific Indian wear ensembles **(04-00)**
- Selection of the Range and Ensemble to be stitched. **(00-04)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(00-02)**
- Full design process documented **(02-06)**

Design Studio:

- Illustration with Front & Back selected **(00-04)**
- Specification Sheet **(00-02)**

- Material & Cost sheet **(00-02)**
- Pattern making & draping for Indian Wear. **(00-04)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Indian wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-04)**
- Design Realization of one chosen ensemble from a range of five. **(02-08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (Indian)
- Apply design learning through construction of a range of chosen ensemble
- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Indian Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Bhandari, V. (2005). *Costume, Textile and Jewellery of India: Traditions in Rajasthan*, California, Mercury Books.
- Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal*, New Delhi, Wiley Eastern.
- Kumar, R. (1999). *Costume and Textile of Royal India*, U.K., Christie's.
- Bhatnagar, P. (2005). *Decorative Design History in Indian Textile and Costume*, New Delhi, Abhishek Publications.
- Prakash, K. (2004). *Indian Fashion Designs*, New Delhi, English Edition Publishers.
- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.

7. Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
8. Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
9. Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
10. Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites:www.fdci.org,http://www.ritukumar.com/home, http://www.buyindianwear.com/,http://www.kalkifashion.com/, http://www.payalsinghal.com/indian-wear, http://www.indianweddingsaree.com/
- Magazines: Grazia, Bazaar, Cine Blitz, Femina, Cosmopolitan, Asiana, Marie Claire, Savvy, New Woman, Woman's Era

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Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C

13-0-26-2

Title of Course: Fashion Design Computer: Photoshop
Course Code: FD 264
Pre-requisite(s): Computer Application 1 & 2

Course Objectives:

- Developing advance skills in Adobe Photoshop for Fashion presentation and Fashion graphics.
- Exploring advance digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Developing Individual/ Unique style of Visual Communication.

Course Description:

- **Advance digital Fashion drawing rendering and graphic techniques using Adobe Photoshop CC:**
  Developing individual style of Visual presentation and creating high impact imagery for fashion communication using custom tools settings. Creating art plates based on specific themes and introduction to advance digital photo manipulation and editing. **(6-13)**

- **Advance visual composition and presentation using digital tools and techniques:**
  Creating high-end textile prints and surfaces, using mix media techniques.
  Introduction to basic animation effects and 3d rendering in Photoshop.
  Introduction to digital painting using Photoshop. **(7-13)**

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Centner, Marianne. and Vereker, Frances. *Fashion designer's handbook for adobe illustrator.Oxford*, UK: Blackwell Publishing, 2007.
- Hess, Jay. *Graphic Design for Fashion*. Hardback, 2010.
- Shaoqiang, Wang.*Fashion Graphics*,Paperback, 2010.
- Blankchard, Tamseen. *Fashion and Graphics*, Paperback, 2004.
- Tallon, Kevin. *Digital Fashion Illustration with Photoshop and Illustrator*, Batsford,

2008
- Fiell, Pater. and Charlotte. *Graphic design: now*. London: Taschen, 2005.
- Walton, Roger (ed.)*Big book of graphic design*. New York: Collins Design,2007.

Evaluation Process:

- *Course Works*: **60% weightage**: It includes the compilation of all classroom assignments in digital format.
- *End Term Examination*: **40% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://spraygraphic.com
- http://www.linkism.com
- http://www.4wall.co.uk/
- http://www.insideugly.co.uk/
- http://apeonthemoon.com/
- http://paperfashion.wordpress.com/
- http://www.hongkiat.com
- http://carbonmade.com
- https://g14pool.files.wordpress.com/2013/11/advanced_photoshop_2013-no-105.pdf
- https://drive.google.com/file/d/0ByQx1BW_tW3YLUs0WW1QRDN0TmM/view

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Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T-P-C

13-0-26-2

Title of Course: Traditional Textiles & Crafts
Course Code: FD 274
Pre-requisite(s): Textile Study-I & basic knowledge of Indian Crafts

Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- Traditional Textiles & Crafts of different states of India **(03-04)**
- History, Origin, Raw Material & Processes **(04-00)**
- Textile Dyeing & Printing techniques (Batik, Block Printing esp. natural dyeing i.e Ajrakh, Dhabu etc.) **(02-04)**
- Traditional resist printing techniques, Tie & Dye (Ikat, Patola, Pochampalli etc.) **(02-04)**
- Traditional painting techniques- Warli, Madhubani, Miniature and Kalamkari painting. **(02-04)**
- Weaving techniques- Banaras brocades, Kanchipuram, Chanderi, Jamavar, Kullu Shawls, Paithani, Mekhla Chadar **(02-04)**
- Traditional embroideries of India- Phulkari, Chikankari, Kasuti, Kutch & Saurashtra, Kantha, Zardozi, Gota Patti, Banjara, Crewel, Kashida Kari, Chamba Rumal, Pipli, Tharu, Khatwa etc **(02-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India
- Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.
- Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.

Evaluation Process:

- Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.
- End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.

References:

1. Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal,* New Delhi, Wiley Eastern.
2. Gillow, J. and Barnard, N. (1991). *Traditional Indian Textiles,* London, Thames and Hudson.
3. Bhatnagar, P. (2008). *Decorative Design History in Indian Textiles and Costumes,* New Delhi, Abhishek Publications.
4. Askari, N. and Crill, R. (1997). *Colors of the Indus: Costume and Textiles of Pakistan,* London, Merrell Publishers Ltd.

5. Ghosh, G.K. (2011). *Indian Textiles: Past and Present,* New Delhi, Abhishek Publications.
6. Mathur, A. (2006). *Woven Wonder: the Tradition of Indian Textiles,* New Delhi, B.P.I. India.
7. Naik, S.D. (2010). *Traditional Embroideries of India,* New Delhi, Ashish Publishing House.
8. Ranjan & Ranjan , 2009, *Handmade in India A Geographic Encyclopedia of India Handicrafts,* Abbeville Press, Inc US 1st Edition
9. Rta Kapur Chishti & Rahul Jain , (2000), *Handcrafted Indian Textiles,* Roli Books, 1st edition
10. Crill, Rosemary , (1998) *Indian Ikat Textiles,* Weather Hill Publ.
11. Pepin Press, (1999), *Indian Textile Prints* with CD , PAP/Cdr edition.
12. Catherine Legrand , (2013), *Indigo-The color that changed the world* , Thames & Hudson 1st edition
13. Edwards Eiluned, (2011), *Textiles & Dress of Gujarat*- Grantha Corporation Publ.
14. Usha Srikant, (2005), *Ethnic Embroidery of India- 1& 2,* OM Books

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com www.premiervision.fr, www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India www.indiaheritage.org/creative/creative_textiles.htm www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles www.nopr.niscair.res.in/bitstream/123456789/10310.pdf

- Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK

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Third Year- Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 305	Pattern Making & Grading (Men's Wear)	1	-	4	5	**3**	3	30	20	50
	FD 315	Garment Construction for Men's Wear	-	-	6	6	**3**	5	50	-	50
	FD 325	Fashion Illustration & Presentation (Men's Wear)	1	-	4	5	**3**	3	50	-	50
	FD 335	Merchandising & Production Methods	2			2	**2**	**3**	30	20	50
	FD 345	Fashion Design Computer: Illustrator	-	-	6	6	**3**	2	50	-	50
	FD 355	Fashion Studies- III Part A (Men's Wear Project)	1		6	7	**4**	Jury	50*	-	50#
	FD 365	Fashion Studies- III Part B (Men's Wear Project)	1	-	6	7	**4**		50	-	50#
		Sub Total	**6**	**-**	**32**	**38**	**22**				

T-Theory
P- Practical

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

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Academic Curriculum (2015-16 Onwards)

Third Year SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	FD 306	**Electives B** [+]	1	-	2	3	**2**		50	-	50[#]
	FD 316	Pattern Development Software	-	-	4	4	**2**	3	50	-	50
	FD 326	Basics of Portfolio Development^	-	-	4	4	**2**	Viva	50	-	50
	FD 336	Kids Wear- Part A (Boys/Girls/Toddler Age 3-9)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
Spring	FD 346	Kids Wear- Part B (Boys/Girls/Toddler	1	-	6	7	**4**	Jury conducted of Semester	50*	-	50[#]
	FD 356	Evening Wear Part A (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
	FD 366	Evening Wear Part B (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
		Mody University Elective (select any One)[$]	3	-	-	3	**3**				
		Sub Total	**8**	**-**	**34**	**42**	**25**				

Electives B [+]

	Course Code	Course Title	L		T	P	Credits				
	FD 306-1	Costume Designing	1	0	2	3	2		Jury conducted at the end of Semester		
	FD 306-2	Fashion Styling	1	0	2	3	2				
	FD 306-3	Creative Textiles	1	0	2	3	2				
	FD 306-4	Fashion Critique	1	0	2	3	2				

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

5/^ Compulsory elective only for batch 2015-16. It will be eliminated later for other batches. +- Minimum enrolment 40%- This is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

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Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

L-T- P-C
1-0-4- 3

Title of Course: Pattern Making & Grading (Men's Wear)
Course Code: FD 305
Pre-requisite(s): Advance Pattern Making and Grading

Course Objectives:

The course is designed to inculcate the skills of making patterns for the men's wear which is expected to grow in Indian market in terms of exports and domestic market. Students would be encouraged to make their unique sketches and make the patterns for the same.
To familiarize the students with the concept of grading for fashion.

Course Content:

UNIT- I

- Making patterns of Basic shirt.
- Making patterns of slim fit and conversions to other variations

UNIT-II

- Collars- (shirt collar, stand collar, roll collar, notch collar), cuffs, plackets.
- Basic trouser and Jeans block and variation to baggy and cigarette pants.

UNIT-III

- Pattern Development of Basic Jacket with Lining
- Pattern Development of basic waist coat
- Conversions of coat to dinner jackets and Tuxedo

UNIT-IV

- Standardization of measurements: fundamentals of grading and grading terminology.
- Practice for shirt and trouser grading from size "S" to Size "XXL".

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Men's garment methods of drafting.
- Exhibit, adapt, utilize & investigate the requirements in understanding the design and present the details and accuracy with industry standards.

Evaluation Process:

- Course Work: 30%. It includes hard copy presentation of pattern developed and maintained in a file.
- Mid Term Examinations: 20%. It is practical examination.
- End Term Examination: 50% practical examination.

Text books:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010. Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, Pattern Making for Men's Wear: Classic to Contemporary, I. and Kim, M. 2014. New York, Fairchild Books.

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.
2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.
3. Price, J., Grading Techniques for Fashion Design, 1996. New York, Fairchild Books.

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Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

L-T- P-C
0-0-6- 3

Title of Course: Garment Construction for Men's Wear
Course Code: FD 315
Pre-requisite(s): Advance Garment Construction and Pattern Making

Course Objectives:

The course is designed to inculcate the skills of Men's Wear garment construction techniques, with focus on fit and details.

Course Content:

UNIT-I

- Stitching of Executive shirt with front one pocket on muslin, Lenin or cotton fabric.
- Stitching of Slim fit shirt block on muslin. Attachment of Collars, cuffs and plackets
- Stitching of Trouser with zip fly, cross and back pocket with technical details on belt attachment, loop attachments on twill, or Lenin fabrics.

UNIT-II

- Trouser conversion block to cigarette and baggy on muslin.
- Jacket block with lining attachment.
- Specification Sheet and Costing of each garment stitched.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of stitching requirements for men's clothing.
- Exhibit, adapt, utilize & investigate the process and quality requirement, and understanding of sewing machines types and designs detailing.

Evaluation Process:

- Course Work: 50%. Toile stitched garments presentations.
- End Term Examination: 50% Practical exam for stitched garment presentation and Viva.

Text Books:

1. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
2. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
3. Cabrera, R., Classic Tailoring Techniques: A Construction Guide for Men's Wear, 2009. New York, Fairchild Books.

References:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010, Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, I. and Kim, M., Pattern Making for Men's wears: Classic to Contemporary, 2014. New York, Fairchild Books.

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Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course: Fashion Illustration & Presentation (Men's Wear) **L-T-P-C**

Course Code: FD 325 **1-0-4-3**

Pre-requisite(s): Fashion Illustration & Presentation

Course Objectives:

The course is a study of illustration of different garments for men. To sketch fashion figures using Photoshop and Adobe Illustrator. The students would be able to translate their designs using the software. Communicate visually and verbally the design development process, illustration and technical process.

Course Content:

UNIT-I

- Illustration of men's poses, 3/4th, front, back and half view.
- Illustration of men's features- Face, hair, garments hands and feet
- Illustration of men's, different poses, importance of the background.

UNIT-II

- Illustrating men's figures in different mediums.
- Live model drawing.
- Creating silhouettes; creating croqui; color and color adjustments; fabric rendering etc.

UNIT-III

- Flat sketches and Garment Details.
- Fabric rendering in different medium.

UNIT-IV

- Theme based illustration. Front and back illustration, five sheets for five themes, sportswear, leisure wear, formal wear, cocktail and tradition wear.
- Compositions

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Anatomy of male and its illustrations.
- Exhibit, adapt, utilize & investigate the skills to present accuracy in rendering and illustrations.

Evaluation Process:

- Course Work: 50% it is hard copy presentation of prescribed topics.
- Mid Term Examinations: NIL
- End Term Examination: 50% Practical exam

Text Books:

1. Wayne, C., Essential Fashion Illustration – Men, 2009. U.K., Rockport Publishers.
2. Mitchell, J., Men's Fashion Illustration from the Turn of the Century, 1990. New York, Dover Publications.
3. Drudi, E., Figure Drawing for Men's Fashion, 2011, Amsterdam, Pepin Press.

References:

1. Allen, A. and Seaman, J., Fashion Illustration: Basic Techniques, 2003. Oxford, Batsford.
2. Ireland, P.J., Fashion Design Illustration: Men, 1996. Oxford, Batsford.
3. Ireland, P.J., Fashion Design: Drawing and Presentation, 1998. Oxford, Batsford.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

L T P C

Title of Course: Merchandising and production methods **2-0-2-3**

Course code: FD 335

Pre-requisite(s): Not Applicable

Course Objectives:

- Understand, define and apply basic concepts of apparel manufacturing and merchandising as its component.
- Understanding basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.
- Understand role of merchandising in retail and export formats and co-ordination with other departments and vendors.
- Develop in-depth understanding of production (computerized methods and mass production techniques and their significance).
- Create awareness in respect of marketing through brand creation and promotion.

Course Description:

UNIT-I

- Definition of merchandising, types of merchandising, difference between apparel, fashion, visual and retail merchandising.
- Role and function of Apparel merchandiser, communication channel and documentation procedures.
- Basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.

UNIT-II

- Overview of apparel manufacturing Industry
- Set up in export houses with respect to raw material storage, spreading, cutting, sewing and involvement of merchandising activities.
- Understanding the process of sampling and scheduling-their types, approvals of design and samples for product development, CPM and TNA preparation.

UNIT-III

- Understanding the process of costing, aims of costing, difference between estimating and costing, elements of cost, Material cost component, fabric consumption calculation and its application.
- Bill of Material, sourcing, Material evaluation, vendor evaluation, purchase order and material planning.

UNIT-IV

- Different types of retail and export formats involved in selling of product.
- Export documentation-Export procedures-FOB, CIF and C&F, Certificate of Origin, Letter of Credit, Bill of Lading.
- Basics of production planning, its importance and execution.

Learning Outcomes:

- Demonstrate a comprehension of garment production and export with respect to manufacturing techniques and inter-departmental working.
- Learning importance of different stages of sampling and effect of scheduling on market influx.
- Understand sourcing strategies appropriate to various models of fashion business practice.
- Able to analyze customer focused range plans in relation to profit, cost, selling price, product design, garment life cycle and the selling environment.

Textbooks:

1. Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
2. Anne Marie Fiore. , Understanding Aesthetics for the Merchandising & Design Professional. . UK June 2010/US April 2010. Fairchild Books
3. Grace I Kunz, Merchandising: Theory, Principles & Practice. UK October 2009/ US August 2009. Fairchild Books

References:

1. Jeremy A. Rosenau & David. L. Wilson. Apparel Merchandising- the Line starts here. UK April 2014. Fairchild Books
2. John Donnellan. Merchandise Buying & Management. UK November 2013. Fairchild Books
3. Rosalie J Regni & Jimmie G Anderson. Entrepreneurship in Action- A retail store in simulation. UK

Evaluation:

- Course Work: 30% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 20% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage with document.

Other Study Material:

1. Websites:http://www.britannica.com/EBchecked/topic/1706624/fashion-industry/296477/Fashion-retailing-marketing-and-merchandising, http://retailminded.com/3-retail-merchandising-tips-never-to-ignore/ http://www.retailstorewindows.com/2011/01/10-commandments-of-visual-merchandising.html
2. Handouts: As indicated by course instructor
3. Magazines: GURL the mag, DKNY, VM, Vogue, WSJ, Apparel, Apparel online, Elle, New York, Retailer, Essence, Retail Minded, Style.com, Accessories.
4. Case Studies for Merchandising & Retailing: http://www.smartinsights.com/social-media-marketing/google-plus-marketing/case-study-using-google-for-fashion-retail-marketing/, http://www.ijeeee.org/Papers/031-Z0014.pdfhttp://www.fineimpressions.com/custserv_content.jsp?pageName=caseStudies

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Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course: Fashion Design Computer: Illustrator **L-T-P-C**

Course Code: FD 345 **0-0-6-3**

Pre-requisite(s): Fashion Design Computer (Photoshop)

Course Objectives:

- To develop advanced skills in Adobe Illustrator, Fashion Graphics, Motif and layouts for vector based fashion presentation.
- To develop advanced skills in vector based digital drawing and rendering tools/ techniques.
- To develop Individual/ Unique style of Visual Communication.
- To introduce the basic specs sheet techniques with all technical details
- To develop advance skills in vector base software's Adobe Illustrator and Photoshop for Vector Based Flat sketch & Specs sheets.
- To explore advance digital drawing and rendering tools/ techniques to create professional digital flats sketches and specs.

Course Description:

- Learning advanced level Adobe Illustrator and its tools techniques.
- Developing skills in Adobe Illustrator, Fashion Graphics, Motif Creation and layouts for vector based fashion presentation.
- Exploring advanced digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Learning Individual/ Unique style of Visual Communication.
- Developing Digital Flat sketches and Specs sheets rendering and graphic techniques using Adobe Illustrator CC and Adobe Photoshop CC.
- Developing individual style of Visual presentation and creating high impact imagery for Flat Sketches and Specs sheets using custom tools settings.
- Creating Flat sketches and specs based on specific themes and introduction to techniques of flats sketches and specs sheets.
- Developing advance visual composition and presentation using digital tools and techniques.
- Creating a high quality flats sketches with textile prints and surfaces, using mix media techniques.

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software in relation to Visual Communication.
- Reflect a unique style of visual communication through a series of fashion Illustrations
- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software's.
- Reflect a unique style of visual communication through a series of artworks

Textbooks:

1. Fashion Designer's Handbook for Adobe Illustrator by Centres, M
2. Fashion Illustration Flat Drawing by Maite Lafuente
3. Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.

2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.

3.Price, J., Grading Techniques for Fashion Design,1996. New York. Fairchild Books.

Evaluation Process:

- Course Works: 50**% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- http://veerle-v2.duoh.com/blog/comments/the_new_adobe_icons_and_branding
- http://adobeforfashion.com/illustrator-tutorials/
- https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion-Design-Drawing-Flats/115431-2.html
- http://theswatchbook.offsetwarehouse.com/2015/02/16/what-do-fashion-designers-use-adobe-illustrator-for/
- https://design.tutsplus.com/tutorials/how-to-create-a-colorful-fashion-illustration-in-adobe-illustrator-part-1--vector-15559

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BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course – Fashion Studies III Part A (Men's Wear Project) **L-T-P-C**
Course code: FD 355 **2-0-6-0**
Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Menswear Range.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Men's wear for Spring-Summer 2018. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion-combinations, linings, stiffening fabrics etc.

Evaluation Process: (Design & Design Studio)

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course – Fashion Studies III Part B **L-T-P-C**

(Men's Wear Project) **2-0-6-0**

Course code: FD 365

Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I Design:

- Brainstorming with the segment category Men's wear
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Men's wear ensembles, details trims and finishes, Client research.
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development
- Derivations, Scrap book, Doodles.
- Fabric sourcing and surface development for Men's wear.
- Selection of the Range and Ensemble to be stitched.
- Specification Sheets, Cost Sheet, Technical Sheets.
- Full design process documented

UNIT-II Design Studio:

- Illustration with Front & Back selected
- Specification Sheet
- Material & Cost sheet
- Pattern making & draping for Men's Wear.
  Selection of seam and seam finishes, sheet showing all technical details appropriate to Men's wear details, trims, fasteners and construction technique (stitch length, SPS)
- Design Realization of one chosen ensemble from a range of five.

Evaluation Process:

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Electives B* (Costume Designing) **L-T-P-C**
Course code: FD 306-1 **2-0-2-3**
Pre-requisite(s)-Fashion Studies III

Course Objectives

- To know the history of Indian costume and its clothing.
- To learn about different eras of India
- Understand about different states and their traditional outfits.

Course Description:

Development and understanding drafting of costumes from

1 Indus valley civilization
2 Mauryan and Sunga dynasty.
3 Satvahana period
4 Kushan period
5 Gupta period
6 Mughal era/ Medieval period
7 State costumes- Traditional and modern

Learning Outcomes:

- To learn and understand the origin of clothing.
- Costumes and accessories of different periods
- Traditional costume and contemporary

Evaluation Process:

End Term Jury and Display

Textbooks:

1. Roshan Alkazi., Ancient Indian Costume. 2014., National Book Trust India.

References:

1 Vandana Bhandari, “Costume, Textiles and Jewellery of India – Traditions in Rajasthan”, New Delhi, 2004.Prakash Books.
2 Anamika Pathak, Indian Costumes, 2008, New Delhi, Roli Books.
3 Ritu Kumar, Costumes and Textiles of Royal India, 2006, U.K., Antiqe.

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BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Fashion Styling L-T-P-C
Course code: FD 306-2 **2-0-2-3**
Pre-requisite(s) - Fashion Trend and Forecasting

Course Objectives:

Acquire an understanding of the concepts that go into creating a comprehensive look for either 2D or 3D media. Understand techniques, processes and contexts in creating an image for clients according to the given brief. The module in Fashion Styling mainly deals with the basic concepts of wardrobe styling, fashion styling and image consulting.

Course Content:

- Terminology and Job definitions.
- Fashion Looks.
- Components of fashion.
- Figure types and visual corrections.
- Accessories, hair and makeup.
- Backdrops and props.
- Basics of branding.
- Analyzing client requirements.
- Creating looks for various occasions.
- Creating looks for 2D (print media).
- Creating looks for 3D (TV, music videos etc.)

Learning Outcomes:

- To learn the techniques for fashion presentations and creative ways as required for shoots.
- To get hands on the ability to produce and think creatively for number of ways for personality presentations.

Evaluation Process: End Term Jury and Presentation

Textbooks:

1. Widows, l. and Mc Guinness, J. Image Makers- Styling, Hair and Make-up, 1997. Oxford, Batsford.
2. Piras, C. and Roetzel, B. Ladies: A Guide to Fashion and Style, 2002. Germany, DuMont.
3. Arnold, R. Fashion, desire and Anxiety- Image and Morality in the Twentieth Century, 2001. New Jersey, Rutgers University Press.

References:

1. Larg, A. Fashion Shots, 1998. U.K., Rotovision.
2. Chace, R. Complete Book of Oscar Fashion, 2003. Auckland, Reed Publishers.
3. Tolkein, T. Dressing up Vintage, 2000. New York, Rizzoli International Publishers.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: (Electives B+) Creative Textiles **L-T-P-C**
Course code: FD 306-3 **2-0-2-3**
Pre-requisite(s): Fashion Fabric and Trim Study

Course Objective's:

- To develop and enhance the approach towards holistic design process.
- Development in the area of surface ornamentation and needle work.
- To explore innovative techniques and finishes applied on fabrics for an end use.

Course Description:

- Surface ornamentation.
- Styles and methods of ornamentation.
- Technologies, materials and techniques of ornamentation..
- Idea generation, visual and material exploration.
- Experimentation through workshop methods.
- Design development and application of color.
- Repeats, patterns and compositions in design.
- Texturing of fabric with color application and stitching techniques.
- Visual and verbal presentation of design inspiration, process and outcome.

Evaluation Process:

End term jury and display

Learning Outcomes:

- Understanding the use of different techniques to construct aesthetically appealing compositions.
- Methods of ornamentation.
- Texturing of fabric with color application and stitching techniques.

Textbooks:

1. Shrikant Usha, Ethnic Embroidery of India, Volume I, 2005, Mumbai, Usha Shrikant.
2. Irwin Kimberly A, Surface Design for Fabric, 2015, New York, Fairchild.
3. Stalp, Marybeth C., Quilting, The Fabric of Everyday Life, 2007, Oxford, Berg.

References:

1. Buhler Alfred, Indian Tie Dyed Fabrics, Vol IV, 1980, Ahmedabad, Calico Museum.
2. Kristen Dibbs, Machine Embroidery, 2001, Australia, Sally Milner.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

L-T-P-C
2-0-2-3

Title of Course: (Elective B [+)] Fashion Critique
Course code: FD 306-4
Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios and understanding the process of critiquing fashion, it's concept and definition
- Critically analyze how mass communication is used to promote fashion by means of advertisement, promotions, films, video's, print etc.
- Create awareness in respect of design inspiration in terms of history, politics, art or decade and correlate with fashion such that professionals can be created who can effectively communicate, analyze and observe the fashion trends keenly with details.

Course Description:

- Inputs in introduction and history of fundamentals of media and communication through different tools of criticism**.**
- Informed, responsible fashion promotion, fashion writing and report making, observation by content of fashion magazines, print, text and alternative power of blogs with function of images and photography by using fashion terminology, fashion studies and design aesthetics**.**
  .
- Analysis of Designer with respect to Histiographical and stylistic reading: Biography, style and the role of the designer in 20th century fashion and analysis of design collection with respect to Avant garde and Radical fashion.
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry and work with public opinion, research data on industry derived projects & cases, plan.
- Talking about the way people dress: the trend indicators as fashion icons like the cuts, the colors, the dimensions, the shape, the placement by use of communication plans, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media.

- Locate, understand and critically evaluate information related to fashion from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. Learn the skills of being a critical blogger and moving beyond PR release.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.
- Enable acquiring of the methods and proper vocabulary to become active critics. Apply their learning through analytical and writing and presentation skills.
- Assess and make value judgments about changeable field of fashion with help of adaptation and utilization of fashion communication.

Textbooks:

1. Fashion theory. , The Journal of Dress Body & Culture. . Volume 18 Issue 4- UK September 2014. Bloomsbury Academic.
2. Vikki Bell. , Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory. . UK March 2007/US March 2007. Berg Publishers
3. Polly Guern. Creative Fashion Presentations 2nd Edition. UK October 2004/US August 2004. Fairchild Books

References:

1. Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
2. Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
3. Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

Evaluation Process:

- Course Work: 50% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation)

Other Study Material:

- Websites Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- http://www.whowhatwear.com/inside-the-fascinating-life-of-a-fashion-critic-yaeger-wilson-givhan-jacobs-hyland-friedman
- Handouts: As indicated by course instructor
- Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Pattern Developing Software **L-T-P-C**
Course Code: FD 316 **0-0-4-2**
Pre-requisite(s): Pattern Making and grading technique

Course Objectives:

- To introduce the basic tools for pattern develop on software
- To understand the operation of tools for measurement feeding.
- To explore advance digital techniques for the marker layout planner.
- To understand the benefits of software over manual working process.

Learning Outcomes:

- Demonstrate advance proficiency in digital pattern development
- Apply learning through effective application of software's.
- Reflect a sense of speedy marker plan development.

Course Description

- Basic understanding of Pattern Developer software
- Basics of tools and Measurement tools
- Learning on Feeding system
- Process of pattern development
- Contouring and balance lines creations
- Layout plan development
- Fabric consumption calculation
- Grading methods, feeding and development
- Plotter planning and commands

Textbooks:

- Helen Joseph Armstrong. Pattern Making for Fashion Designers. 5th Edition 2014.Pearson Education Publication.
- Winifred Aldrich., Metric pattern cutting for women wear. 2014Wiley Blackwell publisher.
- Natalie Bray. , More Dress Pattern Designing. October 2009Wiley Blackwell publisher

Evaluation Process:

- Course Works: 50% weightage: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 50% weightage: Practical exam and viva

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Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course – Basics of Portfolio Development
L-T-P-C Course code: FD 326 **0-0-4-2**

Pre-requisite(s) - Foundation courses, Illustration, Pattern making and garment construction, fabric trim study and styling, textile and art study

Course Objectives:

This course is devoted at developing a design portfolio for men's wear/women's wear/ Kids' wear. The design portfolio is an expression of a fashion designer involving his creativity, design ability, illustration and presentation skills.

Course Content:

Research and theme based contextual project, design development, tech pack, flat sketch etc. complied into a professional portfolio.

Learning Outcomes:

- To enable them to develop skills for professional presentation
- To enable them to understand the importance of time management, core skills and soft skills

Evaluation Process:

- Class Work- 50% Hard and soft copy portfolio compilation
- ETE – 50% Hard and soft copy portfolio compilation

Textbooks:

- Drudi, E. Figure Drawing for Fashion Design,. (2011). Amsterdam, Pepin Press.
- Bruke, S. Fashion Artist: Drawing Techniques to Portfolio Presentation, (2006). U.K., Burke Publishing.
- Riegelman, N. 9 Heads: A Guide to Drawing Fashion, (2006) London, Thames and Hudson.

References:

- Riegelman, N. Colors for Modern Fashion: Drawing Fashion with Colored Markers,2006. London, Thames and Hudson.
- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers, 1998. New York, Fairchild Books.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Kids Wear –Part A (Age 3-9) **L-T-P-C**
Course code: FD 336 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Process of fashion forecasting; sources of fashion forecasting.
- Long term and short term forecasting
- Soft line and Hard line goods
- Study of forecast for seasons. Forecasting agencies.

UNIT-II

- Understanding of kid's figure of different age groups and renders them.
- To develop an understanding of the fashion design process along with kids wear segments.
- Developing a design brief for a market.
- Developing a range for kids of different age groups.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Class Work- 50% Class work progression and feedback Internal Jury
ETE – 50% Final submission and Viva. Final Jury

Textbooks:

- Winfred, A Metric Pattern Cutting for children's wear
- Richardson. Designing and pattern making for stretch fabrics
- Children's costume by Peacock, John

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books**.**

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Kids Wear Part B (Age 3-9) **L-T-P-C**
Course code: FD 346 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Consumer research.
- Information analysis and translation; direction of fashion change; demographics and fashion forecasting.
- Cultural indicators: color forecast, textile forecast, silhouette forecast including WSGN software.
- Collection of Pins for study of colour, pattern, texture and trend forecast.

Market survey and report preparation

UNIT-II

- To understand the fabrics suitable for kids, the prints, color combinations, texture and feel of the fabric.
- Using appropriate fasteners for kids wear and its understanding
- Presentation in the research document of the forecast, brand and market study.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Design and Design Studio

Class Work- 50% Class work progression and feedback Internal Jury

ETE – 50% Final submission and Viva. Final Jury

Textbooks:

1 Winfred A, Metric Pattern Cutting for children's wear and baby wear, 2011, New Delhi, Wiley.

2 Richardson, designing and pattern making for stretch fabrics, 2008, New York, Fairchild.

3 Peacock John, Children's costume- The complete historical source book, 2009, London, Thames and Hudson.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Evening Wear –Part A (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 356 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description: Design and Design Studio

- Illustrating and designing for a Market.
- Fashion Trend and Forecasting.
- Fashion Resources.
- Specific Market research.
- Advanced draping- cowls, roaching, fluting
- Explorations like halter, one off shoulder, corsetry, boning etc.
- Client research and visual research.

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Evening Wear –Part B (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 366 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description:

- Preparation of Boards for client requirement
- Explorations for design elements and finalization for collection
- Selection and finalization of swatches
- Preparation of tech packs and pattern developments
- Prototype development
- Stitching of garments
- Product shoots
- Promotional plans

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 407	Final Design Project (Collection of 5 Ensembles by each student in any one of three Apparel Categories: • Men's Wear • Women's Wear • Kid's Wear It could even be combination of Men's & Women's Wear or Women's & Kid's Wear) To be complete in Industry		5	30	35	**20**	Jury at the end of Semester with all documents & Power-Point Presentation (Internal Jury members) For Awards (Two External Jury Members)	30	-	70
		Sub Total		**5**	**30**	**35**	**20**				

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Spring Semester	FD 408	Internship # Feb-May (16 Weeks)	-	-	-	Approx. 36	**20**	Viva (With Report & Power-Point Presentation)	00	-	600

*- Minimum enrolment 40%- this is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

 # Internship: Students will join internship immediately after closing of Autumn Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Spring Semester (Fourth Year).

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Final Design Project
Course Code: FD 407
Pre-requisite(s):

Course Objectives: The subject is focused to develop the design thinking, research, ideation, and concept development through hands on experience from various phases of research to actual garment development**.**

Course Content: Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

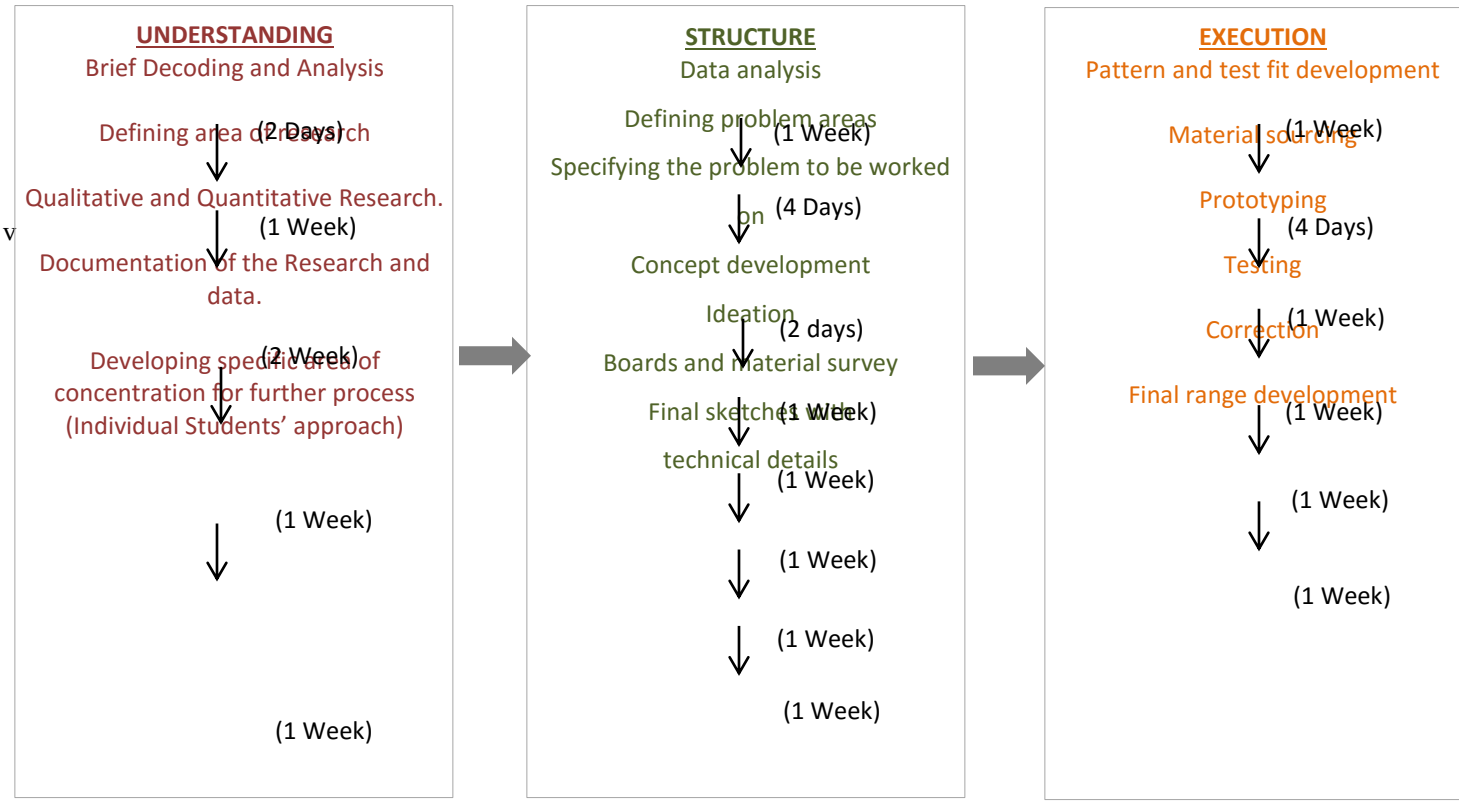
UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Range in specified category.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Range for specified category. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion- combinations, linings, stiffening fabrics etc.

The Process flow for the Final Design Project (FOR 18 WEEKS)



Evaluation Process: (Design & Design Studio)

• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Major Internship
Course Code: FD 408
Pre-requisite(s):

Course Objectives: The semester indulge the students to understand their roles and responsibilities in actual field (Industry).

Course Content/Process:

STEP I- Negotiation with the Industry for area of work

(In the guidance of CDC And should initiate in the semester break)

- Students has to define their area of work/Interest.
- Students are supposed to negotiate with the industry people for their project and interest areas.
- Students are supposed to join industry keeping in mind the duration of project should be minimum 4 months.

STEP-II -Working in the industry

- The details of industry have to submitted with the college.
- Industry mentor and college mentor should be specified by the students.
- Both mentors should be introduced to each other by the student.
- The status of the project should be regularly discussed with the mentor at the minimum interval of 15 days.

STEP-III- Documentation and Presentation

- Proper documentation of the entire process should be done with the guidance of the mentors.

Evaluation Process: (Design & Design Studio)
• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

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Academic Curriculum (2015-16 Onwards)

Second Year

AUTUMN SEMESTER

Semester III	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	FM 203	Fashion Design Process	1	-	4	5	**3**	3	30*	20@	50#
	FM 213	Pattern Making & Draping	1	-	4	5	**3**	3	50	-	50
	FM 223	Garment Construction	-	-	6	6	**3**	4	50	-	50
	FM 233	Introduction to Computerized Fashion Design	1	-	4	3	**3**	4	50	-	50
	FM 243	History of Indian Costumes	2	-	2	4	**3**	3	25	25	50
	FM 253	Fashion Studies	2	-	2	4	**3**	3	30	20	50
	FM 263	Study of Fashion products	2	-	4	6	**4**	2	50	-	50
		Mody University Elective **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

As decided by Academic Council from time to time

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

Practice hours required per week (Autumn Semester)

- Fashion Design Process: **2 Hrs.**
- Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2**

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BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme

Academic Curriculum (2015-16 Onwards) **Second Year** **SPRING SEMESTER**

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 204	Fabrics & Trims Study	2	-	2	4	**3**	4	25	25	50
	FM 214	Buyers and Organizations	3	2	-	5	**4**	3	25	25	50
	FM 224	Product Development Process	3	2	-	5	**4**	3	25	25	50
	FM 234	Basics of Merchandising	3	2	-	5	**4**	3	25	25	50
	FM 244	Fashion Movement	3	2	-	5	**4**	3	25	25	50
	FM 254	Fashion Trend & Forecasting	2	-	2	4	**3**	Viva	50	-	50
		Mody University Elective **(select any One)**[$]	3	-	-	3	**3**				
		Sub Total	**19**	**8**	**4**	**31**	**25**				

As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Fabrics & Trims Study: **2 Hrs.**
- Buyers & Organizations: **2 Hrs.**
- Product Development Process: **2 Hrs.**
- Fashion Movements: **2 Hrs.**
- Fashion Trend & Forecasting: **2 Hrs**

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BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Second Year

L-T-P-C

Title of Course: Fashion Design Process **1-0-4-3**

Course code: FM 203

Pre-requisite(s): Introduction to fashion Industry and Design concepts

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future.
- Understanding that managing fashion business (technical, aesthetic & industrial) is being aware of consumer demands and catering to it.
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking.
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach.
- Customer-focused ethos/customer centric product design process
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client)
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch
- Design Process & new technologies
- Research & Analysis- study trends, market, consumer brands.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. Changing Fashion- A Critical Introduction to Trend Analysis & Meaning. Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. Designers Guide to Fashion Apparel. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. Fashion & the Consumer. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. Fashion Entrepreneurship- Retail Business Planning. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. The Dynamics of Fashion. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. Beyond Design: The Synergy of Apparel product development. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. Beyond Design: The Synergy of Apparel product development. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.The Why of the Buy- Consumer Behavior & Fashion Marketing. Fairchild Books.

9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend Forecasting to Shop Floor. Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.Understanding Aesthetics for the Merchandising & Design Professional. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. Ethics in Fashion Industry. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. Social Responsibility in the Global Apparel Industry. Fairchild Books.

Evaluation Process:

- Course Work: 30% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- Mid Term Examination: 20 % . Viva for the products and work in progress
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites: https://fuel4fashion.wordpress.com/2013/10/11/the-fashion-design-process/
   http://process.arts.ac.uk/sites/default/files/pecha-kucha__milan_dieffenbacherfinal.pdf
   http://www.businessoffashion.com/articles/basics/the-basics-part-5-design-and-development
2. Handouts: As indicated by the course instructor.
3. Magazines: Fashion, MRM, Vogue, Inside, Elle, Surface, W, Hoop, Fashion Affair, Ignite, Essence, Beautiful, Porter

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BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Second Year

Title of Course: Basics of Pattern Making & Draping **L-T-P-C 1-0-4-3**

Course code: FM 213

Pre-requisite(s): NIL

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets.
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve.
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc.
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke.
- Closures- Zip, Buttons, Hooks &drawstring.
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. How to draft basic patterns. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. Fabulous fit 2nd edition. Fairchild Books
3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. Basic Pattern Skills for Fashion Design. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. Principles of Flat Pattern Design 4th edition. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. Draping Basics, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. The Art of Fashion Draping 3rd Edition. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. Integrating Draping, Drafting & Drawing. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. The Art of Fashion Draping. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. Draping for Apparel Design. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. Draping for Fashion Design. Pearson Education
11. Carolyn Kiisel. October 2013. Draping: The Complete Course. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... Couture unfolded: Innovative pleats, folds & draping in Fashion Design. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of patterns & drapes for garment/ product development. Hard copy compiled in file.
- End Term Examination: 50% weightage. Viva with all Products developed. Hard copy compiled in file

Other Study Material:

1) Websiteshttps://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

SCHOOL OF DESIGN (SOD)
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Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Second Year

Title of Course: Garment Construction **L-T-P-C 0-0-6-3**

Course code: FM 223

Pre-requisite(s): NIL

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches)
- Garment construction methods and techniques:
- Seams and Seam Finishes, Edge Finishes, Hem Finishes.
- Circular lines and Angular lines in corner finishes.
- Plackets, Pockets, Cuffs, Collar.
- Waist Finishes, Darts, Pleats, Tucks and Gathers.
- Fasteners.
- Assembling a skirt and bodice with sleeve attachment.

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. Industry Clothing Construction Methods. Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. Tailoring Technique's for Fashion. Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. The Art of Couture Sewing. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. Basic Fashion Design 03-Construction. Ava Publishing
- Pamella Powell. UK September 2010/US July2010. Tailored Fashion Design. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. Fashion Sewing- Introductory Technique's. Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. Apparel Quality- A Guide to Evaluating Sewn Products. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. Classic Tailoring Technique's- A Construction Guide for Women's Wear. Fairchild Books
- Raul Jewel. Publishing year unknown. Encyclopedia of Dress Making. Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of construction works for the Product development.
- End Term Examination: 50% weightage. Viva with all Products developed.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
- Handouts: As indicated by course instructor.
- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Title of Course: Introduction to Computerized Fashion Design **L-T-P-C**
Course Code: FM 233 **1-0-4-3**
Pre-requisite(s): Computer Application I and II

Course Objectives:

- Introduction to advanced use of software's in fashion design.
- To Develop advanced skills applicable in computer graphics in relation to fashion design and business.
- To Explore advanced tools and their application for Visual Communication in fashion business.

Course Description:

- Engage with using vector based software's such as Adobe illustrator CC for Vector Based Illustration in relation to display & Planning.
- Developing skills to create professional digital drawings for Visual Communication in design.
- Exploring various plan and display types and rendering through proper tools and techniques.

Learning Outcomes:

- Demonstrate advanced proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software skills and presentations of the same in rendering of various plan and display types.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Fashion Designer's Handbook for Adobe Illustrator by Centres, M
- Fashion Illustration Flat Drawing by Maite Lafuente
- Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin
- Pattern Background material
- Fashion Pattern

Evaluation Process:

- Course Works: 5**0% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://www.guidebookgallery.org/splashes/illustrator
- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- uoh.com/blog/comments/the_new_adobe_icons_and_branding
  http://adobeforfashion.com/illustrator-tutorials/https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion
- Design-Drawing-Flats/115431-2.html

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Second Year

L T P C

Title of Course: History of Indian Costumes **2 0 2 3**

Course code: FM 243

Pre-requisite(s): Fashion Design Process

Course Objectives:

- Overview of history of costume & fashion in India from ancient times to modern
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern
- How clothing is used as a universal means of symbolizing roles and social positions.
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period.
- Gain greater perspective on the overall historical, social, economical and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize & investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Karl Aspelund. UK July 2009/US My 2009. Fashioning Society- Hundred years of Haute Couture. Fairchild Books
2. Bonnie English. UK July 2007/ US July 2007. A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk. Berg Publishers
3. Lee Bender. UK February 2009/ US February 2009. Bustop & the Influence of the 70's on Fashion Today. Berg Publishers
4. Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus UK October 2011. Berg Publishers
5. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. Survey of Historic Costume. Fairchild Books
6. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. Fashioning Bollywood- The Making & Meaning of Hindi Film Costume. Bloomsbury Academic.
7. Joanne B Eicher & Sandra Lee Evenson. UK October 2014/US August 2014. The Visible Self- Global Perspectives on Dress, Culture & Society. Fairchild Books.
8. Elaine Stone. UK September 2011/US July 2011. In Fashion. Fairchild Books.
9. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. The World of Fashion. Fairchild Books
10. Jay Diamond & Ellen Diamond. UK January 2008/US November 2007. The World of Fashion. Fairchild Books
11. Ira Neimar. UK December 2011/US October 2011. The Rise of Fashion & Lessons learned at Bergdorf Goodman. Fairchild Books.
12. Mica Nava. UK September 2007/US September 2007. Visceral Cosmopolitanism Gender, Culture & the Normalization of Difference. Berg Publisher.

13. Geraldine Howell. UK December 2012/US December 2012. Wartime Fashion- From Haute Couture to Home Made 1939-1945. Berg Publishers.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.

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Second Year

Title of Course: Fashion Studies **L-T-P-C**
Course code: FM 253 2-0-2-3
Pre-requisite(s): Design Concepts and drawing and colour study

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design, their articulation
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop a sense of composition.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dimensions.
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry. Fashion trends and forecasting. WGSN

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Evaluation Process:
Weightage – 30% for Class Work. Assessment will be on hard copy
MTE 20%. Written practical examination
ETE 50%. Practical written examination

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. The Design Process. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. Structure & Form in Design. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. Designing- An Introduction. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. Beautiful Thing- An Introduction to Design. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. Basic Fashion Design 05-Fashion Drawing. Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. Creative Fashion Illustration-How to develop your own Style. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. Key Concepts for the Fashion Industry. Bloomsbury Academic.

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Second Year

Title of Course: Study of Fashion Products | **L T P C** **2 0 4 4**

Course code: FM 263

Pre-requisite(s): Survey of Apparel Designs

Course Objectives:

- Understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers
- Understanding relationship between textile design and selection and fashion business.
- Understand outside influences on fabric and design choice such as availability, cost and environmental concerns.

Course Description:

- Evolution and identification of different fabric prints and designs with consideration to the present global production perspective.
- Overview of production lifecycle on basis of fabric, surface ornamentation and construction methods and its impact on sourcing before the product becomes available in market.
- Conceptualizing collection with analysis of how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation.
- Sourcing fabric and accessories with view of profit maximization in export and designer based orientation with understanding of management of soft goods related to inventory and logistics from factory to stores.
- Strategizing the business plan and using related software programs for planning, forecasting, replenishment, and consumer response exemplifying by Case studies of sourcing and supply chain management policies of major apparel producers and retailers.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.
- Able to conceptualize, source and select fabric for development of line/collection and choosing the target market.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. Sustainable Fashion Supply Chain Management: From Sourcing to Retailing. Springer Edition
2. Jung. E. Brookshire. February 2014. Global Sourcing in the Textile & Apparel Industry (Fashion Series). Prentice Hall
3. Naomi Thompson. June 2012. Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks. Pavilion.
4. Fashion Dex Incorporation. March 2015. Apparel Production Source Book 2015- Solving your domestic production sourcing needs. Fashion Inc.
5. Pamela Ravasio. February 2011. Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. A Guide to Business/Principles & Practices Watson Guptill Revised edition, edition
7. Marlon Zama, Brian Webber, Charles Dagher. November 2004. Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries. Publisher not known
8. Erin Cadigan Sourcing and selecting textiles for Fashion Bloomsbury
9. Doris H Kincade & Fay Y Gibson. Feb 2009. Merchandising of fashion products Study guide for Merchandising of Fashion. Prentice Hall

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Via with all Products developed with Portfolio and Power Point Presentation.

Other Study Material:

- Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
- Handouts: As indicated by course instructor.
- Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
- Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
- Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
- Case Studies: http://www.gep.com/knowledgebank/case-studies

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Spring Semester Second Year

Title of Course – Fashion Fabric and Trim Study **L-T-P-C**
Course code: FM 204 **2-0-2-3**
Pre-requisite(s)-Fibers, Fabrics and Finishes

Course Objectives:

- To understand the hand, feel, structure-woven and knits –it's properties and usage of different fabrics in Fashion.
- Making a swatch collection of types of fabrics.
- To source the right trim for the right fabrics from the market.

Course Description:

1. Understanding of fabrics woven and knits- from their structure, Fluidity, Ornamentation, Expansion, Compression.
2. Fabric terminology and end uses
3. Surface ornamentation techniques and Swatch collection with necessary information like name, weave, classification, properties, count, etc.
4. Indian traditional dyeing and embroidery techniques as overview and its concept
5. Selection of trims, fasteners like buttons, shank buttons, wooden buttons etc. as per weight and type of fabric.
6. Samples done with basic natural and manmade fibers.
7. Overall understanding of use of fabrics in Fashion- combination, linings, stiffening fabrics etc.

Learning Outcomes:

- To understand the hand feel, structure, properties and usage of different fabrics in Fashion.
- To understand different techniques of doing different dyeing and embroidery techniques.
- To survey the market for different types of trims.
- To source the right trim for the right fabrics.

Evaluation Process:
25 % CW, 25% MTE and 50% ETE (Submission and Viva)

References

1. Humphries, M. (2008). *Fabric Reference,* New Jersey, Prentice Hall Publisher.
2. Marypaul, Y. (1995). *Textiles: A Handbook for designers,* New York, W.W. Norton and Co.
3. Mc Carty, C. and Mc Quaid, M. (2002). *Structure and Surface,* New York, The Museum of Modern Art.
4. Pizzuto, J.J., et al. (2009). *Fabric Science,* New York, Fairchild Books.
5. Martin, C. and Main, A. (2005). *Surface Texture Book,* London, Thames and Hudson.
6. Hall, A.J. (1975). *Standard Handbook of Textiles,* U.K., Butterworth- Heinemann Ltd.
7. Moss, S. (2001). *Costume and Chemistry- A Comprehensive Guide to Material and Apparel,* Oxford, Batsford.

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Spring Semester Second Year

Title of Course: Buyer's & Organizations **L-T-P-C**
Course code: FM 214 **3 2 4**
Pre-requisite(s): Understanding Buyers Style

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying.
- Activities, process and people involved from the perspective of the fashion buyer.
- Brand Personality, life cycle costs, organizational buying behavior, Customer Relationship Management, value analysis, customer interaction approach.
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a merchandise plan, mathematical formula, buying strategy, developing sales forecast
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.
- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

- Helen Goworek. 2001. Fashion Buying. Blackwell Science
- Richard Clodfelter. UK October 2002/US August 2002. Making Buying decisions 2nd edition- using the computer as a tool. Fairchild Books
- Richard Clodfelter. UK September 2008/US July 2008. Making Buying decisions 3rdedition- using the computer as a tool. Fairchild Books
- Bette K Tepper. UK November 2001/US September 2001. Mathematics for retail buying 5th edition. Fairchild Books
- John Donellan. UK February 2002/US December 2001. Merchandising Buying and Management. 2nd edition. Fairchild Books.
- Linda Cushman. UK October 2004/US August 2004. Using computerized spreadsheets-Mathematics for retail buying. Fairchild Books
- David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend forecasting to shop floor. Fairchild Books
- Richard Clodfelter. UK September 2012/US July 2012. Retail Buying (From Basic's to Fashion). Fairchild Books.

- Dana Connel. UK December 2009/ US October 2009. A Buyer's Life- A Concise guide to retail planning and forecasting. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. The Why of the Buy-Consumer Behavior and Fashion Marketing. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. The Why of the Buy-Consumer Behavior and Fashion Marketing. Fairchild Books.
- John Donellan. UK November 2013/US September 2013. Merchandise Buying & Management. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

- Websites: http://www.acrwebsite.org/search/view-conference proceedings.aspx?Id=5822
- http://connection.ebscohost.com/c/articles/6597444/fashion-involvement-buying-behavior-methodological-study
- http://bdigital.ufp.pt/bitstream/10284/1020/7/fashion%20involvement.pdf, http://aspire.surrey.ac.uk/items/749C040A-A54C-9038-2EF4-7D9AD740FEB1.html
- Handouts: As indicated by the course instructor.
- Magazines: Glamour, Marie Claire, Bazaar, Inside, Elle, Esquire, CQ, Business of Fashion, Seventeen, Brava, Law A La Mode, Vogue, Fashion.

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Spring Semester Second Year

Title of Course: Product Development process **L-T-P-C**
3- 2- 0- 4

Course code: FM 224
Pre-requisite(s): NIL
Course Objectives:

- Role and Functions of a Merchandiser in the Product Development Process.
- Understand and analyze the role of a Merchandiser in meeting with the challenges of Product Development.
- Understanding Organizational Readiness for Product Development, product range and product line compatibility along with the product branding.

Course Description:

- Understanding Product, Product Development Process, Product Development Stages, and Factors to Consider for Product Development, Role and Responsibilities of a merchandiser according to his position in Organizational Hierarchy.

- The Merchandiser, Merchandiser's role and duties, Merchandise Planning Process, Merchandiser and Product Development.

- Organizational Readiness for product development, Preparations by the Merchandising Department, Sourcing for product development, maintaining inventory, maintaining assortments.

- Understanding product adoption process, Developing Product Mix and Product Range, Product line Compatibility and Attributes.

- Product or Merchandise selection as a Competitive Advantage tool, Product Branding and role of a Merchandiser.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of product development in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's product development, product range and line process along with factors affecting brand creation.
- Exhibit, adapt, utilize & investigate the role of Merchandiser in the product development process in an organization.
- Complete awareness about product development and merchandise selection as Competitive tool.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Indicative Reading:

- Handbook of New Product Development Management, *Edited by: Christoph H. Loch and Stylianos Kavadias*, ISBN: 978-0-7506-8552-8, Taylor & Francis as of 2011.
- Regan. L. Cynthia, Apparel Product Design and Merchandising Strategies, 2008, Pearson Prentice Hall, 2008, ISBN 0131197592. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice hall,

- Rosemary Varley, Retail Product Managemnet: Buying and Merchandising, 2005, Routledge.
- Tony Hines, Fashion Marketing, 2006, Butter Worth – Heinemann.

Reference Books:

1. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
2. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing.
3. Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.
4. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
5. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Books.
6. Jay Diamond; Ellon Diamond, The World of Fashion , 2007, Fairchild.
7. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics.* Fairchild Books.
8. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books.
9. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books.
10. Kitty G. Dickerson, Inside The Fashion Business, 7th Edition, 2003 Prentice hall
11. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
12. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books.
13. Merchandise Buying & Management, John Donnellan, 2001, Farechild Books,.
14. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
15. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books

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Spring Semester Second Year

Title of Course: Basics of Merchandising **L T P C**
Buying Styles **3- 2 - 4**
Course code: FM 234
Pre-requisite(s): NIL

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the Buyer's Merchandise Planning.
- Understanding Various Buying Styles.
- Understanding Buyer Behaviour and its Process.
- Understanding Buyer's end operations and Merchandise goals, planning and Value delivery process from the perspective of a Merchandiser.

Course Description:

- Merchandise Planning, Understanding Merchandising Needs, Understanding Buyer's Merchandise Planning, and Meeting Buyer's Goals.
- Research on Contemporary Fashion Companies' their products and Consumers, Helping Buyer's succeed in the market, the right merchandise blend.
- Trend Analysis and forecasting your buyer's future needs, streamlining buyer's merchandising process, corporate level buying, Evaluation yardsticks for buyers.
- Merchandiser, Key Roles and Responsibilities of Merchandiser in retail sector.
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors.
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display.
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity.
- Develop sales Forecast: trends, websites plan stock levels, monitor performance.
- Understanding potential customers: Challenges in meeting consumer demands for the right product, at the right prices and at the right times. Using Technology: for retail buying and working with foreign markets

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser in decoding buyer's need.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers and their needs.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring delivery of value to the buyer and buying organizations.
- Ability to understand buyer's requirements and decision making process along with evaluation yardsticks.

Reference Books:

- Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
- Frings, Gini S. (2002). **Fashion: From Concept To Consumer.** 7th Edition. New
- Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Book
- Grace I Kunz. UK October 2009/ US August 2009. Merchandising: Theory, Principles & Practice. Fairchild Books
- Jernigan, M.H. & Easterling H. (1990). **Fashion Merchandising & Marketing.** New York, Macmillan

- Jersey, Prentice-Hall John Donnellan. UK August 2007/US June 2007.
- Merchandise Buying & Management 3rd edition. Fairchild Books john Donnellan. UK February 2002/US December 2001. Merchandise Buying & Management 2nd edition. Fairchild Books
- Linda. M. Cushman. UK May 2011/US March 2011. A Practical Approach to Merchandising. Fairchild Books
- Mike Easey, ed. (2002). **Fashion Marketing.** 2nd Edition. Oxford, Blackwell Science Ltd.
- Pamela. M. Philips, Ellye Bloom, John D Mattingly. Fashion Sales Promotion- The Selling behind Selling. Prentice Hall
- Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. Developing & Branding the Fashion Merchandising Portfolio. Fairchild Books
- Rosetta Lafleur. UK March 2010/US January 2010. Merchandise planning workbook. Fairchild Books.
- Stone, Elaine. (1990). **Fashion Merchandising.** 5th Edition. New York, Mc Graw-Hill

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

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Spring Semester Second Year

L-T-P-C
3- 2-0-4

Title of Course: Fashion Movement
Course code: FM 244
Pre-requisite(s):Historical development of Fashion Industry

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon: explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources.
- Reflect critically on the historical, social, cultural and global dimensions of fashion. Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day.
- Understanding development of the field of fashion studies, theoretical viewpoints. Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc.
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.

Reference Books:

1. French Lunning. UK February 2013/US April 2013. Fetish Style. Bloomsbury Academic
2. Maria Mellins. UK August 2013/US September 2013. Vampire Culture. Bloomsbury Academic.
3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. Fashion & Museums- Theory & Practice. Bloomsbury Academic.
4. Janice Miller. UK July 2011/US Sept 2011. Fashion & Music. Berg Publishers

5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. Dress Sense- Emotional & Sensory Experiences of the Body & Clothes. Berg Publisher
6. Pamela Church Gibson. UK December 2011/US December 2011. Fashion & Celebrity Culture. Berg Publishers
7. Susan B Kaiser. UK November 2012/US January 2013. Fashion & Cultural Studies. Berg Publishers.
8. Stephanie Talbot. UK January 2013/US May 2013. Slogan T-Shirts (cult & culture). A & C Black Visual Arts.
9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. Dress & Society. Berg Publishers
10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. Berg Publishers. Appearance & Power.
11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. The Visible Self - Global Perspectives on Dress, Culture & Society. Fairchild Books.
12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. Global Perspectives on Dress, Culture & Society. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

4) Websites:http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
http://thoughteconomics.blogspot.in/2012/09/fashion.html
5) Handouts: As indicated by course instructor
6) Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

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Spring Semester Second Year

L-T-P-C
2 0 2 3

Title of Course: Fashion Trend and Forecasting
Course Code: FM 254
Pre-requisite(s): Fashion products
Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- **Introduction to term Forecasting**
- **Role of Forecasting in Indian and global fashion industry**
- **Function and process of forecasting**
- **Long and short term forecasting**
- **Types of forecasting and study of colour, texture, trend, style and fashion forecasting**
- **Forecasting agencies**
- **The method of study of forecast**
- **Role of merchandiser in knowing forecasting**
- **Study of forecast pertaining to different continents**
- **Plethora of fashion**
- **Study of demographics and fashion cultures**
- **Process of forecasting documentation**
- **Survey y and analysis study**

Learning Outcomes:

- **Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India**
- **Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.**
- **Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.**

Evaluation Process:

- **Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.**

- **End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.**

References:

15. **Singh, M., et al. (1995). Saris of India: Bihar and West Bengal, New Delhi, Wiley Eastern.**
16. **Gillow, J. and Barnard, N. (1991). Traditional Indian Textiles, London, Thames and Hudson.**
17. **Bhatnagar, P. (2008). Decorative Design History in Indian Textiles and Costumes, New Delhi, Abhishek Publications.**
18. **Askari, N. and Crill, R. (1997). Colors of the Indus: Costume and Textiles of Pakistan, London, Merrell Publishers Ltd.**

19. Ghosh, G.K. (2011). Indian Textiles: Past and Present, New Delhi, Abhishek Publications.
20. Mathur, A. (2006). Woven Wonder: the Tradition of Indian Textiles, New Delhi, B.P.I. India.
21. Naik, S.D. (2010). Traditional Embroideries of India, New Delhi, Ashish Publishing House.
22. Ranjan & Ranjan , 2009, Handmade in India A Geographic Encyclopedia of India Handicrafts, Abbeville Press, Inc US 1st Edition
23. Rta Kapur Chishti & Rahul Jain , (2000), Handcrafted Indian Textiles, Roli Books, 1st edition
24. Crill, Rosemary , (1998) Indian Ikat Textiles, Weather Hill Publ.
25. Pepin Press, (1999), Indian Textile Prints with CD , PAP/Cdr edition.
26. Catherine Legrand , (2013), Indigo-The color that changed the world , Thames & Hudson 1st edition
27. Edwards Eiluned, (2011), Textiles & Dress of Gujarat- Grantha Corporation Publ.
28. Usha Srikant, (2005), Ethnic Embroidery of India- 1& 2, OM Books

Other Study Materials:

Handouts: As instructed by subject teacher

- **Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com**
- **www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com**
- **www.premiervision.fr, www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India**
- **www.indiaheritage.org/creative/creative_textiles.htm**
- **www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles**
- **www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles**
- **www.nopr.niscair.res.in/bitstream/123456789/10310.pdf**
- **Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK**

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Autumn Semester

S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
1	FM 305	Product Pricing & Selling	2		2	4	**3**	3	25	25	50
2	FM 315	Enterprise Resource Planning	2		4	6	4	3	50		50
3	FM 325	Retail Structure & Different Retailing Techniques	2		2	4	3	3	25	25	50
4	FM 335	Fashion Communication and Publishing	2		2	4	3	3	50		50
5	FM 345	Fashion Event Management	1		4	5	3	3	50		50
6	FM 355	Supply Chain & Product Sourcing	2		2	4	3	3	25	25	50
7	FM 365	Production Planning & Control	2		2	4	3	3	25	25	50
	Sub Total		13		19	32	22				

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Spring Semester

S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
	FM 306	Global Issues & Ethical Trading	2		2	4	3	3	25	25	50
	FM 316	Market Research	2		4	6	4	3	25	25	50
	FM 326	Fashion Trend Forecasting,Promotion and Fashion Brand Management	2		4	5	4	3	25	25	50
	FM 336	Visual Merchandising	1		4	5	3	3	25	25	50
	FM 346	Digital Media Marketing	2		2	4	3	3	50		50
	FM 356	#Textile Internship(2 weeks)	1		4	5	3	3	50		50
	FM 366	Fashion Product Management	1		2	3	2	3	25	25	50
		CBCS	3	0	0	3	3	3	25	25	50
		Sub Total	14	0	22	35	25				

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Autumn Semester

L-T- P-C

Title of Course: Product pricing and selling _____
Course Code: FM 305

Pre-requisite(s):Basics of Merchandising, Product development Process

Course Objectives:
Promote an in-depth introduction to product cost, techniques used in buying and planning process.
Provide a thorough grounding in accounting and costing approaches used in the Fashion Industries.
Offer hands-on experience in the use of business metrics and spreadsheets.
Explore the application of these to the systematic analysis of a range of Fashion Business scenarios and environments.

Course Content:

UNIT- I
Basic concepts of calculating cost of different fashion products in terms of manufacturing, Factors affecting profit including billed cost, cost of goods sold, delivered cost and skeletal profit and loss statements
UNIT-II
Cost of merchandise and terms of sale including Different types of discounts and different types of dating, negotiating transport terms
UNIT-III

Calculating mark ups and mark downs and strategies used for pricing
UNIT-IV

Six month merchandise plan for planning stocks, purchases and markdowns
Learning Outcomes:

Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Communicate mathematical and technological information with clarity, logic and accuracy.

Synthesise, assess and evaluate information and data from appropriate sources and use these to make informed, independent judgments and decision making in relation to technical product and/or business contexts.

Evaluation Process:

Class Work:25%
Mid- Term:25%
End Term:50%

Text books:

1. A practical approach to merchandising mathematics Linda M cushman
2. Davis Burns, L, Mullet, KK, and Bryant, NO (2011). *The Business of Fashion. Designing, Manufacturing and Marketing. Fourth Edition.* New York, USA: Fairchild Books/Conde Nast.
3. Anderson, DR, Sweeney, DJ, Williams, TA, Camm, JD, and Martin, KM (2012). *An Introduction to Management Science. Quantitative Approaches to Decision Making (13th Edition).* Mason, OH: South-Western/Cengage Learning.

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Autumn Semester

Title of Course: Fashion Communication and Publishing **L-T- P-C**

Course Code: FM 335

Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through magazine production;
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at PR in fashion magazine publishing;
- Writing creatively for a fashion magazine; work with a magazine layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion magazine proposals and project in all their mechanical and editorial aspects

Course Content:

UNIT- I

What is Magazine Production?

Bibliography and suggested readings. First key concepts of magazine production: its challenge, its process, career possibilities. A short history of magazine production from its beginning to its latest trends, with a specific focus on the fashion magazine.

UNIT-II

The power of magazines: The business of publishing; the role of publishers and how they relate to other departments on a typical commercial magazine; understanding how editorial departments work; distribution.

UNIT-III

Art and design in the magazine production process: Structure of an editorial department, essential elements for creating good content based around preparation, commissioning and checking/subbing material; planning cycles; news, features and reviews

UNIT-IV

Photography and design – Creating visual appeal Content: The role of the art editor and the importance of good design in creating compelling publications; typography, colour and graphics (photography and illustration), used to create a visual object that will appeal to readers. Successful approaches and techniques in the fashion publishing industry.

UNIT- V

Fashion journalism: Writing for Magazines. Topic research, storytelling tools, evaluating story ideas; writing the query letter.

UNIT – VI

Fashion Promotion Communication Content: Writing for advertising, for Public Relations, and for the New Media – strategies, text typologies, media involved, and communication goals according to target audiences.

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work:50% Minor Project

End Term:50% Major Project

Text books:

1. Jason Whittaker, Magazine Production, Routledge, London & New York, 2008.
2. Ambrose, G. & Harris, P. The Visual Dictionary of Pre-Press & Production, Lausanne: AVA 2010. Blanco, J. The Complete Guide to Book Publicity, New York: Allworth 2004.
3. Campbell, R. Media and Culture – An Introduction to Mass Communication. Fifth edition, – St. Martins Press, 2005. Marshall, L. Bookmaking, Editing/Design/Production, Third Edition (2004).
4. Smith, R. D. Strategic Planning for Public Relations. 3rd edition. Routledge, 2009. Turow, J. Media Today.
5. An Introduction to Mass Communication, London & New York: Routledge 2010, pp. 262-297. VV. AA., Turning Pages.
6. Editorial Design for Print Media, Berlin: Gestalten 2010. Watson, J. and Hill, A.
7. A Dictionary Of Communications And Media Studies. Sixth edition, A Hodder Arnold Publication, 2003. Wilcox, D. L. and Cameron, G. T.
8. Public Relations: Strategies and Tactics, 10th edition, Pearson Education Inc., 2012.

References:

1. _____
2. _____

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Third Year
Autumn Semester

Title of Course: Fashion Event Management _____
Course Code: FM 345
Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through event being organized.
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at fashion event management and various fashion shows and social awareness events;
- Writing creatively for an upcoming event; work with event layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion event conduction proposals and project in all their mechanical and editorial aspects

Course Content:

Unit I : Introduction to event Management, Size & type of event,
Event team, Code of ethics
Unit II: Principles of event Management, concept & designing,
Analysis of concept, Logistics of concept.
Unit III:Feasibility, Keys to success, SWOT Analysis
Unit IV: Aim of event, Develop a mission, Establish Objectives,
Preparing event proposal, Use of planning tools
Unit V:Protocols, Dress codes, staging, staffing
Unit VI :Leadership, Traits and characteristics

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work: 50% Minor Project

End Term: 50% Major Project

Text books:

Suggested Reading

- Event Management by Lynn Van Der Wagen & Brenda R Carlos.
- Successful Event Management By Anton Shone & Bryn Parry
- The Fundamentals of Fashion Management By: Susan Dillon
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, 2nd Edition C. A. Preston
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions
- Front Cover Leonard H. Hoyle

References:

1. Fashion show
earthbeat.sk.ca/get_involved/documents/ActionGuideFashionShow.pdf
2. Fashion Show Production and Management - Iowa State University
www.hs.iastate.edu/cwsyllabi/2015Spring/AESHM/AESHM472.pdf
3. How to plan a fashion show - Amnesty International
https://www.amnesty.org.uk/files/sfr_guide_how_to_plan_a_fashion_show.pdf
4. SPRING FASHION SHOW
www.philau.edu/ebooks/styleline/spring09/pdf/stylelinespring09.pdf

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Third Year

Autumn Semester

Title of Course: Enterprise Resource Planning LTPC
Course Code: FM 315
Pre-requisite(s): Product Development

Course Objectives:

- Provide understanding of integration of information systems, sales and distributions, accounts, inventory receivables, inventory and human resources.
- Provide hands-on use of software on grounds of accounting and costing approaches used in the Fashion Industry.
- Explore the application of systematic analysis of a management of Fashion Business

Course Content:

UNIT- I
The basic concept of Enterprise Resource Planning and Management
UNIT-II
Practical application of financial accounting, management accounting and HR accounting
UNIT-III
Practical application of manufacturing –Aggregate Planning, Master Demand Scheduling, Fabric management module, product Master and BOM management, Work order Management, Batch Management, Material management, Material requirement planning
UNIT-IV
Supply chain management-Order management and project management
Limitations and Scope of ERP

Learning Outcomes:

- Understand concepts and applications of enterprise resource management (ERM) and enterprise resource planning (ERP) systems.
- Develop working skills in planning and managing enterprise resources including aggregate planning, master demand scheduling, materials requirements planning, capacity management, and short-term scheduling.
- Apply modern software including Oracle ERP system to plan and manage resources in organizations.

Evaluation Process:

Class Work: 50%

End Term: 50%

Text books:

References:

1. _____
2. _____
3. _____

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Third Year

Spring Semester

Title of Course: Global issues and ethical trading _____

Course Code: FM 306

Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackle environmental and social issues present in garment industry at national and international level.

Course Content:

UNIT- I

- Key theories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances.

UNIT II

- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA, Quota Allocation and elimination, GATT, FTA

UNIT III

- The international market with regard to products, services and intellectual property and how those challenges affect economic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade.

UNIT IV

- Ethical Trading- Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification

Learning Outcomes:

- To Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies.
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry,*Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*

6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd9058525737500662 3f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_Nena Bode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)
- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY**)**

Videos

- General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA) https://youtu.be/KMZGbaXYq58
- The Fiber Side of Textile Recyclinghttps://youtu.be/CJka9tHkxjs

https://www.youtube.com/watch?v=pEbFnAMHHps

- The Full Story of the Rana Plaza Factory Disaster.https://youtu.be/pEbFnAMHHps
- Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated

http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india

- They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory

http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html

- Govt comes out with plan to resolve Tirupur crisis

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Third Year
Spring Semester

L-T- P-C

Title of Course: Market research
Course Code: FM 316
Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with research and develop problem aspects.
- To develop and find out more market entry techniques and create new product segments
- To display skills of carrying significant research for different brands, do brands comparison and create new market
- To develop research aptitude for capturing potential markets
- To develop required skills to translate ideas and designs into potential marketing and merchandising features.

Course Content:

UNIT- I
- Research theory: defining purpose of market research

UNIT II
- Research Analysis: Choosing what to research, Selection theme, primary and secondary sources and sources and inspiration and target age group and demographics across the globe.

UNIT III
- Defining Research and Review of Literature

UNIT IV
- Methods and procedures of conducting research and method of analysis

UNIT V
- Compiling research –sketchbook, techniques for drawing, collage, analysis of research and mood boards and designing from research and communicating ideas through various formats

Learning Outcomes:

- To relate easily to the need and importance of market research in field of merchandising.
- To be able explain the process of marketing and relate it to manufacturing and production.
- To carry out market research for various fashion product categories
- To be able derive time plan and action plan for given order execution

- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Reference Books:

- Research and Design Second Edition Simon Seivewright Bloomsbury edition
- Research Methods for the fashion Industry Judy Zaccagini Flynn and Irene M Foster

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

Case studies:

- Emerging Trends in Fashion Marketing: A Case Study of ... - RASCI rasci.in/downloads/2012/Emerging_Trends_Fashion_Marketing_2012.pdf
- Luxury and Premium Fashion Brands Online Marketing, Case Study ... https://www.theseus.fi/bitstream/handle/10024/45356/Nuutinen_Susanna.pdf
- Market Research Case Studies - NPD Group U.K. https://www.npdgroup.co.uk/wps/portal/npd/uk/solutions/case-studies

Videos

- Fashion Market Research Flick Through (1st Class Degree) https://youtu.be/3xvTa5AhnHk
- Market Research | How to Start Your Fashion Company® https://youtu.be/mHuYiKoDxFY

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Spring Semester

L-T- P-C

Title of Course: Fashion Trend Forecasting, Promotion and Brand Management
Course Code: FM 326

Pre-requisite(s): Product development Process
Buyers and Buying Organizations

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Content:

UNIT- I

- Understand and apply Range planning and seasonal merchandise mix

UNIT- II

- Work on the Product Development process flow along with costing for the selected market.

UNIT- III

- Launching the brand for the chosen market.

UNIT- IV

- Evaluation of sales and distribution channel for the market.

UNIT- V

- Developing Branding and Promotion plan and designing marketing mix.

Learning Outcomes:

- Able to analyse the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting, Om Books International, New Delhi*
2. Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi
6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing*
7. *Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
8. Peterson, L.K & Cullen, Cheryl Dangel,(2000*),Global graphics: color: a guide to design with color for an international market,* Rockport Publishers, Massachusetts
9. Packard, S., winters, A. & Axelrod, N. (1998), *Fashion Buying& Merchandising*. 2nd Edition, New York, Fairchild Publications
10. O'Hara, G. (1986), *The Encyclopedia of Fashion*. London, Thames & Hudson
11. Brannon, Evelyn L. (2002),*"Entrepreneurship*", Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Submission of brand portfolio and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businesscasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU

BBC Three - Secrets of the Superbrands (Fashion) https://youtu.be/fd7lfcnlb9c

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Third Year

Spring Semester

L-T- P-C

Title of Course: Visual Merchandising _____
Course Code: FM 336

Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of visual merchandising.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of making window display and creating floor layouts for in-store retail merchandising and window displays.

Course Content:

UNIT I

- History of Visual Merchandising, Basics of VM, and role of Visual Merchandiser-activities, visual merchandising of department store, multiple chain store, small retail outlets.

UNIT II

- Methods and techniques for creating successful displays-Store design and study of various retail stores and Windows display-themes, schemes, budgeting, props, signage, graphics, window calendar, mannequins

UNIT III

- Visual Merchandising and planning –set up display shop, store planning and design

UNIT IV

- Areas of Visual Merchandising and display –Point of purchase display, Trade show design-industrial display, Fashion Shows, Trade org and sources

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in visual merchandising
- To learn the techniques and art of creating attractive visual displays.
- To learn from various case studies about the best window displays and in-store interiors
- Interiors

- To develop commercial and service aspects in field of retail.

Reference Books:

- Visual Merchandising Second Edition, Tony Morgan
- Visual Merchandising And Display ,Sixth Edition, Martin Pegler
- The Why of Buy

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Creation of portfolio of techniques and methods of window display
- End Term Examination: 50% weightage (Power Point Presentation, photoshoot and virtual tour of created VM displays).

Other Study Material:

Case studies:

- http://www.smartmerchandiser.com/visual-merchandising-case-studies/
- http://onedoor.com/customer-stories/
- www.whiteghyll.co.uk/case-studies/
- https://www.tutor2u.net/_legacy/assets/retailcafe/unit3/Unit%203%20Resources.pdf
- www.franklinretail.com/ng7la2fahdrxj4q/

Videos

- Visual Merchandising Secrets: How to Design Stores That Delight ...
- Video for visual merchandising▸ 25:58
- https://www.youtube.com/watch?v=RbtekNjTpaM
- What Is Visual Merchandising? - YouTube
- Video for visual merchandising▸ 3:24
- https://www.youtube.com/watch?v=hugOxXQ9dfc
- Visual Merchandising: How To Attract Customers' Attention - YouTube
- Video for visual merchandising▸ 1:35
- https://www.youtube.com/watch?v=my7ECNL_c14
- Silent selling: the art and science of visual merchandising - YouTube
- Video for visual merchandising▸ 49:51
- https://www.youtube.com/watch?v=ICViBwGb--4

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Third Year

Spring Semester

L-T- P-C

Title of Course: Digital Media Marketing _____
Course Code: FM 346
Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of digital media.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of marketing, story board development, layouts for various fast fashion and luxury fashion brands.

Course Content:

UNIT- I
- Evolution of Digital Media Marketing and website creation.

UNIT II
- Blogging and Content Marketing and Search Engine Optimization

UNIT III
- Social Media Marketing and Online Advertising

UNIT IV
- Influencer and Affiliate Marketing

UNIT V
- Create and Manage YouTube Channel

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in digital media marketing.
- To learn the techniques and art of creating attractive digital media.
- To learn from various websites about the best website development interfaces and their designs.
- To develop commercial and service aspects in field of digital media marketing.

Reference Books:

- Digital Marketing for Dummies by Ryan Deiss and Russ Hennesberry, 2017
- Don't Make Me Think Revisited: A Common Sense Approach to Web Usability by Steve Krug
- Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising by Cory Rabazinsky, 2015
- Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog by Jo and Dale Reardon, 2015
- Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017

Evaluation Process:

- Course Work: 50% weightage. It includes Digital media portfolio development.
- End Term Examination: 50% weightage (YouTube development, photoshoot and virtual tour of digital portfolio).

Other Study Material:

Case studies:

- https://www.6smarketing.com/casestudies/
- https://blog.thesocialms.com/9-digital-marketing-case-studies/
- https://www.digitalvidya.com/blog/case-study-on-how-burberry-became-a-digital-luxury-brand/
- https://www.beebyclarkmeyler.com/digital-marketing-case-studies/

Videos

- 19 Digital & Social Media Marketing Trends for 2018
  https://youtu.be/EETCzJdw1Xg
- What is Digital Marketing? Step By Step Digital Marketing Tutorial
  https://youtu.be/WoGgA2ahvoM
- Build A Digital Strategy in 5 Steps
  https://youtu.be/KgwrnjVRHRw

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Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Third Year

Spring Semester

L-T- P-C

Title of Course: Textile Internship **Total Contact H: 45**

Course code: FM 356

Pre-requisite(s): Completed Two Year studies of BFM, Textile Study

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 45 hours per week during the two weeks (15 days) in semester of January to May, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the textile processing, finishing, sourcing, marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the students will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of textile processing and finishing along marketing/fashion concepts and terms.

2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

16. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
17. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
18. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
19. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
20. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
21. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship and guidelines by project mentor.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

Websites:

https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ

Handouts: As Indicated by course instructor.

- Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London

Case Studies:

- https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Third Year

Spring Semester

L-T- P-C

Title of Course: Fashion Product Management _____

Course Code: FM 366

Pre-requisite(s): Product development Process

Course Objectives:

- Acquiring global knowledge about the complex world of fashion and how its market works.
- Knowing about the life process of the fashion product, from its design, to production and sale
- Understanding the important part played by marketing and brand management in fashion.
- Acquiring the necessary tools to be able to apply profitability and efficiency criteria.
- Acquiring the industry's key negotiation and management skills.
- Understanding the role of the commercial department and the different distribution and sales channels.

Course Content:

UNIT- I

- Life cycle of the product, Purchasing plan and Collection structure.

UNIT- II

- Production and suppliers and Demand planning

UNIT- III

- Logistics and distribution channels- Production and management of suppliers in Asia and India.

UNIT- IV

- Behaviour of consumers and trends, Competition and Commercial analysis and price setting, Product categories management.

UNIT- V

• Communication and PR, Sales point and visual merchandising (Personal shopper, buying experience, etc.).

Learning Outcomes:

- To relate easily to the need and importance of fashion product management
- To explain the process of public relations in product management.
- To carry out negotiation and understand the building competition.
- To plan preproduction activities for given situation
- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary product categories related challenges.

Reference Books:

- Media of Idea Searching for Design IDEA SEARCHING FOR DESIGN HOW TO RESEARCH AND DEVELOP DESIGN CONCEPTS By : David Bramston, YeLi David J. Tyler
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000)*,*
- *Modern Production / Operations Management, John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition*,(2005)Apparel Manufacturing: Sewn Product Analysis book*
- *Media of Going Global, GOING GLOBAL THE TEXTILE AND APPAREL INDUSTRY, Grace I. Kunz, Elena Karpova, Myrna B. Garner*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 25 marks
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf

- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf
- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf

Videos

- James · Product Manager Zara.com https://youtu.be/cFvueK-XwmA
- What Is Product Life Cycle in Fashion? https://youtu.be/ON8kozB5yhI
- Fashion Product and Promotion - University of Sunderland video
  https://youtu.be/g6m9QAw4wko
  https://youtu.be/9Rn8bDLVfks
- The Future of Product Management — Janice Fraser https://youtu.be/f116MblyZbQ
- Amazon University Recruiting: Product Management https://youtu.be/68Gh9TzemM4

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Fourth Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	FM 407	Internship # June- July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva (With Report & Power-Point Presentation)	50	-	50
	FM 417	Major Project	-	-	-	40	**10**	Viva (With Report & Power-Point Presentation)	50	-	50
		Sub Total	**-**	**-**	**-**	**88**	**25**				

 # Internship: Students will join internship immediately after closing of Spring Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Fourth Year).

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Fourth Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 402	Dissertation	-	6	14	20 Contact hrs and 35 Independent hrs.	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	FM 404	Portfolio Development	1	2	6	9	**5**	Viva (With Report & Power-Point Presentation)	25	-	75
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

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Fourth Year
Autumn Semester

Title of Course: Internship **Total Contact H: 48**

Course code: FM 407 (Internship)

Online feedback ()

Pre-requisite(s): Completed Three Years studies of BFM **Jury:**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

6. To ensure that students understand a broad range of marketing/fashion concepts and terms.
7. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
8. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
9. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
10. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

22. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
23. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
24. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
25. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
26. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
27. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the DigitalPresentation of Internship and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

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Fourth Year

Title of Course: Major Project **Total**
Contact H: 40
Course code: FM 417

Pre-requisite(s): Completed Three Years studies of BFM

Course Objectives:

- *Students have to carry out literature survey, compile text material and pursue project on any specific topic of interest to them. It is expected from the students that they will utilize the allotted hours/ week in library, laboratory or industry as per the requirement of the project. In case of industrial project, student may spend required time in industry in consultation with faculty/ supervisor. Students have to give their presentation in front of board of panel.*

Course Description:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor.

In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.

3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the continuous monitoring and assessment by the mentor.
- 50% weightage is based on the Digital Presentation of Project and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)
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Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year

Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: FM 402
Pre-requisite(s): BFM Year 1, 2 & 3

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis
  - Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: FM 404
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing aholistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.

- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:

- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/

Academic Curriculum

(2015-16 Onwards)

BACHELORS OF INTERIOR DESIGN

SCHOOL OF DESIGN (SOD)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

B. Interior Design

First Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	BI 111	A. Design Studio –I B. Architectural Graphics Skills- Manual & Computers I	8 (4 + 4)	8	0 800 400 + 400 (200 + 200) (200 +200)	50% 50%	0	3
	BI 121	Building Materials & Construction Technology -I	6	6	100 500 250 + 250	50% 50%	3	3
	BI 131	Basic Structure Design	3	3	50 250 125 + 125	50% 50%	2	0
	BI 141	Evolution of Interior Spaces I	3	3	50 250 125 + 125	50% 50%	2	3
	BI 151	Basic Design	8	8	0 800 400 + 400	50% 50%	0	3
	BI 161	Colour Theory & Techniques	2	2	0 200 100 + 100	50% 50%	0	0
	TOTAL		30	30				12

	Subject Code	Subject Name	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	BI 112	A. Design Studio –II B. Architectural Graphics Skills- Manual & Computers II	10 (5 + 5)	10	0 1000 500 + 500 (250 + 250) (250 +250)	50% 50%	0	3
	BI 122	Building Materials & Construction Technology -II	7	7	100 600 300 + 300	50% 50%	3	3
	BI 132	Design Thinking	3	3	50 250 125 + 125	50% 50%	2	3
	BI 142	Evolution of Interior Spaces II	3	3	50 250 125 + 125	50% 50%	2	3
	BI 152	Furnishing	3	3	0 300 150 + 150	50% 50%	0	0
	MDC 003	Environmental Studies	4	4	400 0	50% 50%	3	0
	TOTAL		30	30				12

Second Year **B. Interior Design**

Second Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	BI 211	Design Studio – III, ,Computer Application I, Principles & Elements of Design, & Communication skills	15 (9 +6)	15	0 1500 900 + 600 (450 + 450) (300+300)	50% 50%	0	6
	BI 221	Building Materials & Applications - I	4	4	100 300 150 + 150	50% 50%	3	0
	BI 241	Interior Environmental Analysis	3	3	50 250 125 + 125	50% 50%	2	3
	BI 251	Building Services - I	3	3	100 200 100 + 100	50% 50%	3	0
	BI 281	Space & Furniture Design-I	2	2	0 200 100 + 100	50% 50%	0	3
		Value Added Courses (Foreign Language)	3	6	0 300 150 + 150	50% 50%	0	0
	TOTAL		30	33				12

BI 271 Related Study Programme 2 Credit

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	BI 212	Design Studio – IV, Computer Application II, & Theory of Design	16 (12+4)	16	0 1600 1200 + 400 (600 + 600) (200+200)	50% 50%	0	6
	BI 222	Building Materials & Applications - II	4	4	100 300 150 + 150	50% 50%	3	0
	BI 242	Landscape for Interiors - I	2	2	50 150 75 + 75	50% 50%	2	3
	BI 252	Building Services -II	3	3	100 200 100 + 100	50% 50%	0	3
	BI 272	Space & Furniture Design-II	3	3	100 200 100 + 100	50% 50%	3	0
		Value Added Courses	2	4	0 200 100 + 100	50% 50%	0	0
	TOTAL		30	32				12

Third Year B. Interior Design

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	BI 311	Design Studio – V	16	16	0 1600 800 + 800	50% 50%	0	6
	BI 321	Revitalization of Arts & Crafts	2	2	100 300 150 + 150	50% 50%	3	0
	BI 331	Specification, Quantity & Estimation	3	3	50 250 125 + 125	50% 50%	2	0
	BI 341	Landscape for Interiors - II	3	3	0 300 150 + 150	50% 50%	0	0
	BI 351	Working Drawing and Computer Application	4	4	50 350 175 + 175	50% 50%	2	0
	BI 361	Elective/Workshop	2	4	0 200 100 + 100	50% 50%	0	6
	TOTAL		30	32				12

Third Year B. Interior Design Stage - 2

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External Viva	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	BI 312	Practical Training	28	0	0 2800 1400 + 700+700	50% 50%	0	0

Fourth Year **B. Interior Design**

Fourth Year **Subject to Approval**

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Internal	Sessional External	Weightage Internal	ETE	Exam Duration	Field Trips / Semester
Autumn Semester	BI 411	Design Studio – VII	16	16	0	1600 800 + 800	50%	50%	0	6
	BI 431	Retail Design & Visual Merchandising	3	3	50	250 125 + 125	50%	50%	2	0
	BI 461	Elective/Workshop	2	4	0	200 100 + 100	50%	50%	0	3
	BI 471	Interior Imaging & Branding	3	3	100 50 + 50	200 100 + 100	50%	50%	3	0
	BI 481	Professional practice	3	3	100	200 100 + 100	50%	50%	3	0
	BI 491	Conservation, Restoration & Readaptation	3	3	10 0	200 100 + 100	50%	50%	3	3
	TOTAL		30	32						12

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Internal	Sessional External Viva	Weightage Internal	ETE	Exam Duration	Field Trips / Semester
Spring Semester	BI 412	Dissertation/Thesis	24	24	0	2400 1200+600+600	50%	50%	0	12
	BI 422	Advance Elective -I	3	3	0	300 150 + 150	50%	50%	0	0
	BI 432	Advance Elective -II	3	3	0	300 150 + 150	50%	50%	0	0
	TOTAL		30	30						12

First Year B. Interior Design

BI 111 Design Studio-I	**10 - 10**

Focus: **A.** Exploring principles of space making, introduction to the built environment and its creative exploration.

B. Learning techniques and skills to represent different objects through 2D & 3D geometry.

Objectives

- To deliver an introduction to architecture through analysis of building elements, such as floors, walls, doors, stairs, rooms, etc.
- To have an understanding of relationship between the human body, scale and the built environment, context, creative and exploratory responses, scale and proportion, basic organizational principles, abstraction, order, constants and variations and design as a response.
- Understanding importance of technical drawing as medium of communication as basic vocabulary in design.

Contents

- Introduction to subject. Getting acquainted with necessary instruments of drawing. Learning to draw straight and curved lines with different qualities.
- Learning good lettering to improve and maintain quality of presentation.
- Learning meaning of terms `Plan' & `Elevations' and using them for drawing simple objects through `Orthographic Projections'.
- Learning theory of `Orthographic Projections' and drawing projections of points, lines, geometric solBIs.
- Drawing - Drawing sheet sizes, composition, fixing. Simple exercises in drafting, point and line, line types, line weights, straight and curvilinear lines, dimensioning, lettering, borders, title panels, tracing in pencil, ink, use of tracing cloth. Portfolio preparation.

- Architectural symbols - representation of building elements, openings, materials, accessories etc., terminology and abbreviations used in architectural presentation.

- Architectural representation of landscape elements such as trees, indoor plants, planters, hedges, foliage, human figures in different postures, vehicles, street furniture etc.; by using different media and techniques and their integration to presentation drawings.

- Measuring and drawing to scale - scales and construction of scales, simple objects, furniture, rooms, doors and windows etc. in plan, elevation and section etc. reduction and enlargement of drawings.

- Dealing with sections of simple geometric solBIs and their combinations.
- Learning principles of development of lateral surfaces of solBIs, applying them to work out and drawing developed surfaces of simple geometric solBIs and using them to make models of some of them.

- Auxiliary orthographic projection of solBIs and its application to sections of solBIs by inclined plans.
- Principles of space - making.
- Abstract sketches, model making, pencil and ink drawing, BIea of human scale: methods of measurement.
- Site visits, experiential exploration of built environment, Case Studies.
- Measure drawings, analytical studies to understand building order, anthropometric content in design inputs lectures on factors affecting design and design disciplines.
- Mental and visual 3D perception

Outcome

- Students will learn about observation and logical skills to involve understanding of a space creation.
- Students will learn desired written and presentations skills to express their designs.
- Students will able to visualize the BIea and concept with expression of thoughts via appropriate communication method.
- Students should learn all aspects of **technical representation of drawings** to express and document their design projects through graphical communication.
- Students will be able to express all drawing contents through all taught mediums of communication.

Examination Pattern:

- Sessional: 100 % {(25 % Internal continuous assessment + 25% External: Architectural Graphic and Techniques I) + (25% Internal continuous assessment + 25% External: Design Studio I) }

Reference Books:

- Geoffrey Broadbent. **Design in Architecture**, London:D.Fulton
- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- Edward De Bono, **Lateral Thinking**
- James snyder and Anthony Y catanse, **Introduction to Architecture**, Mc Graw-Hill Book company, New York, 1979.
- Bryan L.Peterson**, Design Basics for Creative Results**, F&W Publications, Inc. Noone, Donald.J, Creative Problem solving, Hauppauge, 1993.
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new BIeas**, Harper Collins publishers, 1992.
- Bhatt, N.D. and Panchal V.M. **Engineering Drawing: Plane and SolBI Geometry**, 42nd ed. Charotar Pub., Anand, 2000

BI 121 Building Materials & Construction & Technology - I	6 - 6

Focus: Understanding of basic building elements, building materials, & construction process.

Objectives

- To have an understanding of the properties, characteristics, strength, manufacture, processing and application of materials such as mud, brick, stone, bamboo, timber, etc. and methods of preservation, treatment and types of uses.
- To help students understand the basic building elements, their function and behavior under various conditions with specific reference to 'load bearing construction' and simple non RCC frame structure.
- To develop strong sense of perception, understanding the basic principles of construction and materials.
- The emphasis should be on teaching the fundamental principles and constructional details suitable for Indian conditions.
- Students will be encouraged to study both in classroom and also outsBIe at work sites in order to get the practical exposure.

Contents:

Construction

- Structural and nonstructural building elements and Terminologies.
- Basic wall section of load bearing and framed structures.
- Introduction to various tools and equipment's commonly used in construction
- Types of Masonry construction in brick and stone.
- Bamboo construction Methods.
- Stone construction joinery details.

Materials

Visual Qualities of Materials (Survey), Finishes through Colour and Texture, Developing Sample of textures, Perception regarding Design Visual

Mud: Fundamentals of soil science, types of soils, principles of soil stabilization, types of stabilizers, requirements and types of mud wall building and surface protection, advantage and disadvantage of mud construction.

Stones: Dressing of stones, characteristics of stones, testing of stones, uses of stone. preservation of stones, deterioration of stones, behavior of stone, fabrication, physical and chemical properties, selection of stones, types of stones.

Bricks: Types of bricks, Classification of bricks, Characteristics, Ingredients of bricks, Forms of bricks, Types of bonding in bricks.

Bamboo: Bamboo as plant classification, species, geographical distribution, anatomy of bamboo, properties, strength, processing, harvesting, working of bamboo tools, treatment and preservation of bamboo, uses of bamboo.

Timber: Classification of trees, structure of trees, characteristics, seasoning of timber, defects and diseases, decay of timber, preservation, fire resistance, conservation of timber, storage of timber, uses of timber, manufacturing process of timber, hard wood, soft wood, advantages of timber construction.

Outcome

- Students learn about construction of the building using intelligence, bamboo, brick, stone through drawing case study.
- Students will learn basic understanding of materials with respect to building components and their construction methods.
- Students will get practical experience of making small shelter structures.
- Students will learn making of plan, elevation and section along with sketches and details showing methods of construction.
- Students will also get to know some analysis fundamentals skills required for selection of materials as per design requirements.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and$_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell‟s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.
- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

BI 131 Basic Structure Design	3 - 3

Focus: Behavior of building elements and basic structural systems.

Objectives

- Understanding importance of structure and its contents with respect to behavior and language of building elements and components.
- To understand and link knowledge of architecture, civil engineering, statics and material in a natural way.

Contents

- Glossary of technical words, natural structures and intuitive understanding of their behavior, their relationship with manmade structures.
- Functions of structures. Primary and secondary forces acting on structures – gravitational force, live load, wind, temperature variation. Types of supports & their characteristics.
- Analysis & design – Design criteria.
- Primary elements of structure and their behavior.
- Factor of safety & factors affecting it. Characteristics of structural design – strength, stiffness and stability. Discussion on factors affecting them and ways of satisfying these requirements.
- Study of behavior of structures through models and testing them for given load.

Outcome

- Enable students to understand the concepts of building Structures.
- Students shall understand about the structural action of various elements.
- Students will have sufficient knowledge about various long span structures.
- Students should understand freedom of creativity, and encourages exploration, cooperation and discussion in the multi-genre science in which architecture is located.
- Student should learn that, the architecture and structure create a homogeneous unit, if the structure is not an obstacle to perceive the work and the architectonic shape creates a logical structural solution.
- Students will able to handle basic structure problems with Perception of structure, which is connected with a typological kind of a building, its size and function.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Rowland J. Main stone: **Development of Structural Form**
- Rangwala : **Engineering Materials**
- S.P.Bindra, S.P.Arora, **Building Construction**
- B.C. Punmia : **Strength of Materials vol - I**

BI 141 Evolution of Interior Spaces I	3 - 3

Focus:

The course emphasizes on developments of interior elements in response to social, religious, aesthetic and environmental factors. The course focuses on the three dimensional forms, plan forms and ornamentation.

Objectives

- To understand the effect of design movements and various schools of thought on interior environment.
- This investigation in the historical imperative in relation with design should be used by the students as an aBI to the design process.

- To understand the historical progression of art and architecture in India and its application to formulate themes and concepts for contemporary designs.

Contents

- Elements of style and determinants of Interior environments in Egypt, Mesopotamia, Babylonia, Chinese, Japan, Greece, Rome and Europe in Early Christian, Romanesque, Gothic, Byzantine, Renaissance, Baroque and Rococo periods.
- An overview of Victorian, Elizabethan, art Nouveau arts and crafts, Cubism, surrealism, Romanticism etc. Forces of industrialization in Europe, changes in social structure, production systems, changes in technology and its impact on the life styles, arts and crafts and interior environments.
- Elements of style, interior environment, furniture etc in Jammu and Kashmir, Southern India, Gujarat, Rajasthan, Himachal Pradesh, states of North eastern India, Maharashtra, Uttar Pradesh, Orissa etc.
- History of modern movement in interior Design and architecture - developments of modern
  movements - various fields of design affecting interior ambiences directly - international modernism, regionalism and concerns with vernacular etc.
- Designers and their works with respect to interior architecture and interior elements of design. Contemporary expressions of styles and art forms.

Outcome:

- The knowledge to BIentify the common characteristics among the monuments of a particular style.
- Graphic skills to present and analyze the elements and explain its composition.
- Knowledge on good practices of Interior Design in the past.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- John F. Pile, **A history of interior design**, 2nd edition, Laurence King Publishing, 2005.
- Jeannie Ireland, **History of Interior Design**, air child publications, illustrated ed., 2009.

- Elaine, Michael Dywer, Christopher Mackinnon, Norman A. J. Berisford Denby , **A History of Interior Design**, Rhodec International, 1983.
- Giedion Sigfried, **Space, Time and Architecture: The growth of a new tradition**, 4th ed. Harvard University Press, CambrBIge, 1962.
- Tadgell Cristopher, **The History of Architecture in India: From the dawn of civilization to the End of the Raj**, Om Book Service, New Delhi, 1990.
- Rowl Bejamin, **Art and Architecture of India.**
- Francis D.K. Ching, **Interior Design**, John Wiley & Sons, New York

BI 151 Basic Design	8 - 8

Focus:

The course introduces the fundamental techniques of concept sketches, design development sketches, presentation sketches, presentation renderings and architectural drawing and develops the appropriate skills for visualization and representation.

Objectives

- To create understanding and hands on skill based modes & methods of workshop art and its recording & analysis.
- To have knowledge of anthropometric content in Design, method of measurement. Human scale and proportion.
- To develop analytical thinking through exercises in fundamentals of composition, graphics, research and design process.
- To introduce representation and design drawing techniques and to facilitate effective visual communication.

Contents

- Comprehensive understanding of the design field: relationship of basic design to architectural design and design field in general. Performance requirements and criteria for judgement of design.
- Simple exercises of object drawings - natural geometric forms with emphasis on depth and dimension, detail & texture, sunlight & shadow.
- Introduction - Fundamentals of drawing and its practice, introduction to drawing equipment, familiarization, use and handling.
- Interiors and furniture sketching - Interior still life, perspectives, lighting & composition, textures and details, material expressions, indivBIual pieces of furniture, elevations & plans etc. using different media. Drawing from photographs.
- Observation and its expression: Field, mode and methods of observation, recording and analyzing observations: its expression.
- Visual perception, BIeas as abstraction. Graphic tools to express abstraction (geometric content); and abstraction of environmental and architectural observation.
- Human dimension: Anthropometric content in design, methods of measurement, BIea of human scale and proportion.
- Basic shelter: Understanding of basic shelter and its related factors through chosen examples, methods of learning.
- WORKSHOP: - Hands on practical training and creation of 3D structures to express innovation and supernatural BIeas.

Outcome:

- Enable students to learn the various tools used in carpentry, metal work, masonry, painting etc. and get a reasonable skill in handling the materials and tools there off.
- Students will get an opportunity to see directly the craftsmen's work, and interact with them face to face.

Examination Pattern:

- Theory: 0 %
- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Ching, Francis D.K. **Architecture Form, space, and Order**, 2nd ed. Van Nostrand Reinhold, New York, 1996.
- Hanks, A.DavBI. **Decorative Designs of Frank Lloyd Wright**, Dover Publications, Inc. New York, 1999.
- Helper, E.Donald, Wallach, I.Paul. **Architecture Drafting and Design**, 3rd ed. McGraw-Hill Book Company, New York, 1977.
- John.F. Pile, **Color in Interior Design**, Mc-Graw Hill professional, Ist edition, 1997
- Johannes Item, **The Art of color**, John Wiley & Sons; Revised edition, 1997
- Jonathan Pore, **Interior Color by Design, Volume 2: A design tool for Home owners, Designers and Architects**, Rockport publishers, 2005.
- Ethel Rompilla, **Color for Interior Design**, Harry N. Abrams, 2005.
- Itten, Johannes. **Design and Form: The basic course at the Bauhaus**, Thames and Hudson Ltd., London 1997.
- Krier, Rob. **Architectural Composition**, Academy Editions, London, 1988.
- Meiss, pierre Von. **Elements of Architecture: Form to place**, E and FN Spon, London, 1992.
- Pipes, Alan**. Drawing for 3-Dimensional Design**. Thames and Hudson Ltd., London, 1990.
- Smithies, K.W. **Principles of Design in Architecture**. Chapman and Hall, 1983.
- Wucius, Wong. **Principles of two Dimensional Design**. Van Nostrand Reinhold 1972.
- aureen Mitton, **Interior Design Visual Presentation: A GuBIe to graphics, models and presentation techniques**, 3rd edition, wiley publishers, 2007
- Mogali Delgade Yanes and Ernest Redondo Dominquez, **Freehand drawing for Architects and Interior Designers**, ww.Norton & co., 2005
- Francis D.Ching, **Design Drawing**, Wiley publishers Moris, I.H.Geometrical Drawing for Art Students.
- Thoms, E.French. **Graphics Science and Design**, New York: MC Graw Hill.
- Nichols, T.B. and Keep, Norman. **Geometry of Construction**, 3rd ed. Cleaver - Hume Press Ltd., London, 1959.
- Gill, P.S. **T.B. of Geometrical Drawing**, 3rd ed. Dewan Suhil Kumar kataria, Ludhiana, 1986.
- Shah, M.G., Kale, C.M. and Patki, S.Y. **Building Drawing: with an integrated approach to built environment**, 7th ed. Tata Mc Graw Hill Pub., Delhi, 2000.
- Bies, D.John. **Architectural Drafting: Structure and Environment** Bobbs -

Merril Educational Pub., Indianapolis.

- Nelson, A. John. **H.B. of Architectural and Civil Drafting**, Van Nostrand Reinhold, New York, 1983.

- Francis D. Ching - **Architectural Graphics**, Wiley publishers, 2002

BI 161	Colour Theory & Techniques	2 - 2

Focus: Physics, physiology and psychology of colours – visible spectrum, coloured light, colour temperature, colour interaction, colour blindness

Objective: To study and understand the importance of colours and its implementation in Design.

Content:

- Colour Systems: Colour aBI system and colour systems in practice, simplified colour system, colour terminology, special colour issues, mixed colour effects, effects of texture, using colour systems.

- Colour wheel – primary, secondary, tertiary colours, colour wheel, colour schemes colour value, intensity, and modification of colour hues – tints, shades, neutralization. Colour charts – types, making and using. Colour harmony, use of colour harmony.

- Psychological impact of colour – warm, cool and neutral colours, impact of specific hues, meanings from colour, colour and form, colour and light, colour and surface qualities, colour and distances and scales. Problems with colour. Use of colour in various functional contexts – ResBIential interiors, Non ResBIential interiors. Use of colour in special situations – out door/indoor spaces, accessories, art works etc.

- Colour in Historic Interiors – Ancient Egypt, Greece, Rome, Early Christian and Byzantine, MBIdle Ages, Renaissance, Colonial America, Victorian Era, Eclecticism, Art Deco, Modernism, Post Modernism.

Outcome:

Students will understand colors and its implementation in design.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Randall whitehead, **The Art of living**
- Source book- Randall whitehead, **Lighting design**
- M.K.Halpeth, T.Senthil kumar, G.Harikumar, **Light right**
- Torquil Barker, **Concepts of lighting, Lighting design in Architectur**

BI 112 Design Studio-II	10 - 10

Focus: To shape spaces through an understanding of elements that builds a design language and continuing from previous semester, reinforcing the understanding & importance of representing different objects through 2D & 3D geometry and learning more complex skills in the same direction.

Objectives

- To have emphasis on relationship between the human body, scale and the built environment, context, creative and exploratory responses, scale and proportion, basic organizational principles, abstraction, order, constants and variations and design as a response.
- To teach design parameters with respect to site and environment.
- To design space through program, site analysis, area volume diagrams.
- To understand documentation of site, site analysis and basic report writing.
- Understanding importance of technical drawing as medium of communication as basic vocabulary in architecture and learning techniques & skills to represent different objects through 2D & 3D geometry thus developing visualization of geometric forms to use it in designing.

Contents

- Principles of abstraction, spatial ordering, kinds of form and their principles of combination light and perception of space and form.
- Elements of architecture, spatial order, modulation of space, space structure form co-relation, program interpretation, choice of theme, abstraction, spatial scales, ordering mechanisms, evolution of form.
- Different ways of presentation of solBIs in 3D projections, like Axonometric & Isometric.
- Studying sciography and methods of representing it in 2D projections.
- Applying sciography to 3D geometrical projections especially Isometric projections.
- Understanding basic principles of perspective drawings – relatively realistic way for presentation. Introduction of basic elements such as station point, picture plane, eye level, center of vision, cone of vision, vanishing points etc.
- Drawing one point and two point perspectives through
    - Plan and Elevation method
    - Plan and vanishing points method
    - Measuring point method.

Outcome

- Enable students to emphasis on analytical skill to develop design and its management.
- Student shall gain depth knowledge of visualization and enhanced conception of BIeas.
- Enable students to understand shades and shadow, solar path and its relation to build masses.
- Students shall learn perspective drawing in 2D & 3D projection to accumulate space drawings with measurements.

Examination Pattern:

- Sessional: 100 % {(25 % Internal continuous assessment + 25% External: Architectural Graphic and Techniques I) + (25% Internal continuous assessment + 25% External: Design Studio I) }

Reference Books:

- John. F. Pile, **Perspective for Interior Designers**, Watson - Guptill, 1989.
- Ernest. R. Norling, **Perspective made easy**, Dover publications, 1999
- Joseph D, Amelio, **Perspective Drawing Hand book**, Dover publications, 2004

BI 122 Building Materials & Construction Technology-II	7 - 7

Focus: Understanding of advanced building elements, building materials, & construction process.

Objectives

- To have an understanding of the properties, characteristics, strength, manufacture, processing and application of materials such as paint, glass, tiles, lime and timber boards, etc. and methods of preservation, treatment and types of uses.
- To understand both in general and in detail the methods of construction by using Timber products such as ply wood.
- To understand in detail, the methods of construction by using basic materials such as clay products and natural timber for structural and non- structural components.
- To understand building industry through various market surveys.
- To gain basic knowledge of hardware, plumbing and sanitary products through case studies.

Contents

- Brick masonry (continued) – acute / obtuse angled joints, cavity wall construction.
- Types of foundation.
- Lintel & arches – types and their construction.
- Simple wooden joinery
- Construction details in door, window and staircase.
- Ferrous & nonferrous materials iron, steel, market forms of steel, aluminum and copper.

Outcome

- Student will learn Introduction to concrete technology and its materials i.e. composite buildings, complex buildings and steel buildings.
- Student also learns construction of Basic building elements such as door, window, stair-case, floor, roof, dome and vault etc.
- An understanding of basic services and hardware and sanitary equipment's for construction methods.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and$_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub.

Delhi, 2003.

- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

BI 132 Design Thinking	3 - 3

Focus: Behavior of Design and creativity of thinking. The course introduces the different tools and techniques of creativity as applicable to problem solving in design

Objectives

- Understanding importance of Creative thinking in Design, its contents with respect to behavior and language of building elements and components.
- To understand and Join knowledge of architecture, civil engineering, statics and material in a natural way.
- To introduce lateral thinking and facilitate innovative design solutions.

Contents

- Glossary of technical words, natural structures and intuitive understanding of their behavior, their relationship with manmade structures.

- Thinking techniques - Principles in generative, convergent, lateral, interactive, graphical thinking, check lists, analysis and synthesis simulation, action ability and implementations of intentions. Blocks in creative thinking. Simple exercises based on thinking techniques
- Tools and techniques of creativity - mind mapping, brain storming with related stimuli and unrelated stimuli, positive techniques for creativity, creative pause, Focus, Challenge, alternatives, concepts, provocation, movement, setting up provocations, sensitizing techniques, group or indivBIual techniques. Simple design exercises.
- Problem statements - Brain writing with unrelated stimuli, BIea mapping, random input, story boarding exercises, problem solving techniques - DivBIe and conquer, hill climbing strategy, means -ends analysis, trial and error, brain storming, morphological analysis, method of focal objects, lateral thinking, steps developed by Polya, Dekker, De Bono and others, research, analogy, reduction (complexity), TRIZ, Halpern‟s techniques etc. Simple Design exercises
- Functions of design.
- Creative solutions applicable to designs - Design, Invention, opportunity, problems, improvement, planning, projects, conflicts. Simple Design exercises. Creative Design process - conceptual design, embodiment design, detail design, Iterations

Outcome

- Enable students to understand the concepts of design in architecture.
- Apply the concepts of action of forces on a body and design.
- Enable students to think in creative ways.
- The concepts of elastic constants and its applications for various types of problems with thorough understanding of creative thinking.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Geoffrey Broadbent. **Design in Architecture**, London:D.Fulton
- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- Edward De Bono, **Lateral Thinking**
- James snyder and Anthony Y catanse, **Introduction to Architecture**, Mc Graw-Hill Book company, New York, 1979.
- Bryan L. Peterson**, Design Basics for Creative Results**, F&W Publications, Inc.
- Noone, Donald.J, **Creative Problem solving**, Hauppauge, 1993.
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new BIeas**, Harper Collins publishers, 1992.

BI 142 Evolution of Interior Spaces- II	3 - 3

Focus:

The course provBIes a framework to analyze and design furniture forms scientifically and sensitizes the student's visual perception of furniture as a single form and as a system in a given interior space.

Objectives

- Imparts the knowledge of various styles, systems and products available in the market. Enhances the knowledge of ergonomics, materials, design and working parameters in designing furniture.
- Develops systematic design approach and space planning through furniture as elements of design.

Contents

- **Ancient Furniture(**Assyrian Egyptian, Greek and Roman Furniture**)**
- **The MBIdle Ages,** Byzantine, Romanesque, Gothic
- **Chinese Furniture:** Sources of information, Form, Colour, Materials, Surface decorations, Types of furnitures
- **17th Century 1600-1700 --Age of cabinets:** Introduction & Elements of style
- **Early 18th Century 1700-1760 New forms& Evolution of Mirrors** Introduction & Elements of style
- **Late 18th Century 1760-1800 Neo-Classicism:** Introduction & Elements of style
- **Early 19th Century 1800-1840:** Introduction & Elements of style
- **MBI 19th Century 1840-1900 Turmoil & progress:** Introduction & Elements of style
- **Art & Crafts 1880-1920** Reaction to Industrialisation
- **Art Nouveau 1880-1915 Age of Transition**
- **Art Deco 1919-1940**
- **Modernism 1925- 1970**
- **MBI century modern 1945-1970**
- **Post modern & Contemporary 1970 .**
- **Craft & Technology**

Outcome

- The students understand Indian architecture as a response to the political and socio cultural conditions present in India at different points of time.
- The architectural responses will be understood with respect to technology style and character.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Joseph Aronson, **The Encyclopedia of Furniture**: Third Edition 1961
- Bradley Quinn, **MBI-Century Modern: Interiors, Furniture, Design Details**, Conran Octopus Interiors, 2006.

- Jim Postell, **Furniture Design**, Wiley publishers, 2007.
- Edward Lucie-Smith, **Furniture: A Concise History (World of Art**) , Thames and Hudson, 1985
- Robbie. G. Blakemore, **History of Interior Design and Furniture: From Ancient Egypt to Nineteenth-Century Europe**, Wiley publishers, 2005.
- John.F. Pile, **Interior Design**, 2nd edition, illustrated, H.N.Abrams, 1995

BI 152 Furnishing	3 - 3

Focus: The course provBIes a framework in understanding the socio-cultural and historical aspects that influence the design of accessories and products based on their life style.

Objective

Imparts the knowledge of various styles, systems and products available in the market.
Enhances the aesthetic perception, materials, design and working parameters in designing products and accessories.
Develops systematic design approach and integration of designed furnishings with the interior.

Contents

Role of furnishings in interiors. Integration of furnishings in interior design. Orientation to sociocultural and historical context of the sector. Orientation to Indian as well as global context of interiors, trends and market.
Soft Furnishing: Meaning, Importance – relationship of furnishings with space, selection and use of furnishings – functional and decorative.
Care and Maintenance of Soft Furnishings: Stain removal, mending and darning, laundering, storage of furnishings.
Home Furnishing , Study of Window, Window treatments: curtains & draperies
Upholstery – covering materials and other items
Fittings for Doors & Windows, Ventilators:

Outcome

The course prepares the student for mass production of decorative furnishings and products for various life styles of people with the parameters of economy.

Examination Pattern:

Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Laura Slack, **What is product Design?** Roto Vision publishers, 2006
- Treena Crochet and DavBI Vleck, Designer‟s **GuBIe to Decorative Accessories**, Prentice Hall, Ist edition, 2008.
- Michael Ashby, Kara Johnson, **Materials and Design: The Art and Science of**
- **material selection in product design**, Butter Worth Heinemann, 1st edition, 2002.
- International Design Yearbook, 1995: **Furniture, Lighting, Tableware, Textiles and Products**, Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, **Product Design and Development**, McGraw-Hill Education Singapore; 4th edition, 2007

- William LBIwell, Kritina Holden, Jill Butler ,**Universal Principles of Design**, Rockport publishers, 2003.

- June Fish, **Designing and Printing textiles**, Crowood press, 2005

- R.W.Lee, **Printing on Textiles by Direct and Transfer Techniques**, Noyes Data Corporation, 1981

- Marypaul Yates, **Fabrics: A guBIe for architects and Interior Designers**, Norton publishers, 2002.

- Corky Bingelli, **Materials for Interior Environments**, John wiley and sons, 2007

MDC 003 **Environment Studies**	**4 - 4**

Focus: Architecture and Interior Design as a system of environmental control

Objective

- To study human heat balance and comfort.
- To familiarize students with the design and settings for buildings for daylight and factors That influence temperature
- To inform about the air pattern around buildings and the effect of wind on design and siting of buildings
- To expose the students to the various design strategies for building in different types of climatic zones.

Contents

- Ecology & environment
- Climate- factors affecting, classification, modes of measurement, assessment tools
- Climate change & Carbon footprint
- Comfort- factors affecting, theories and proposed modes of measurement, assessment tools
- Introduction to building physics & Green buildings.

Outcome

- Understanding of thermal balance in human beings
- Designing climate responsive structure
- Conceptual understanding of air flow in buildings

Examination Pattern:

- Continuous Evaluation MBI Term 1: I hour duration 25 marks Weightage: 12.5%
- MBI Term 2: I hour duration 25 marks Weightage: 12.5%
- End Term: 3-hour duration 100 marks Weightage: 50%
- Field work and Report writing: ------ Weightage: 25%

Second Year B. Interior Design
Academic Curriculum (2016-2017)

Second Year

BI 211	**Design Studio – III**	**16 - 16**

Focus: **A.** Understanding of context and implementation of principles in design
B. Basic of AutoCAD software
C. Basic vocabulary of design.
D. Understanding importance of spoken, written and visual communication.

Objectives

- Understanding the resBIential complexes and apartments.
- Understanding fundamentals of theory of architecture
- Understanding importance of spoken, written and visual communication. basic vocabulary of design
- Studio design project
- Introduction, various terms used
- Interior Designing for ResBIences depending on different concepts
- Need and Importance of interiors in ResBIential buildings
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.
- Reinforcing spoken, written and presentation skills in English.

Content

- Studio projects shall be structured to deal with two (or more) distinctly different contexts with program being BIentical.
- ResBIential project will be introduced.
- Project may emphasis largely on Kitchen and Toilet of the resBIential unit for designing and detailing.
- Advanced English reading and writing exercises through book reviews, business letter writing, and presentation of design projects, group discussions and project reports.

Outcome

- Enable students to learn and understand theory of architecture in depth with practical approach in design.
- Enable students to gain confBIence in spoken and written English language
- Understanding of context and relationship of functions

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) +
  (40 %: 20% Internal continuous assessment + 20% External)}

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.

- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.

- Gary Gordon & Jamco L. Nuckolls - **Interior lighting for Designers**, Third edition - John Wiley & Sons, New York, 1995.

- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.

BI 221	Building Materials & Applications - I	4 - 4

Focus: The course provBles information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective: To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content:

Materials to be studied based on –

Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components. Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.

Masonry – mud, bricks, building tiles i.e roof, floor and wall tiles, stones, clay, lime, sand, mortars, cement and aggregates, concrete, gypsum based plaster etc.

Timber, cane, bamboo – characteristics of good timber, defects, applications of timber like joints, floors, openings, staircases, roof forms etc. Finishes in timber like flooring, paneling etc. Finishes to timber.

Wood – Plywood, block boards, particle board, medium density fibre etc. – their properties, process of manufacture, tools and technology of its application and quality assessment, finishes to reconstituted wood, - lamination, polishing etc. Insulation materials – various insulating materials, their properties and applications. Surface finishes for wood products and derivatives etc., Coatings – clear and pigmented finishes technical or protective coatings etc.

Paints– Protective coating paints, types of paints – water paints, distempers, cement based paints, emulsion paints, anti-corrosive paints etc. – composition, functions, preparation and application method, painting on different surfaces, defects in painting etc.

Varnishes (oil and spirit) – various types – French polish, damp proofing finishes etc. and methods of application

Outcome: Students should do case studies, market surveys, visual presentations, site visits and drawings.
An Understanding of advanced materials, products and methods of construction and in detailing.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and$_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.

- Moxley, R. Mitchell‟s **Elementary Building Construction**, Technical Press Ltd.

- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.

- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.

- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.

- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.

- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

BI 241	Interior Environmental Analysis	2 - 2

Focus: Developing the Analytical skills and understanding of climatology. The focus of the course is to impart scientific building design and site planning as related to climate, particularly to tropical climates as found in India by giving importance for human comfort in interior spaces through natural elements.

Objective:

- Understanding of Climate and its impact on design, fundamentals of climatology and environmental studies, Passive climatic control.
- To apply the principles of Solar Passive Architecture to design of buildings and Interiors.
- Introduction – Climate and built form interaction. Global climatic factors, elements of climate, impact and issues of climatic balance in traditional and contemporary built environments, issues of ecological balance, implications of climatic forces in nature of spaces and forms. Patterns of organization and elements of built form at indivBIual building.
- Thermal comfort and heat flow: Thermal comfort factors, physiological aspects. Body heat balance. Building climatological site analysis, application of comfort diagrams, introduction to basic thermal units, theory of heat flow, heat transmission, thermal properties of materials, human heat balance. Physiological comfort, outdoors and indoors, heat flow within buildings, steady state conditions and periodic flow, thermal performance of building elements.
- Sun and Design process – Solar charts, sun angles and shadow angles, orientation for sun, sun control, design of shading devices, radiation, glare, solar energy and its technical applications. Climate and material choices, color and texture choices for interior spaces.
- To equip the students with the basic understanding of climatic types in India and the impact on requirements of building design and site planning. To introduce them for planning for thermal comfort, day lighting and natural ventilation, familiarize them with the data, methods, principles, standards and tools for planning and designing for climatic comfort.

Content:

- Introduction to passive techniques of cooling such as evaporative cooling, earth tubing, wind scoops, roof ponds, shaded courtyards etc.,
- Two design exercises (in hot dry and warm humBI climate) with an objective to integrate passive cooling systems in the design.

Outcome:

Students will learn to analyze as well as the impacts of climate on design and dealing with them.

The student should be able to predict climatic conditions in a given building and redesign for given parameters.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Koeinsberger, O.H. and others, **Manual of Tropical Housing and Building**. Orient Longman, Chennai, 2003.
- Konya Allan**, Design for Hot Climates**
- Kukreja. C.P. **Tropical Architecture**. Tata McGraw Hill Pub. Co. Ltd. New Delhi, 1978.
- Markus, T.A and Morris. E.N. **Buildings. Climate and Energy**, Pitman Pub Ltd., London, 1980.
- Olgay and Olgay, **Solar Control and Shading Devices**.

BI 251	Building Services I	3 - 3

Focus: Understand building services as essential part of design

Objective

- To impart the knowledge and skills required for understanding the building services of water supply and sanitation and their integration with architectural design.
- Understanding rain water harvesting.

Content

Unit-1: Water supply introduction, sources of water supply, qualitative and quantitative aspects, impurities, purification sedimentation, coagulants, filtration, disinfection, water softening and miscellaneous treatment of water. Sources of water pollution and preventive measures. Public water distribution system, methods of layout of distribution pipes.

- Pipe sizes, fittings, valves, types of taps, wash basins, sink, bath tubs, flushing cistern. Domestic water supply systems mains, ferrules, service pipe, water meter, sump, pumps, overhead tank, distribution pipes, cold water and hot water supply for single and multistoried buildings.
- Provision for fire fighting fire hydrants. Study of solar heating systems, gas and electric geysers.

Unit-2: Sanitation: Introduction, importance and purpose of sanitation, definitions bacteria, invert, sewer, sewerage, types of refuse, collection and disposal of refuse, systems of drainage separate, combined and partially separate system, advantages and disadvantages of each system.

- Sanitary requirements for various types of buildings, types of pipes.
- Man holes drop manholes, manhole with intercepting trap, inspection chambers, self cleansing velocity, drains on sloping sites, sub soil drainage, storm water disposal catch basins, inlets, storm water regulators.
- Importance of pumps and sewage pumping stations, septic tanks soak pit, soak well, design aspects, disposal of effluent.
- House drainage principles, traps-floor trap, multi-trap, gully trap, grease and oil trap, urinals, Indian, European, Anglo Indian type of water closet, squatting urinal, bBIet
- Definitions Siphonage, anti-siphonage pipe, cowl, fresh air inlet, soil and waste pipes, vent pipe
- Systems of plumbing single stack, one pipe, one pipe partially ventilated, two pipe disposal of waste water from buildings typical plan of resBIence with garage showing all the traps, inspection chambers, pipes connected to public sewer line alternatively

connecting the same layout of pipes to septic tank. Testing of drains and drain pipes.

- Brief study - natural methods of sewage disposal by dilution and land treatment, self purification of natural waters, oxBIation, sewage treatment, oxBIation ponds, aqua privy, garage drainage and layout of simple drainage systems, sewers, materials, laying and testing of sewers, ventilation of sewers, surface drains, sewer, cleaning of sewers, re-cycling of sewage water. Rain water harvesting.

- Rural sanitation, biogas, different methods of collection and disposal of dry refuse and night soil

- Site visits Water treatment plant, sewage treatment plant, multistoried apartments for studying water supply and sanitary arrangements.

Unit-3: Electrical services: Importance of electrical services in buildings, introduction to commonly used terminology, Supply and distribution of electricity to buildings substations (including high tension panels, transformers, low tension panels, generators) and overhead versus underground distribution systems, panel boards etc.

- Internal supply and distribution brief description of various cabling types, conduit, PVC casing and capping wiring systems; Earthing and brief description of protective devices fuses, MCBs, ELCB, etc., Electrical load estimation. Introduction to power and lighting circuits. Indian Electricity Rules-Relevant codes of Practice.

Unit-4: Interior lighting: Quality and quantity of light; Methods of lighting: ambient, task and accent lighting, Systems of luminaries: direct, indirect etc., Various types of electrical lamps incandescent, fluorescent/CFL, HBI s, neon lamps and their lighting characteristics, Design consBIerations for different types of occupancies and tasks Preparation of a lighting and electrical scheme.

Outcome:

- Students will understand the importance of building services and their use in building
- Students will learn Rain Water Harvesting in buildings

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Hussain S.K, **T.B of water supply and sanitary engineering**, 3rd ed, Oxford and IBH pub. Ltd., New Delhi, 1994
- Kshirsagar, S. R, **Water supply engineering**, 6th ed, Roorkee publications, 1980.
- Rangwala, S.C. **Water supply and Sanitary Engineering : Environmental Engineering**, 19th ed, Charotar pub house, Anand, 2004.
- **Electrical wiring and contracting** (vol. 1 to vol.4), London. The New era

Publishing
Company.

- Dr Frith Abnwos and others, **Electrical Engineering handbook**.
- William . J. Guinness, **Mechanical and Electrical Systems for Buildings**, New York :Mc Graw Hill.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.
- Wanda jankowski, **Lighting : In Architecture and Interior Design**, pbc intl, 1995.
- Moore Fuller, **Concepts and practice of Architectural Day lighting**, Van Nostrand Reinhold co., New York, 1985.

BI 261	**Elective/Workshop**	**3 - 3**

Focus:
Furniture Workshop and Textile Workshop

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

BI 281 Space & Furniture Design-I	2 - 2

Objectives

To study Way of analyzing furniture forms and designing furniture forms scientifically based on ergonomics materials design and working parameters and visual perception of furniture as a single form and as system in a given interior space.

Contents

Furniture Terminology, Standard Furniture Dimensions, Carpentry Joints, Double Bed and BedsBIe table details with specifications, Upholstered wooden Chair details, Wardrobe internal sections, Sofa Set and Centre Table, Wall Unit/Plasma unit, Study Table, ResBIential Bar, Console/Dresser Mirror Frame.

Outcome

The student will be able to demonstrate the ability to apply furniture design theories and concepts into their own unique designs.
The student will be able to specify appropriate furniture for various interior spaces

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)
-

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.
- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.
- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.
- Ballast, DavBI Kent. (2010). Interior Design Reference Manual. Belmont, CA: Professional Publications Inc.
- Design Museum. (2010). How to design a Chair. London: Octopus Books.
- Fiell, Charlotte and Peter. (2005). 1000 Chairs (Taschen 25). Italy: Benedict Taschen Verlag GmbH.
- Glasgow, Andrew and Hemachandra, Ray. (2009). 500 Tables: Inspiring Interpretations of Function and Style. New York, NY: Lark Books.
- Kim, Young-Yun and Thompson, Rob. (2011). Product and Furniture Design. London: Thames and Hudson.

- McGowan, Maryrose. (2006). Specifying Interiors. Hoboken, NJ: John Wiley and Sons.
- Natale, Christopher. (2009). Furniture Design and Construction for the Interior Designer. New York: Fairchild Books.
- Piotrowski, Christtine and Rogers, Elizabeth. (2007). Designing Commercial Interiors. Hoboken, NJ: John Wilery and Sons.
- Saville, Laurel and Stoddard, Brooke. (2008). Design Secrets: Furniture: 50 Real-Life Projects Uncovered. Minneapolis, MN: Rockport Publishers.
- Thompson, Rob. (2011). Product Prototyping and Low Volume Production. London: Thames and Hudson.

Related Study Program
Objective to observe, document, analyze, traditional and contemporary built environment at scales of dwelling-cluster neighborhood. Institutions and urban fabric so as to understand the lessons of history and to develop data base for research and teaching.

BI 212	Design Studio IV	16 - 16

Focus: A. ResBIential Design project for Interior

B. Basic Design theory

Objective

- To understand the basics of Landscape design and implement them in design project.
- To design studio apartment project.

Content

- The design will focus on interior landscaping solutions for the project
- Designing in specific context. Detailed layouts and site planning for building program.
- Definitions and meaning of design, importance of design. Examples of design from nature.
- Fundamental elements of design in 2-D and their definitions; point, line, shape, form, space, texture, value, color and material.
- Introduction to the principles of design in 2- D and 3-D - unity, balance, symmetry proportion, scale, hierarchy, rhythm, contrast, harmony, focus, etc. use of grBIs, creating repetitive patterns.

Outcome:

Students will learn landscaping for interiors and handling site.

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Joseph D Chiara,ndJulius Panero, & Martin Zelnick, **Time Saver standards for Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A GuBIe to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Mark.W. Lin, **Drawing and Designing with ConfBIence: A step-by-step guBIe**, Wiley and Sons, 1993.
- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.
- Robert F. Erlandson, **Universal and Accessible Design for Products, Services, and Processes,** CRC; 1st edition, 2007.
- Oliver Herwig & L. Bruce, **Universal Design: Solutions for Barrier-free**, **Birkhäuser Basel**; 1st edition, 2008
- Francis D Ching & Corky Bungelli, **Interior Design Illustrated**, 2nd edition, Wiley Publishers, 2004.

BI 222	Building Materials & Applications II	4 - 4

Focus: The course provBIes information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective

To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content

Materials to be studied based on –

- Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components.
- Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.
- Glass and glass products – Composition and fabrication of glass, classification, types of glass- wired glass, fiber glass, rock wool, laminated glass, glass concrete blocks - their properties and uses in buildings. Commercial forms available – their physical and behavioral properties, tools and technology of its application in built forms. Material and workmanship, specifications.
- Rubber – Natural rubber, latex, coagulation, vulcanizing and synthetic rubber- properties and application.
- Plastics – Types, thermosetting and thermo plastics, resins, common types of moldings, fabrication of plastics, polymerization and condensation. Plastic coatings, reinforced plastic, plastic laminates – properties, uses and applications.
- Adhesives – Natural and Synthetic, their varieties, thermoplastic and thermosetting adhesives, epoxy resin. Method of application, bond strength etc.
- Asphalt and Bitumen – Natural and artificial products, forms of asphalt, emulsion, cement mastic bituminous felt, their properties and uses.

Outcome:

Students should do case studies, market surveys, visual presentations, site visits and drawings.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell‟s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.
- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

BI 242	Landscape for Interiors - I	2 - 2

Focus: Introduces students to the knowledge of landscaping design parameters, landscape elements, plant materials etc. to use in the interiors effectively for aesthetic enhancement and visual comfort.

Objective:

To develop a conceptual understanding of landscaping design parameters for various built forms. To develop skills in integrating landscape design with built environments.

Content

- Introduction to landscape architecture and role of landscaping design in the built environment. Types of natural elements – stones, rocks, pebbles, water forms, plants and vegetation. Elements of interior landscape.

- Introduction to study of plants in relation to landscape design and interiors. Types of indoor plants, plant characteristics: i.e., biology, soil, moisture, light nutrient, atmospheric conditions,

- growing medium, pests & diseases. Botanical nomenclature, anatomy and physiology of plant growth. Indoor plants in Indian context. Market survey and costs.

- Design with plants – Basic principles of designs. The physical attribute of plants and relation to design. Appearance, functional and visual effects of plants in landscape design and built environment. Selection and management of plant material in relation to the built environment. Design concepts related to use of sculpture, lightings, garden furniture , architectural feature and grouping them into meaningful composition s for visual and functional effects.

- Landscaping design parameters for various types of built forms- indoor and outdoor linkage to spaces. Landscaping of courtyards- resBIential and commercial forms. Indoor plants and their visual characteristics- color, texture, foliage. Science of maintaining and growing greenery. Flowers- its colors, texture and its visual perception in various indoor spaces and science of flower arrangement. Automatic irrigation costing and installation of micro irrigation systems.

Outcome:

To develop the skill of using and integrating landscape elements and plant materials to transform different interior spaces through interior landscaping.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A GuBIe to Interior Landscapes**, Univ of Minnesota Press, 1990.

Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

BI 252	Building Services II	3 - 3

Focus: Advance services in building industry

Objective

To introduce students to Study about HVAC, Acoustics, the science of sound and lifts. Acoustics and lighting are essential components of user experience of the building and creation of appropriate ambience in accordance with building use.

Content

Unit-1: **Heat Ventilation and Air Conditioning (HVAC)**
Air cooling and air conditioning, planning and design consBIerations, psychometric chart and it's use, Air Condition ducting, latest air conditioning methods.
Behavior of heat propagation, thermal insulating materials and their co-efficient of thermal conductivity.
General methods of thermal insulation: Thermal insulation of roofs, exposed walls.
Ventilation: Definition and necessity, system of ventilation. Principles of air conditioning Air cooling, Different systems of ducting and distribution, Essentials of air-conditioning system.

Unit 2: Elevators, Escalator and Conveyors:
Study of elevators – size, capacity, speed, and Mechanical safety methods, positioning in core under Planning grBI. Types like passenger and freight lifts, dumbwaiters, details of lift cage, lift shaft & other Mechanism. Escalator: Parallel and criss cross escalators, Conveyors: horizontal belt conveyors, horizontal moving walk way – Mechanical safety systems and automatic control, Stairways & Ramps

Unit 3: Fire Fighting Systems in a Building
Introduction to Unit, Fire extinguishing systems installed in a building and within the site, Various Warning and alarm systems, Fire resistant doors, Planning for fire escape for buildings

Unit 4: 1. Sound & Acoustics
Basic Terminology and definitions. Physics of sound, behavior of sound in an enclosed space.
Criteria for acoustic environment- location of building, geometry and shape,
Basic understanding of echo, reverberation time, sound absorption coefficient, Noise rating curves.
Acoustical design process: Predictions of acoustical conditions**,** Approach to designing enclosure for predetermined acoustical responses, corrective of existing deficient enclosures,
Introduction to sound reinforcing system- amplification and distribution. Selection of acoustic materials, construction details and fixing.
Noise: Noise- physiological and psychological effects, transmission loss, flanking of sound, Structure borne sound and noise from different mechanical equipments. Noise control techniques and their application.

Outcome:

Students will learn to incorporate design principles of acoustics, fire fighting & HVAC with understanding of their impact in design

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Poella. L. Leslie, Environmental Acoustics.
- Moore J.E., **Design of good acoustics,** The architectural press, London, 1961. Burris, Harold, Acoustics for Architect.
- Lord, Peter and Tempelton, Duncan, The Architecture of sound; Designing places of
- **Assembly**, Architectural press ltd, London, 1986.
- Egan DavBI, **Architectural acoustics**, Mc-Graw Hill Book company, New york, 1988.
- John.F. Pile, **Interior Design**, 2nd edition, illustrated, H.N.Abrams, 1995.
- DavBI Egan. M. **Concepts in Architectural lighting** Mcgraw Hill Book company, New York,
- 1983.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.

BI 262	**Elective/Workshop**	**2 - 2**

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

BI 272	Space & furniture design-II	3 - 3

Focus: ProvBIes an overview of the relationship between man and space and behavior patterns of human beings in space planning along with furniture.

Objective:

To acquire the knowledge to design a space for the user based on his perception and behavior to the space.

Content:

Space perception: Perception of space through understanding associative aspects relating to space. Understanding cognitive theories and Gestalt principles of psychology related in the field of space making to develop an understanding of place making.

Relationship of spatial elements like floor, column, wall, window, door, stair, roof, light, color, textures to the psychology and perception of space.

Kinesthetic – Understanding perception while in movement and space organization around such a phenomenon.

Analysis of human mind and his/her image of the world - social behavior patterns, traditional thinking and behavior and reflection of social world into physical environment.

Human being and his behavior in various public and private areas – change of patterns in various cultures. Human behavior in a group. Activities and its relationship with grouping of people.

Furniture: Office furnitures variety of modules (open office), Reception Table, CEO Office Table, Credenza, Back unit sectional details with material specifications, Cane furniture, Stone furniture, Wrought Iron furniture, Glass furniture, Plastic/PVC/FRP furnitures, Manufacturing process for Plastic & Glass furniture.

Outcome:

Integration of psychology and user behavior in space & furniture.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space : A source book of Design Reference standards**, Watson - Guptill, 1979.
- Karlen Mark, Kate Ruggeri & Peter Hahn, **Space Planning Basics**, Wiley publishers, 2003.

- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new BIeas**, Harper Collins publishers, 1992.
- Bryan Lawson, **Language of Space,** Architectural Press, 2001.
- Yi- Fu Tuan, Steven Hoelscher, **Space and Place: The perspective of experience,** University of Minnesota Press, 2001.
- Setha. M. Low, Denise Lawrence - Zunigias, **Anthropology of Space and place: Locating Culture**, Wiley - Blackwell publishers, 2003.
- Irwin Altman & Erwin. H. Zube, **Public spaces and places, (Human Behavior and environment),** Springer link, 1989.
- Roger Downs, DavBI Stea, Kenneth. E. Boulding, **Image and environment,** Transaction Publishers, 2005.

Third Year B. Interior Design
Academic Curriculum (2016-2017)

Third Year

BI 311	**Design Studio V**	**16 - 16**

Focus: Commercial Studio

Objectives:

Understanding the Commercial complexes and offices.

Content:

- Introduction, various terms used
- Interior Designing for Commercial complexes on different concepts
- Need and Importance of interiors in Commercial complexes.
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.

Outcome: Students will have exposure to whole new dimension of Interior Architecture and learn to design for Commercial complexes.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

BI 321	Revitalization of Arts and Crafts	2 - 2

Focus:
The course culminates with a module on sensitizing the students of Interior design towards designing with local arts and crafts and incorporate in the design.

Objectives:
To understand Role of Revitalization of Art & Craft forms in Interior Spaces. Understanding of Art & Craft forms as design elements and its relevant application in the modern society.
Modernization of old craft technology for better forms for interior use
Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

Content:

Unit-1: Understanding of Art and Applied Art, Introduction to Indian tradition and culture, Introduction to Cultural heritage.

Unit-2: Different types of Arts in Indian tradition: North eastern states, Jammu Kashmir, Kerala, Madhya Pradesh, Andhra Pradesh, Gujarat**,** Rajasthan

Unit-3: Gujarat – Lacquered furniture, **Barmer Rajasthan –** Carved furniture, **Saharanpur** – Flat saw carving and inlay in wood, **Jammu and Kashmir** – Walnut furniture and paper mache furniture.

Unit-4: South India – Karnataka and Tamilnadu carved furniture in rosewood and sandal wood, **Kerala** – Cane furniture, **West Bengal, Assam and Eastern States** – Cane furniture, Bamboo furniture and Grass woven furniture.

Outcome:
Student will understand Revitalization of Arts and Crafts , which helps in Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

References:

- Fielden.Bernard ,***GuBIelines for Conservation*** ,1989, INTACH, New Delhi.
- Kumar Raj, ***Essays on Indian Art and Architecture***,Discovery pub, New Delhi, 2003
- Sunil Sethi, Angelika Taschen, ***Indian Interiors***, TASCHEN America Ltd; 25th ed. edition, 2009
- Maria Dolors Ros Frijola**, The Art and craft of ceramics**: ***Techniques, projects, Inspiration***, Lark books, 2006
- Susan Bruce, ***The Art of hand built ceramics***, Crowood Press ,2000

BI 331	Specification, Quantity & Estimation	3 - 3

Focus: The course deals with – Methods for working out quantities and costs to make an estimate of the project with all specifications. Management of the projects based on time and budget.

Objective:

To equip the students with the basic understanding of – Working out quantities of different materials and their costs to prepare an estimate of the project before execution. Preparation of schedule of charts for time and budget, to have a control over the project.

Expected skills/ knowledge Transferred:

The student should develop techniques of - estimating and costing related to the interior projects. preparing schedules of time and budget for the projects to execute efficiently.

Content:

- Types of measurements, modes of measurements: methods of taking out quantities preparation of schedule or bill of quantities.
- Specifications , Rate analysis of various items of work: preparation of various items of work in the interior works.
- SI measurements system, SI nomenclature methods. Dimensional and modular coordination, modules and modes of measurements practiced by various agencies. Specification types, specification contents, standards developed by trade and industry, government agencies.
- Estimating interior items manually and through spreadsheet programs. Specification writing proforma, order writing, scheduling etc.
- Introduction to project management – Definitions and meanings, Importance, Reasons or shortfall in its performance, scientific management, life cycle of project.
- Planning and control, Human aspects, Development of project network. Critical path, PERT and CPM. Project organization. Contracting, Procurement and Recruitment budget and fund flow statement. Stabilization and finish. Organization of project: matrix organization, task forces, project teams: monitor and control of project. Project management strategies: Tools and techniques for project management. Classical persuasive and non-persuasive strategies and techniques. New techniques of management by objectives (MBO). Integrated reporting system, flow diagrams, bar charts, milestone charts, CPM and PERT. Techniques of monitoring of development works – standard oriented costs control, turnkey system, vertical production method, inventory cost control techniques and unified status, index techniques.

Outcome:
Students will learn the responsibilities & liabilities of the Profession and understand the process of Contract and Project management.

Examination Pattern:
- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Indian Institute of Architects. H.B. **Professional Practice**, The Architects pub. Bombay.
- Namavati. H. Roshan**. Professional Practice**. 8th ed, Lakshani Book Depot, Bombay, 2001.
- Christine .M. Piotrowski , **Professional practice for Interior Designers**, 3rd edition, Wiley and sons, 2001.
- Cindy Coleman, **Interior Design Handbook practice**, Mc Graw Hill professional, ist ed, 2001
- Ronald Veitch, **Professional practice for Interior Designers**, Peguis Publishers, Limited, 1987.

BI 341	Landscape for Interiors - II	3 - 3

Focus: Landscaping as a medium of design in Interior Design. Understanding of Landscape elements like trees, shrubs, plants, water, rocks and development of landscape planning and application in architectural design.

Objective: To introduce students to the discipline of landscape and to develop basic skills required in handling simple landscape design projects.

Content

- Introduction to landscape architecture for interior and exterior both, definitions.
- Noted landscape architects and their concepts and definitions
- Natural and manmade landscape, urban and rural landscape
- Elements of landscape architecture like vegetation, land forms and water bodies and their application in design
- Introduction to Site planning and site analysis
- Landscape materials and plant materials study, introduction to taxonomy
- Study and analysis of contemporary landscape designs
- Study of existing landscaped areas like courtyards, gardens, urban spaces etc.
- Street and site furniture Application of landscape design for site plans, small gardens, resBIential areas, urban spaces, courtyards etc.

Outcome:

Students develop skills required in handling landscaping project.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A GuBIe to Interior Landscapes**, Univ of Minnesota Press, 1990. Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

BI 351	Working Drawing and Computer Application	2 - 2

Focus: The focus of the course is to impart skills related to the preparation of drawings meant for execution on the site.

Objectives: To impart training in the preparation of working drawings for buildings with specific reference to code of practice and incorporating specifications as complementary to the working drawings.

Content: Preparation of plans – Architectural plans, furniture layout floor plans with clearances, different level floor plans, detailed floor plans of each room.

- Elevations and Sections – Detailed sectional elevations of all the walls in the interior with all the required dimensions and specifications.
- Details of all services – layouts for flooring, ceiling, electrical, plumbing, lighting, firefighting etc., toilet details, kitchen details, staircase details, furniture details, Interior finishing details, material, color and texture details, fixture and fixing and joinery details.
- Specifications writing: Writing detailed clause by clause specifications for materials pre and post execution, tests, mode of measurements, manufacturers details and specifications etc.
- Manufacturer's specifications – Database of manufacturers specifications for the following materials based on surveys – Glass, plywood and laminates, hardware, electrical, wiring, accessories, plumbing fitting and fixtures, flooring, cladding etc.

Outcome:

Preparation of working drawings – Suitable scales of drawings, methods of giving dimensions and standards on plans, sections, elevations, details etc.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Leibing. W. Ralph, **Architectural Working Drawings**, 4th edition, John wiley and sons, New York, 1999.
- Macey. W. Frank, **Specification in detail**, 5th edition, Technical press ltd, London, 1955.
- Shah, M.G.; and others, **Building Drawing: An integrated approach to build environment**, 3rd ed, Tata McGraw Hill Pub. Co. Ltd, New Delhi, 1996.
- Fredd Stitt, **Working Drawing Manual**, McGraw-Hill Professional; 1st edition, 1998.
- Kilmer, **Working Drawings and Details for Interiors**, John Wiley and Sons

BI 361	**Elective / Workshop**	**2 - 4**

STAGE II

BI 312	**Practical Training**	**0 – 28**

Objectives:
To offer students an opportunity to work in an interior designer's office and get acquainted with the demands of the profession.
To carry out independent critical study of a building of interior designing importance, study of an innovative building material and study of observed and drafted details.

Course contents:

The professional training shall be for duration of 16 weeks in various aspects of interiors practice. During this period, the candBIate shall produce four reports viz. -

a) **Training Report:** The Training Report shall consist of the various drawings, observations; technical graphic data, etc. obtained during the process of training
b) **Building Study:** The building study shall be a critical appraisal of one of the buildings preferably designed and supervised by the firm in which the candBIate has taken the training.
c) **Building Material Study:** The Building Material Study shall include pertinent data, characteristics and applications of a contemporary building material.
d) **Detailing study:** The detailing study shall deal with the various aspects of an interesting detail done by the firm, where the candBIate has done the training or any other project of interest.
e) **Sketchbook:** The student shall maintain an A4 size sketchbook consisting of sketches, observations etc. to demonstrate ability to draw, analyze, understand and maintain records.
f) **Log Sheets:** duly filled and signed by the student trainee and the architect under which the training is imparted shall be submitted on weekly basis to the Institute and the same can be referred for any cross-check during assessment.

Note: Practical training will be carried out as per the Practical training rules as prescribed. The practical training shall be supervised and evaluated as part of curricular studies.
A jury comprising of an internal and external examiner shall conduct the final examination (Viva-voce) of the Practical Training completed.

Evaluation:

Sessional: 100% (50 % Internal continuous assessment + 50 % External)
No candBIate shall be eligible for Practical Training unless she successfully completes and declared pass in all the studio oriented subjects of years/semesters preceding the commencement of Practical Training.

Forth Year B. Interior Design
Academic Curriculum (2016-2017)

Forth Year

BI 411	**Design Studio VII**	**16 - 16**

Objective: Understanding the hospitality, health services, performing center principles & design concepts. (Focus: Hospitality projects.)

Contents:

Unit 1: Project Introduction.

- Introduction, various terms used in hospitality projects.
- Basics of Interior Designing for hotel
- Need and Importance of interiors in hotel design.
- Approaches and techniques, interior landscaping, maintenance and management of conserved areas or buildings.

Unit 2: Literature & case studies.

- Literature study on various spaces used in hotels; in terms of standards of areas.
- Case studies of existing hotels to understand various user aspects in terms of services & design.
- To make conclusions based on case studies.

Unit 3: Concept & design development.

- To develop conceptual analysis on given design project.
- Design development based on concept incorporating all required drawings.
- Understanding design development stage with 2D & 3D interior drawings.

Unit 4: Final design proposal

- Final design proposal incorporates all literature & case studies conclusions.
- Set of drawings of all required interior details.
- 3d model showing design concepts

Outcome:

Students will understand the hospitality, health services or performing center design concepts & based on these design concepts they will design interior project.

Evaluation:

Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

References:

- Joseph D Chiara,ndJulius Panero, & Martin Zelnick, **Time Saver standards for**
- **Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A GuBIe to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.

BI 431	Retail Design & Visual Merchandising	3 - 3

Objective: To understand functioning of retail, merchandising spaces like small shops, large shops and mechanism of displaying (Focus: ProvBIes an overview about multipurpose interior design aspects)

Unit 1: Introduction to retail design and visual merchandising

Concept of commercial art and merchandising – Meaning, classification, development – recent trends – art, architecture and display.

Unit 2: Dimensions of retail design

To develop understanding of other related dimensions of architecture and interior design i.e. Real Estate & Redevelopment. Types of Retail Stores , Elements of Store Design, Exterior Design of a Retail Outlet, Store Layouts, Fixtures, Store Displays, Lighting, Color and Design for Disabled.

Unit 3: Advertising and Merchandising

Advertisement – Definition, importance, classification, features of good advertisement, preparation and techniques, advertisement media – selection, classification and types, poster – importance, characteristics – steps and techniques in poster making.

Unit 4: Consumer and Merchandising

Meaning, significance and classification of consumer, Consumer rights and responsibilities, classification of consumer goods, elements involved in merchandising – grading, branding, labeling, packaging and standardization.

Outcome:

Knowledge about the need and use of commercial and visual art. Encouragement to the student to apply theoretical knowledge in designing the interiors of a retail space. Knowledge of the current trends in retail design and visual merchandising.

Evaluation:

Assignments, debates, quiz, class tests, field trips

Suggested Readings:

- Nair, R., **Marketing**, Sultan chand and sons educational publishers (1994), New Delhi.
- Nisra, M.N., **Sales promotion and advertising management**, Himalaya publishing house (1994), Bombay.
- Wolfgang, Preiser **Universal Design Handbook**,
- Wylde, Robbins, **Building for a lifetime**,
- Steven Winner , **Accessible Home Design**,
- Ken Mc Elloy, **The ABC's of Real Estate Industry.**

BI 461	Elective/Workshop (Self-study)	2- 4

Objectives: To prepare student for self-study or a visiting scholar to undertake teaching a course relevant to his/her choice and discipline, thereby giving wBIe exposure to students.

Contents:
This course is an open platform for the student to choose a topic of interest with approval of assigned faculty, initiate research and present it in an audio-visual format followed by a term paper. This is a self-learning module. It can serve for invited Indian or international professor to be on the campus to offer a course.

Unit 1: Introduction to Seminar

- Preliminary discussion on what is seminar, what is expected out of students; choosing a socially relevant topic for in depth study.
- Finalization of topics for students; each student presenting the potential of the topic; brief on selected topic should be discussed in a sequence: Need for the topic; Method of data collection and field visits; literature survey, Format of write up.

Unit 2: Literature review

- Literature study; study of four research papers on the topic of interest; list of books available and accessible; availability of any thesis projects on the topic, etc
- What is the social concern embedded in the topic selection? What are various facets of this concern? How to address such concerns?

Unit 3: Furthering research

- IndivBIual student's presentation in 10 PowerPoint slBIes – first draft and discussion.
- DecBIing the research tools to capture data; literature survey continues; discussion on paper layout.
- Field studies, ethics involved in field studies, how to conduct personal interviews, literature survey continues, progress reporting on email.

Unit 4: Final presentation and term paper

- Presentation of work done in 10 ppt slBIes and submission of draft paper in about 3,000 words consisting of processed pictures, sketches, graphs, etc.
- IndivBIual discussion on research done; review of output expected; directions for appropriate manner and style in which write up is expected. Finalization of write up; discussion on possible publication; method of media communication for submission of written material.

Outcome:
Increased understanding of a new course by an external faculty

Evaluation:
Assignment, quiz, presentations.

Suggested Readings

- HART, C. (2011). **Doing a literature review: Releasing the social science research imagination**. London, SAGE.

BI 471	Interior Imaging & Branding	3 - 3

Objectives:
Focuses entirely on commercial interior styling and teaches to create interior designs that are visually pleasing, coherent and effective of the user's personality.

Contents:

Unit-1: Color physiology for interior design style. Color concept, contrast textures and patterns which help in imaging interior design projects.

Unit-2: Balance window dressing with styling and study of window treatments which provBIe the perfect balance in room with the help of curtains, pelmets, shutters, screens and blinds.

Unit-3: Branding: Learning and understanding functions that includes analysis and planning on how that brand is positioned in the market, which target public the brand is targeted at, and maintaining a desired reputation of the brand.

Unit-4: Visual merchandising and display . Creating memorable space through styling of spaces and application of basic decorating parameters by adding artwork, paintings, craftworks, framed photos, family portraits and books.

Out Come:
Students to complete their personal mood boards/ decorating schemes with usual file of images that expresses their personality.

Evaluation:
Test, Quiz and End-Exam

References:

- Design & Design furniture & lights by Oscar Asensio
- A-Level Product Design, Will Potts.
- Materials and Design : The Art and science of Material Selection in Product Design,Michael Ashby, Kara Johnson.
- Human Factors in Product Design, W.S.Green.

BI 481	Professional practice	3 - 3

Focus:
Introduction to the profession of interior design, its division and sub divisions.

Objective:
To acquaint the students with the norms of professional practice & role of an interior designer with respect to society & works to be executed.

Contents:

Unit-1:
Introduction to professional practice.

Profession: Blea of profession and essential difference among profession, trade and business.

- Profession of interior design, its essential tenets, duties and liabilities.

- Types and extent of services offered by interior designer, scale of fees, stages of payment, and contract between client and interior designer.

Unit-2:
Building Industry: General overview of the industry. Various participants and dimensions of building industry. Finance, statutory controls, construction procedures, enforcement issues related to building industry and the role of interior designer, employer, and contractor.

Unit-3:
Indian institute of designers (IIBI) & its code of conduct, contract documents.

Unit-4:
Contract Management: Overview of procedures in contract management with a focus on interior designer's role.

Outcome:
The students understand the roles & responsibilities of a Professional Interior Designer.
Learn the procedures of Professional conduct & client expectations.
Role of IIBI as a Professional body.
Tender & Contract documents.
Mode of payment for professional services offered.

Evaluation:
Exercises, Assignments, Quiz, Field Visits, Involvement in class interactions

References:

Instructional Materials: Presentations, Books, Models of Examples
Books:

- Handbook of Professional Practice – DavBI Haviland

- Professional Documents by Council of Architecture
- Beginnings of Interior Environments by Phyllis Sloan Allen, Lynn M. Jones, Miriam F. Stimpson
- Interior Design by Ahmed A. Kasu.

BI 491	Conservation, Restoration & Readaptation	3 - 3

Objectives:

Explore the history, philosophy and science of architectural conservation through lectures and seminar discussions. Encourage appropriate methodologies and tools for recording, documentation and inventorying of heritage structures. Develop sensitivity to design in heritage environment. (Focus: This course gives a brief introduction to the subject of Architectural Conservation. It discusses the history, theory and best practices in Architectural conservation. Moving from basic theories, the course touches upon the technical aspects and ethics of conservation. The course culminates with a module on sensitizing the students of architecture towards designing in historic environments.)

Contents:

Unit I Introduction to Architectural Conservation:

Definition of Conservation and its socially accepted Meanings, Why Conservation? Justification for conservation, Development of Theory of conservation and various charters of International importance like Venice charter, Burra charter, Bombay Heritage Act, etc, Concepts of Values, Significance, Authenticity and Integrity, Ethics in Conservation.

Unit II Research in conservation:

Importance of Research in conservation, Sources of information like books, archival photographs and maps, folklores, mythology, oral tradition and memories.

Unit III Documentation:

Introduction to Heritage Database and Surveys for conservation, Listing and Inventories Measured Drawing: Techniques of Measurement, Drawing and Presentation,Photographic Documentation

Unit IV Degrees of intervention in historic buildings and monuments & decay and remedies:

Prevention of deterioration, Preservation of the existing state, ConsolBlation of the fabric, Restoration, Rehabilitation, Reproduction, Reconstruction

Introduction to Decay in Cultural property, Materials and Structural failures, Internal and External environment of historic buildings, Climatic causes of decay, Botanical, biological and microbiological causes of decay, Insects and other pests as causes of decay, Man-made causes of decay.

Outcome:

Understanding of conservation techniques and artifacts for re – design and restoration of old building for re-use.

Evaluation:

Assignments, tests, quiz and end term exam.

References:

• Fielden,Bernard, ***Conservation of Historic Buildings*** , 2003, Architectural Press.

• Fielden,Bernard***, GuBIelines for Conservation***,1989, INTACH, New Delhi.

• Historic England, Practical ***Building Conservation: Conservation Basics***, 2013, Routledge.

• Salvador Munoz-Vinas ,***Contemporary Theory of Conservation*** , 2005, Elsevier.

• Letellier, Robin, ***Recording, Documentation, and Information Management for the Conservation of Heritage Places- GuBIing Principles 2007***, Getty Conservation Institute. Los Angeles.

• Jukka Jokilehto ,***A history of architectural Conservation*** ,1999,butterworth Heinemann.

BI 412	Dissertation / Thesis	0 - 24

Objective: A project is carried out in a manner in which it is done in the relevant professional practice. The project is intended to evaluate the student's capability and maturity in the field of Interior Design. The project should reflect knowledge gained from all the courses undertaken by the student in all the previous semesters. (Focus: To carry out an independent study in order to design an interior project involving a set of complex issues.)

Unit 1: Introduction
History and theory of chosen topic, its application/valBIity to present day context.
Topic's language in various culture, art and craft forms and its relevance into interior spaces. Material and data search for the chosen topic.

Unit 2: Data Collection
The study in the chosen field would be completed in two stages:
(A) Data collection & analysis and
An in-depth investigation into the aspects of the chosen area.
Analysis of data, inferences to establish underlying principles
Review of existing practices/theory in view of current contexts
(B)Design
Project Preparation
Design on basis of part A.

Unit 3: Case study
Analysis, Methodological approach to research inferences

Unit 4: Design
Application of findings to a project

Outcome:
Dissertation report in hardbound written form as per requirements, including presentation drawing of the project undertaken.

Evaluation:

Three stage internal / external reviews of the dissertation project

Viva voce by internal and external jury members as End Term Examination

Reference:

- Linda N. Groat, DavBI Wang, **Architectural Research Methods**, 2nd Edition, Wiley publications, March 2013.
- John Zeisel, **Inquiry by Design- T**ools for Environment-Behavior Research (Environment and Behavior), CambrBIge University Press, 1984.

BI 422	a. Advanced Elective I (Sustainable Passive Design)	3 - 3

Objective:

- To learn basics of passive design techniques and its impact on interior design, fundamentals of passive architecture.

- To study passive design principles in old & new buildings of India.

Content:

Unit 1: Concept of passive building design.
Introduction.
Need of passive architecture.
Energy and Global environment, Energy use and Climate change – Its impact, Types of Energy.
Introduction to passive and sustainable building designs.
Summary & conclusion of unit

Unit 2: Passive techniques
Introduction.
Global warming & heat Island effect.
Heating cycle, Solar gains, Solar Geometry & Shading.
Various passive heating techniques & passive cooling techniques.
Day lighting & ventilation passive techniques.
Summary & conclusion of unit

Unit 3: Sustainable building materials & construction.
Introduction.
Impact of Construction on environment.
Techniques of sustainable construction - technologies, methods of effectiveness
Alternative materials and construction methods.
Summary & conclusion of unit.

Unit 4: Green Building Rating systems
Introduction.
Green architecture and various international rating systems for sustainability.
Indian systems – TERI GRIHA rating, LEED India rating, IGBC.
Case studies.
Summary & conclusion of unit.

Expected Outcome:
Increased understanding of the concept of passive design & its impact on built environment.

Evaluation:
Assessments in form of written test, quiz, assignment, notebook assessment.

References:

- N.K. Bansal;**Passive Building Design**
- D.K. Ching; **Green Building illustrated**
- SPIEGEL 3rd edition ;**Green Building Materials**
- Keith Robertson and Andreas Athienitis; **Solar Energy for Building**
- A. K. Athienitis and Mat Santamouris; **Thermal Analysis and Design of Passive Solar Buildings**
- Martin Evans ;**Housing, Climate and Comfort**
- Maxwell Fry ; **Buildings in the tropics**
- Arvind Kishan, Baker & Szokolay ; **Climate Responsive Architecture**;
- C. P. Kukreja ;**Tropical architecture.**

BI 422	**b. Advanced Elective I (Life style and Accessories Design)**	**3 - 3**

Objectives:
Imparts the knowledge of various styles, systems and products available in the market. Enhances the aesthetic perception, materials, design and working parameters in designing products and life style accessories. Develops systematic design approach and integration of designed accessories with the interior. (Focus: The course provBIes a framework in understanding the socio-cultural and historical aspects that influence the design of accessories and products based on their life style.)

Contents:

Unit I: Introduction
Insight of various products and lifestyle accessories in the interiors. Role of accessories in interiors. Integration of accessories in interior design. Design approaches in product and lifestyle accessories design with a focus on functionality, ergonomics, aesthetics, multiple usages etc.

Unit II: Stylistic Development
Stylistic development of decorative accessories from the past to present with insight into technological advances and the influences of social, economic and political factors on their design. Brief study of period room settings with the context of decorative accessories complementing the architecture and interior design.

Unit - III
Study of materials and processes adopted in accessories design. Basic understanding of construction principles, anthropometrics, principles of sizes and proportions, modeling, rapBI prototyping, color, texture etc. with broad orientation to socio-cultural and historical context of the sector. Orientation to Indian as well as global context of interiors, trends and market.

Unit - IV
Design approach with limited constraints inherent in accessory products. Evolving the strategy of design with integration of technical complexities and lifestyle influences. Development of the design of products and accessories to specific interiors and prevailing trends. Broad based approach towards innovative design and application to multi products and multi materials in manufacturing interior products and lifestyle accessories.

Outcome:
Increased understanding about lifestyle and accessories design related to interior design.

Evaluation:
Written tests, quiz, assignments, notebook assessment etc.

Reference Books:

- Laura Slack, **What is product Design?** Roto Vision publishers, 2006
- Treena Crochet and DavBI Vleck, **Designer‟s GuBIe to Decorative Accessories,** Prentice Hall, Ist edition, 2008.
- Michael Ashby, Kara Johnson, **Materials and Design: The Art and Science of material selection in product design,** Butter Worth Heinemann, 1st edition, 2002.

- International Design Yearbook, 1995**: Furniture, Lighting, Tableware, Textiles and Products,** Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, **Product Design and Development, McGraw-Hill Education Singapore**; 4th edition, 2007
- William LBIwell, Kritina Holden, Jill Butler**, Universal principles of Design, Rockport publishers**, 2003

BI 432	**a. Advanced Elective II (Lighting & Colour in Interior Design)**	**3 - 3**

Objectives:
To help the student understand day lighting and technology of artificial lighting. To equip the student to understand and successfully apply lighting techniques with colour effects. (Focus: Students should acquire knowledge of the various types of lightings to effectively communicate their designs and understand the effect of various lights on colours and textures.)

Content:

Unit I: Introduction to Day Lighting
Nature of light - Wavelength, Photometric quantities - intensity, Flux, illumination and luminance, visual efficiency, sources of light, day light factor concept, design sky concept, day lighting requirements.

Unit II: Artificial Lighting
Electric lamps - incandescent, fluorescent, sodium vapour, mercury, halogen and neon. Different types of lights in interior and exterior - task lighting, special purpose lighting. Calculation of artificial lighting, guBIelines for lighting design, Glare in artificial lighting.

Unit III: Effect of Color in Lighting **8**
Colors, color schemes - Monochromatic, analogous, complementary colour schemes, triadic and tetradic schemes, effects of color in different areas, color temperature, psycological effects of colour in interiors, factors affecting colour, Prang theory - Colour wheel, Munsell system and Oswald system.

Unit IV: Luminares & Fixtures
Definition, different luminaries for lighting, lighting control system- benefits & application, Impact of lighting, fixture types - free standing or portable, fixed, light fixture control.
Lighting accessories- switches, sockets, fused connection units, lamp holders, ceiling roses etc.

Outcome:
Increased understanding about lighting, luminance and their importance in interior design.

Evaluation:
Tests, quiz, assignments, notebook assessment

References:

- Randall whitehead, **The Art of living**
- Source book-Randall whitehead, **Lighting design**
- M.K.Halpeth, T.Senthil kumar, G.Harikumar, **Light right**
- Torquil Barker, **Concepts of lighting, lighting design in Architecture**

BI 432	b. Advanced Elective II (Interior Design Photography)	3 - 3

Objectives:
To help the student understand the principles and technology of photography. To enable the student to understand the applications of photographs in interior (Focus: To expose the students to the basic principles of photography in interiors)

Content:

Unit I Principles of Composition
Rule of thirds, perspective-worm's eye view, normal eye view, bird's eye view, one-point perspective, two-point perspective, three point perspective, exercises in composition, Golden section

Unit II Principles of Photography
Technical definitions, understanding a camera**,** anatomy of a SLR camera, technical setting in a SLR camera, different types of lenses their applications.

Unit III Principles of Interior Lighting
Technical definitions, lighting sources, types of lighting fixtures, types of lamps, calculating lighting levels, flash photography, types of flashes, controlling lighting levels with flash photography. Exercise in interior lighting photography with artificial light and black and white photos, table top photography

Unit IV: Special effects
Color rendering in photographic medium, color rendering in photographs under different lighting condition, lighting colors and its effect on a photograph, color filters in a camera. Exercise on color photography of interiors, UV filter, polaroBI filter, star filter etc.

Outcome:
Skill to visualize better through interior design photography.

Evaluation:
Test, quiz, assignments, notebook assessment

References:

- Point view- **The art of architectural photography** , E.Manny A Ballan, VNR
- Professional photography -**Photographing buildings**, DavBI Wilson, Rotovision

Academic Curriculum

(2015-16 Onwards)

Master of Design (M. Des)

SCHOOL OF DESIGN (SOD)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year

Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	MM 101	Introduction to Fashion	2	-	2	4	**3**	3	25	25	50
	MM 111	Fashion Design Process	2	-	4	6	**4**	Viva with Report	50	-	50
	MM 121	Basics of Pattern Making & Draping	2	-	6	8	**5**	3	50	-	50
	MM 131	Garment Construction	-	-	6	6	**3**	3	50	-	50
	MM 141	Fashion Figure Drawing	1	-	4	5	**3**	3	50	-	50
	MM 151	Sourcing for Fashion Products	1	-	2	3	**2**	3	50	-	50
	MM 161	Historical Development of Indian Fashion Industry	2	-	2	4	**3**	3	50	-	50
	MM 171	Computerized Fashion Design- Introduction	1	-	2	3	**2**	3	50	-	50
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Practice hours required per week

- Fashion Design Process: **2 Hrs.**
- Basics of Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Fashion Figure Drawing: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2 Hrs.**

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 102	Merchandising Functions in an Organization	2	-	2	4	**3**	3	25	25	50
	MM 112	Merchandiser's Roles & Responsibilities	3	-	2	5	**4**	3	25	25	50
	MM 122	Types of Buyers & Buying Organizations	2	-	2	4	**3**	3	25	25	50
	MM 132	Fashion Economics	2	-	2	4	**3**	3	25	25	50
	MM 142	Fashion Marketing	2	-	2	4	**3**	3	25	25	50
	MM 152	Fashion Brand Management	2	-	2	4	**3**	3	25	25	50
	MM 162	Fashion Culture	2	-	2	4	**3**	3	25	25	50
	MM 172	Fashion Communication	2	-	2	4	**3**	3	25	25	50
		Sub Total	**17**	**-**	**16**	**33**	**25**				

Practice hours required per week

- Merchandising Functions in an Organization: **2 Hrs.**
- Merchandiser's Roles & Responsibilities: **2 Hrs.**
- Fashion Economics: **2 Hrs.**
- Fashion Brand Management: **2 Hrs.**
- Fashion Culture: **2 Hrs.**

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Introduction to Fashion **30-0-30-3**
Course code: MM 101
Pre-requisite(s): Basic knowledge of commerce or business.

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design and their articulation **(04-04)**
- Processes of design thinking, Formal visual properties of line, shape, form, Pattern, value, texture and sequence. **(06-06)**
- To develop a sense of composition. **(04-04)**
- To develop understanding of tangible and non-tangible aspects of elements of design. **(04-04)**
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dementia organization **(06-06)**
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry **(04-04)**
- Fashion trends and forecasting. WGSN **(02-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. *The Design Process*. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. *Structure & Form in Design*. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. *Designing- An Introduction*. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. *Beautiful Thing- An Introduction to Design*. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. *Basic Fashion Design 05-Fashion Drawing.* Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. *Creative Fashion Illustration-How to develop your own Style*. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. *Key Concepts for the Fashion Industry.* Bloomsbury Academic
8. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. *The World of Fashion*. Fairchild Books (also 4th edition January/November 2008)
9. Michele M. Granger. UK September 2007/US July 2007. *In Fashion-The Industry & Its Careers*. Fairchild Books.
10. Sandra J. Keiser. UK August 2012/US June 2012. *Beyond Design-the Synergy of Apparel Product development*. Fairchild Books
11. Yuniya Kawamura. UK December 2004/US December 2004.*Fashion-ology-An Introduction to Fashion Studies*. Berg Publishers

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websiteshttp://www.skillshare.com/classes/fashion/The-First-Steps-of-Fashion-Design-From-Concept-to-Illustration/1101394042, http://www.slideshare.net/simiraaj/introduction-on-fashion-designing-concepts-in-fashion ,http://www.scribd.com/doc/21065978/Basic-Concept-of-Fashion-Designing#scribd, http://www.ehow.com/info_10055511_basic-concepts-fashion-design.html, http://www.design-concepts.com/, http://605.wikispaces.com/Composition+and+Layout
- Handout: As indicated by course instructor
- Magazines: http://www.newschool.edu/parsons/aas-fashion-design-programs/ http://new.artinstitutes.edu/areasofstudy/Fashion-Design/detail/51, Fashion, Vogue, Elle, Cosmopolitan, Glamour, Collezioni, Marie Claire, In Style, Bazaar, Vanita Fair, Seventeen, Teen Vogue Fashion.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Design Process **30-0-60-4**

Course code: MM 111

Pre-requisite(s): Basic knowledge of Business or Commerce

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future. **(2-4)**
- Understanding that managing fashion business (technical, aesthetic & industrial) is being aware of consumer demands and catering to it. **(3-4)**
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking. **(3-4)**
- Journey of experience & opportunity that skillfully combines theory with important partnerships. **(2-4)**
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach. **(3-8)**
- Internal approval-tech packs creation- product sampling-sample approval-production-delivery. **(2-4)**
- Emerging clothing brand inventing a new category of 'performance professional apparel' **(1-4)**
- Customer-focused ethos/customer centric product design process **(2-4)**
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client) **(2-4)**
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch **(3-4)**
- Design Process & new technologies **(1-4)**
- Design & production processes as well as corresponding trends. **(2-4)**
- Research & Analysis- study trends, market, consumer brands. **(2-4)**

- Bringing product design process to retail **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- 66Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. *Changing Fashion- A Critical Introduction to Trend Analysis & Meaning.* Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. *Designers Guide to Fashion Apparel*. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. *Fashion & the Consumer*. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. *Fashion Entrepreneurship- Retail Business Planning*. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. *The Dynamics of Fashion*. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.*The Why of the Buy- Consumer Behavior & Fashion Marketing*. Fairchild Books.
9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend Forecasting to Shop Floor.* Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.*Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. *Ethics in Fashion Industry*. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. *Social Responsibility in the Global Apparel Industry*. Fairchild Books.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Basics of Pattern Making & Draping **30-0-90-5**

Course code: MM 121

Pre-requisite(s): Basic math and creative approach.

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets. **(02-03)**
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve. **(06-30)**
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc. **(06-30)**
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke. **(06-12)**
- Closures- Zip, Buttons, Hooks &drawstring. **(02-03)**
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs. **(08-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books

3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion Draping 3rd Edition*. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
11. Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1) Websites https://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Garment Construction **0-0-90-3**

Course code: MM 131

Pre-requisite(s): Basic hand stitches and handling fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches) **(00-24)**
- Garment construction methods and techniques:
  a) Seams and Seam Finishes, Edge Finishes, Hem Finishes. **(00-12)**
  b) Circular lines and Angular lines in corner finishes. **(00-12)**
  c) Plackets, Pockets, Cuffs, Collar. **(00-12)**
  d) Waist Finishes, Darts, Pleats, Tucks and Gathers. **(00-12)**
  e) Fasteners. **(00-06)**
  f) Assembling a skirt and bodice with sleeve attachment. **(00-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
3. Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing

5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

4) Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
5) Handouts: As indicated by course instructor.
6) Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Figure drawing **15-0-60-3**

Course code: MM 141

Pre-requisite(s): Basic drawing and coloring

Course Objectives:

- Practical understanding of the rhythms, proportions, movement, character & anatomical structure of the human form.
- In class study and outside sketchbook practice of human figure drawing.
- Render the fabrics and work on fashion figures with reference to design aesthetics.

Course Description:

- Drawing different poses, faces, hair styles, arms, legs, silhouette, neckline, collars, sleeves and cuffs **(2-8)**
- Rendering the fabrics, blouses, skirts, pants coats, accessories **(2-8)**
- Background for the figures. **(0-4)**
- Drawing flat sketches. **(2-8)**
- Sketching with various mediums with attention to drape and garment behavior. **(2-4)**
- Developing range of women's wear for a concept. **(2-8)**
- Types and techniques of illustrations **(2-8)**
- Basic anatomy- proportions (men, women, children) **(2-8)**
- Emphasis on developing the ability to visualize & adapt the human form for use in their design & related disciplines. **(1-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance ofrendering &sketching human figure & fabric's in the study of fashion design.
- Apply learning through drawing flat sketches through various mediums.
- Exhibit, adapt, utilize & investigate complete methodology of the development of a rendered garment concept range.

Reference Books:

1) Elisabetta Drudi, Tiziana Paci- 2001. *Figure drawing for Fashion*. The Pepin Press

2) Ruth Austin 1945. *Elementary Costume illustration*. Mc Graw Hill Book Company
3) Ar Pranav Bhatt, Ms Shantita Goenka 1990. *Foundation of Art & Design*. Prakashan Publishers & Distributors.
4) Tom Tierney. 2002. *Fashion Parade. Paper dolls- 4 decades of Great designs from 1960-2000.* Dover Publication
5) Julian Seaman. 1996. *Fashion Illustration*. BT Batsford
6) Author unknown. Year of publication unknown. *Illustrating Fashion- Concept to Creation.*
7) Bina Abling. UK June 2003/US May 2003. *Model Drawing*. Fairchild Books.
8) John Hopkins. UK November 2009/US December 2009. *Basics Fashion Design 05: Fashion Drawing*. Ava Publishing
9) Bina Abling. UK June 2012/US April 2012. *Fashion Sketchbook*. Fairchild Books.
10) Bina Abling. UK November 2005/US September 2005.Marker, *Rendering for Fashion, Accessories & Home Fashions*. Fairchild Books
11) Anderson Felsner & Ronald Reed. UK January 2014/US November 2014.*Color Studies*. Fairchild Books
12) Wynn Armstrong, Jemi Armstrong, Corrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen tool-Understanding and Creating the Digital Fashion Image*. Fairchild Books

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio.

Other Study Material:

- Websites:http://www.gutenberg.org/files/14264/14264-h/14264-h.htm, http://www.gageacademy.org/program/color-portrait-drawing-finnerty/, https://www.google.co.in/search?newwindow=1&q=Drawing+%26+Color+study+DIY&oq=Drawing+%26+Color+study+DIY&gs_l=serp.3...243170.247113.0.248774.12.12.0.0.0.4.466.1947.0j4j2j1j1.8.0.msedr...0...1c.1.64.serp..11.1.167.AEM6reOl3n0
- Handouts: As indicated by course instructor
- Magazines: Palette, Drawing, the New Yorker, Color & Light, Colors, Sketch, Draw.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Sourcing for Fashion Products **15-0-30-2**

Course code: MM 151

Pre-requisite(s): Basic knowledge of business or commerce

Course Objectives:

- understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers

Course Description:

- Analyze & experience retail, how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation. **(3-4)**
- Understanding management of soft goods related to inventory and logistics from factory to stores. **(2-4)**
- Case studies of sourcing and supply chain management policies of major apparel producers and retailers. **(2-6)**
- Use of related software programs for planning, forecasting, replenishment, and consumer response. **(2-4)**
- Written, computer, and oral projects. **(2-4)**
- Comprehensive study of issues involved in global sourcing, including the scope, trends, and sustainability of current practices. **(2-4)**
- Analysis of cultural, political, ethical, and economic perspectives related to global sourcing, production, trade and distribution of textiles and apparel products. **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. *Sustainable Fashion Supply Chain Management: From Sourcing to Retailing*. Springer Edition
2. Jung. E. Brookshire. February 2014. *Global Sourcing in the Textile & Apparel Industry (Fashion Series).* Prentice Hall
3. Naomi Thompson. June 2012. *Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks*. Pavilion.
4. Fashion Dex Incorporation. March 2015. *Apparel Production Source Book 2015- Solving your domestic production sourcing needs*. Fashion Inc.
5. Pamela Ravasio. February 2011. *Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry*. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. *A Guide to Business/Principles & Practices* Watson Guptill Revised edition, edition
7. Doris H Kincade & Fay Y Gibson. Feb 2009. *Merchandising of fashion products Study guide for Merchandising of Fashion*. Prentice Hall
8. Marlon Zama, Brian Webber, Charles Dagher. November 2004. *Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries*. Publisher not known

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
2. Handouts: As indicated by course instructor.
3. Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
4. Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
5. Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
6. Case Studies: http://www.gep.com/knowledgebank/case-studies

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Historical Development of Indian Fashion Industry 30-0-30-3
Course code: MM 161
Pre-requisite(s): Basic knowledge of Indian History

Course Objectives:

- Overview of history of costume &fashion in India from ancient times to modern
- Origins of clothing (overview of world history of costume & fashion)
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern **(4-4)**
- How clothing is used as a universal means of symbolizing roles and social positions. **(8-8)**
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period. **(8-8)**
- Gain greater perspective on the overall historical, social, economic and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends. **(6-6)**
- General overview of world costume history in context to Indian traditional dress and contemporary fashion trends. **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize &investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Author/Year unknown. UK. *20th century fashion. The Gallery of English Costume.* Catalogue.
2. A. Biswas. January 1985. *Indian Costume*. Ministry of Information & Broadcasting, Patiala House, Government of India
3. B. N Goswamy- Association with Kalyan Krishna &Tarla Dundh. 2000. *Indian Costumes (in collection of Calico Museum of Textiles)*. Published by Calico Museum of Textiles, Sarabhai Foundation.
4. Author/Year unknown. *History of Textiles & Costume*. Publication unknown.
5. Dorris Flynn. Year unknown. *Costumes of India*. Oxford & IBH Publishing.
6. T. R Bhanot. Year unknown. Children's Picture work book 1 (International & Indian Costumes). Dreamland publications
7. Karl Aspelund. UK July 2009/US My 2009. *Fashioning Society- Hundred years of Haute Couture*. Fairchild Books
8. Bonnie English. UK July 2007/ US July 2007. *A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk*. Berg Publishers
9. Lee Bender. UK February 2009/ US February 2009. *Bustop& the Influence of the 70's on Fashion Today*. Berg Publishers
10. *Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus* UK October 2011. Berg Publishers
11. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. *Survey of Historic Costume*. Fairchild Books
12. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. *Fashioning Bollywood- The Making & Meaning of Hindi Film Costume.* Bloomsbury Academic.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio and Power Point Presentation.

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.
4. Costume & Design Museums: Victoria & Albert Museum, Metropolitan Museum of Art and Costume Institute, Fashion & Textile Museum London, Kyoto Costume Institute, Calico Museum of Textiles, Ahmedabad, Crafts Museum, Delhi.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C
16-0-32-2

Title of Course: Computerized Fashion design-Introduction
Course code: MM 171
Pre-requisite(s): Basic Computer Skills

Course Objectives:

- Understand the use of software technology in computers for fashioning garments.
- Visualization & Presentation of Fashion product development through CAD software.
- Exposure to diverse range of technologies/ equipment and resources used by Fashion Industry in current scenario.

Course Description:

- **Introduction to Industrial Fashion product development process & usage of CAD:** Overview of contemporary apparel/ product development process and application of CAD tool and technology in the same. **(2-02)**
- **Introduction to the usage of contemporary technology & resources in Fashion Industry:** Brief introduction about the software and equipment in current Fashion Industrial setting. **(2-03)**
- **Basics of digital Fashion Illustration techniques using Adobe Photoshop:** Visualizing and presenting Design ideas using Photoshop tools. Rendering and fabric placements on fashion figures for garment simulation. **(3-10)**
- **Basics of Flat Drawing and Tech Pack/ Specification Sheets using Adobe Illustrator:** Creating flat drawing of basic garments keeping size/ measurements/ trims/ details etc. as guideline. formation of tech-packs for a fashion product. **(3-10)**
- **Developing Digital Art Boards:** Introduction to Fashion graphics and introduction to fashion product look book. **(3-04)**
- **Brief introduction to digital Pattern making:** Creating Basic bodice and skirt pattern using Adobe Illustrator. **(3-03)**

Learning Outcomes:

- Demonstrate an understanding of CAD software usage in visualization and presentation of Fashion products.

- Exhibit, adapt, utilize & investigate the role of computer as a more sophisticated methodology as compared to traditional methods of hand drawing or illustration.
- Exhibit awareness and understanding about the usage of contemporary technology/ equipment/ digital media resources in current fashion setting.

Reference Books:

- Lynda M. Cushman. UK October 2004/US August 2004. *Using Computerized Spreadsheets- Mathematics for Retail buying*. Fairchild Books
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image*. Fairchild Books
- Laura Nugent.UK November 2008/US September 2008. *Computerized Patternmaking for Apparel Production*. Fairchild Books
- Stacy Stewart Smith. UK April 2013/US February 2013. *CAD for Fashion Design & Merchandising*. Fairchild Books.
- Kathryn. E. Koch & Tanya Domina. UK January 2005/US November 2004. *U4ia for Apparel Design*. Fairchild Books
- Julia Sharp & Virginia Hencken Elsasser. UK July 2007/US May 2007. *Introduction to Accumark, Pattern Design & PDM*. Fairchild Books.
- Catherine Black. UK January 2008/US May 2007. *Modaris & Diamino for Apparel Design*. Fairchild Books
- Paula J Myers-Mc Devitt. UK September 2009/ US July 2009. *Complete Guide to Size Specification &Technical Design 2nd Edition*. Fairchild Books.

Evaluation Process

- Course Work: 50% weightage. Compilation of classroom assignments and research in digital format.
- End Term Examination: 50% weightage. Viva with Practical Examination.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=17YaD9YhjtA&list=PLEVjIMC1aCtAAcbQ4JXdM5_pvIqz4eeVf
- https://www.youtube.com/watch?v=UbWiLa8Db8c
- https://www.youtube.com/watch?v=0H84vIhCQr4
- https://www.youtube.com/watch?v=WXor6j6zrIo
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Merchandising Functions in an Organization
Course code: MM 102
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Functions of a Merchandise Manager in an organized set up.
- Understand and analyze the role of a retailer in meeting with the demand and wants of the target audience

Course Description:

- Understanding of the organization, operation and trends of industries engaged in producing & distributing fashion products. **(5-6)**
- Reveal how the basic principles of theories of fashion merchandising apply to and are manifested in the organizational world. **(5-4)**
- Research contemporary fashion companies, their products & consumer and demonstrate how they operate and succeed within a wider market. **(5-6)**
- Factors affecting Merchandising functions: size of the organization, type of store, type of Merchandise, organization structure **(4-4)**
- Functions of Merchandise Manager- planning, handling, directing, coordinating, controlling, and selling. **(5-4)**
- Merchandise planning: Developing sales forecast, determining the merchandise requirements, methods of inventory planning **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of merchandising functions in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's merchandising structure.
- Exhibit, adapt, utilize &investigate the role of Merchandise and its functions in an organization.

Reference Books:

1. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
2. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics.* Fairchild Books
3. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
4. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books
5. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books
6. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books
7. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
8. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
9. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
10. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
11. Anne Marie Fiore. UK June 2010/US April 2010. *Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
12. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

7) Websites;http://study.com/directory/category/Business/Specialized_Sales/Fashion_Merchandising.html,https://bigfuture.collegeboard.org/majors/business-sales-marketing-fashion-merchising,http://middlesexcc.libguides.com/content.php?pid=197037&sid=1649583, http://gulnazahmad.hubpages.com/hub/A-Step-by-Step-of-Garment-Manufacturing, http://www.businessoffashion.com/articles/basics/the-basics-part-7-production
8) Handouts: As Indicated by course instructor.
9) Magazines: Harper's Bazaar, Hint, Vogue, Apparel, Display & Design ideas, Drapers, Fashion Trend Setters, Textile World, Footwear news, Retail Merchandising, Stores, Visual Merchandising & Store Designing, Women's Wear Daily.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
45-0-30-4

Title of Course: Merchandiser's Roles & Responsibilities
Course code: MM 112
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the retail sector.
- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market)e and ensuring organizational profitability,
- Monitoring stock levels and performance range as well as promotional strategies.

Course Description:

- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market) **(5-4)**
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors. **(6-4)**
- Maintaining comprehensive library of appropriate data **(2-2)**
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display **(5-2)**
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity. **(5-4)**
- Develop sales Forecast: trends, websites plan stock levels, monitor performance. **(5-4)**
- Understanding potential customers: Challenge Apparel & Manufacturers & retailers in meeting consumer demands for the right product, at the right prices and at the right times. **(6-4)**
- Using Technology: for retail buying and working with foreign markets, internet connections as promotional tools. Impact of technology and social media on all facets of product development. **(6-4)**
- Control the time line for the production process- from raw material to finished goods. **(5-2)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring organizational profitability.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Study Material:

1. Websites: https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
2. Handouts: As indicated by course instructor
3. Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London,House & Garden.
4. CaseStudies:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/, https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Types of Buyer's & Buying Organizations
Course code: MM 122
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying. **(4-4)**
- Concept, practices, procedures, calculations and interpretations of figures that relate to the many factors' that produce profit. **(4-4)**
- Activities, process and people involved from the perspective of the fashion buyer. **(2-2)**
- Brand Personality, life cycle costs, operating lease, organization buying behavior Relationship management, value analysis, customer interaction approach **(4-4)**
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a six month merchandise plan, mathematical formula, buying strategy, developing sales forecast **(4-4)**
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY. **(6-6)**
- Merchandise plan is forecast into the future and how it is implemented at the actual purchase level. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.

- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

1. Helen Goworek. 2001. *Fashion Buying*. Blackwell Science
2. Richard Clodfelter. UK October 2002/US August 2002. *Making Buying decisions 2nd edition- using the computer as a tool*. Fairchild Books
3. Richard Clodfelter. UK September 2008/US July 2008. *Making Buying decisions 3rdedition- using the computer as a tool*. Fairchild Books
4. Bette K Tepper. UK November 2001/US September 2001. *Mathematics for retail buying 5th edition*. Fairchild Books
5. John Donellan. UK February 2002/US December 2001. *Merchandising Buying and Management. 2nd edition*. Fairchild Books.
6. Linda Cushman. UK October 2004/US August 2004. *Using computerized spreadsheets- Mathematics for retail buying*. Fairchild Books
7. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend forecasting to shop floor*. Fairchild Books
8. Richard Clodfelter. UK September 2012/US July 2012. *Retail Buying (From Basic's to Fashion).* Fairchild Books.
9. Dana Connel. UK December 2009/ US October 2009. *A Buyer's Life- A Concise guide to retail planning and forecasting*. Fairchild Books.
10. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
11. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
12. John Donellan. UK November 2013/US September 2013. *Merchandise Buying & Management*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Economics
Course code: MM 132
Pre-requisite(s): Basics of Business Economics

Course Objectives:

- Understanding the nature and scope of the economic system of fashion industry.
- Developing theoretical & practical understanding of the economic structure, working, performance, problems and solutions in the Fashion industry.

Course Description:

- Nature & Scope of Fashion Economics: Definition, Nature & Scope, Micro-Macro Economics, Workings of Economic systems, Economic cycles, Inflation & Recession. **(4-4)**
- Foundations of the Fashion economic analysis of business problems, price theory, production theory, trade theory, with reference to the global economy with special emphasis on the function and determination of market prices in production and consumption. **(6-6)**
- Understand and apply the concepts of supply and demand equilibrium, costs and benefits and their multiple applications, consumer equilibrium, and factors that shift supply and demand to analyze the behavior of real markets when conditions change. **(4-4)**
- Appreciate the role of: money in the economy, dangers of inflation, importance of free trade, limits of regulation, effects of taxes and subsidies of different types, workings of the market system in determining earnings (interest, profits, wages, salaries and rents), modern business firm, its function and boundaries. **(6-6)**
- Difference between monopoly markets and competitive markets. Nature of production in the modern economy. Identify the profit maximizing price and the relationship between different types of cost. **(4-4)**
- Overview of Statistics: Definition, Functions, Techniques, Law & limitations of Statistics. Primary & Secondary Data Collection, Classified & Tabulations of Data **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of understanding the economics of world fashion industry
- Apply learning through data collection on existing businesses; analyze the mechanisms of fashion market and its economic strategies.
- Exhibit, adapt, utilize & investigate the production and distribution of fashion goods as well as the human behavior linked to economic conditions and developments.

Reference Books:

1. Brian Moe Ran & Ana Alacovska. UK November 2011/US October 2011. *Creative Industries- Critical Readings*. Berg Publications
2. Deverly Kemp, Gatterson & Barbara. L. Stewart. UK Nov 2008/US September 2008. *Apparel- Concepts & Practical Applications*. Fairchild Books.
3. Harvey Shoemack & Patricia Mink Rath. UK October 2014/US August 2014. *Essentials of Exporting & Importing- US Trade Policies, Procedure's & Practices*. Fairchild Books.
4. Bette K. Tepper. UK November 2001/US September 2001. *Mathematics for Retail Buying 5th Edition.* Fairchild Books
5. Rosalie J. Regini & Jimmie G Anderson. UK December 2008/US October 2008. *Entrepreneurship in Action- A Retail Store Simulation*. Fairchild Books.
6. Patricia Mink Rath, Richard Petrizzi & Penny Gill. UK July 2012/ US May 2013. *Marketing Fashion- A global perspective*. Fairchild Books.
7. Michele .M. Granger & Tina Sterling. UK October 2011/US August 2011. *Fashion Entrepreneurship- Retail Business Planning.* Fairchild Books.
8. Patrizia Caietato. Translated by Lisa Adams. UK April 2014/US June 2014. *Luxury- Fashion, Lifestyle & Excess.* Bloomsbury Academic
9. Leslie Davis Burns, Kathy K. Mullet & Nancy O. Bryant. UK October 2011/US August 2011. *The Business of Fashion- Designing, Manufacturing & Marketing*. Fairchild Books.
10. Connie Ulsawicz & Janet Hethorn. UK June 2008/US April 2008. *Sustainable Fashion: Why Now? A conversation exploring issues, practices & possibilities*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websites;http://www.conejousd.org/Portals/49/Departments/Social%20Science/Freed/Unit%201%20Summary%20%28For%20Posting%20Online%29.pdf, https://wiki.nus.edu.sg/display/Fashion/Economic+Analyisis+of+Fashion+Retail
- Handouts: As indicated by course instructor
- Magazine: text book Principles ***of Economics*****, 3rd edition, by Timothy Taylor,** published by TEXTBOOK MEDIA**.** http://www.textbookmedia.com/.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Marketing
Course code: MM 142
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Insight into the business of fashion for grooming into a complete industry ready profession.
- Tailored to blend creative fashion knowledge with a solid grounding in business & marketing

Course Description:

Basics of Marketing:

- **Introduction to Marketing:** Definition & functions of marketing, core concepts of marketing, consumer behavior, marketing environment, market segmentation, marketing mix, marketing planning, marketing organization, market evaluation and controls, social responsibility of marketing organizations. **(6-6)**
- **Strategic Fashion Marketing:** concept of strategy as applied to the fashion business & its marketing function, understand strategy , types of strategy, its determinants and how it is formulated for fashion business **(6-6)**
- **Fashion Marketing Systems and Processes:** Concept of marketing function in the context of fashion business, conceptually describe, understand marketing mix functions and how they get formulated for fashion business **(6-6)**
- **Advanced Marketing Research:** Advanced research techniques and methodologies as applied to the fashion business and its marketing function, comprehend statistical analysis tools and develop deep analytical skills. **(6-6)**
- **Professional Practice:** Fashion business firms; relate all prior learning in fashion marketing discipline to practical professional world, exposure to prevalent commercial and industrial practices &standards. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of strategic fashion marketing.
- Apply learning through researching case studies of professional standard practices with business firms.

- Exhibit, adapt, utilize & investigate prevalent commercial and industrial practices, standards and market systems in the fashion industry.

Reference Books:

1. Uma Iyer, Publishing year not known. *The Business of Marketing Fashion*. Publisher not known.
2. Marianne Bickle. 2010. *Fashion Marketing, Theory, Principles & Practices.* Fairchild Books.
3. Patricia Mink Rath, Richard Petrizzi & Penny Gill. Uk July 2012/US May 2012. *Marketing Fashion- a Global Perspective*. Fairchild Books
4. Gerald J Sharman &Sar Perlman. UK July 2014/US May 2014. *The Real World Guide to Fashion Selling& Management*. Fairchild Books.
5. Brian Moeran. UK January 2010/US January 2010. *Advertising- Critical Readings*. Berg Publishers.
6. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
7. Mike Easey. Oct 2008. *Fashion Marketing (wiley desktop edition).*John Wiley & sons 3rd edition, edition
8. Glencoe & Mc Craw Hill. Feb 2005. *Fashion Marketing (Glencoe marketing).* Publication Glencoe & Mc Graw Hill student
9. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
10. Dottie Olkiers. March 2003. *Fashion Marketing.* Publication south western
11. Joel Le Bon. Oct 2014. *Fashion Marketing: Influencing Consumer choice and loyalty with fashion products.* Publication Business expert press

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

1. Websites
   http://www.businessoffashion.com/articles/basics/the-basics-part-8-marketing
   http://www.optitex.com/en/news_and_events/articles/fashion_marketing/Fashion_Marketing_101,http://study.com/articles/Fashion_Marketing_Manager_Job_Description_Duties_and_Requirements.html
2. Handouts: As indicated by course instructor.
3. Magazines: Style Bubble, Collezioni, Marie Claire, Vogue, Edit, Bazaar, Top Shop, Interview, Elle, Women's Health, Mega, Notch, Muse, Cosmopolitan, Fashionbi Magazine, Glamour, In Style, Beautiful, Fashion.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Brand Management
Course code: MM 152
Pre-requisite(s): Introduction to Fashion Industry and basic knowledge of Brands

Course Objectives:

- The Fashion brand manager should be able to develop a brand identity to match the spirit of the period and play a leading role in managing brand labels.
- Principles & practices of Fashion brand management and their application in fashion companies, consulting firms, trade associations, fashion, and luxury and lifestyle trends.
- Fashion Futures: trends and visions, trend-setting, buy ology, retail trends,

Course Description:

Fashion brand management composed by three interlaced units:

1. **Vision:** design and trend based. Brand identity, buy ology, research, innovation and heritage, tuning between human, society and industry, visionary and concrete, creative and managerial, innovative but well rooted in the industry know-how, competitive and beyond competition, art directing, spirit of time, strategic branding, brand identity, rebranding, business models, macro to micro trend analysis. **(12-12)**

2. **Management:** business of fashion. strategy and concreteness, marketing and merchandising, retail and administration, law and logistics, processes from production, sales and profits , brand marketing communications , new world branding, social media applications and impact, brand management analytics, measuring value of brand **(10-10)**

3. **Communication:** brand outputs, materials, events, advertising, writing, the digital world and video making. **(8-8)**

Learning Outcomes:

- Demonstrate complete knowledge, skills and understanding of the importance of brand management.
- Apply learning in the field of marketing, communication and event planning, brand management, retail, visual merchandising, e-commerce and the search for new trends

- Exhibit, adapt, utilize &investigate the key role of brand identity & futuristic fashions.

Reference Books:

1. Yamuna Ambika Chopra. Year unavailable. *IIAFT. Fashion Management*. Publisher unknown
2. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
3. Gilles Auguste & Michel Gutsatz. March 2013. *Luxury Talent Management: Leading & Managing a luxury brand.* Publication Palgrave Mac Macmillan.
4. Giles Auguste & Michel Gutsatz. March 2013. *Luxury Fashion Branding: Trends, Tactics, Techniques*. Publication Palgrave Mac Macmillan
5. Uche Okonkwo. May 2007.*Luxury Brand Management- A World of Privilege.* Publication Palgrave Macmillan
6. Michel Cheualier & Gerald Mazzalovo. *Luxury Marketing & Management: Tools & Strategies to manage luxury products in a profitable and sustainable fashion.* John Wiley & Sons
7. Glynn Atwal & Douglas Bryson. Feb 2014. *Luxury Brands in Emerging Markets.* Publication Palgrave MacMillan
8. William D'Arienzo. March 2016. *Brand Management Strategies- Luxury & Mass Markets.* Fairchild Books
9. Julia Wimmers. September 2013. *ESPRIT- A Lifestyle Brand aiming to become the European Leader in the Fashion Industry*. Grin Verlag Publication.
10. Martha Vandijk. November 2009. *Luxury Fashion Management: Brand & Marketing Management in an ever changing luxury fashion industry*. Publication VDM Verlag.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
   a. http://www.iconixbrand.com/management.asp
   b. http://www.meltmanagement.com/#/welcome/
   c. http://www3.sympatico.ca/synergy1/Armani.pdf
2. Handouts: As indicated by course instructor.
3. Magazines: Teen Vogue Fashion, Bazaar, Style warehouse, Wellness, De Fuze, EGL, Aura, Celebrate, WSJ, Cosmopolitan, Dazed, Fashion, Savannah, You, Berlin Fashion Magazine, Nylon, Vogue, Lucky

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Culture
Course code: MM 162
Pre-requisite(s): Fashion Design Process

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- **Analyze and interpret fashion as both a creative industry and as a cultural phenomenon:** explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources. **(6-6)**
- **Reflect critically on the historical, social, cultural and global dimensions of fashion.** Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day. **(8-8)**
- **Understanding development of the field of fashion studies, theoretical viewpoints.** Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc. **(10-10)**
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives **(6-6)**

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.
- **Reference Books:**
    1. French Lunning. UK February 2013/US April 2013. *Fetish Style*. Bloomsbury Academic
    2. Maria Mellins. UK August 2013/US September 2013. *Vampire Culture*. Bloomsbury Academic.
    3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. *Fashion & Museums- Theory & Practice.* Bloomsbury Academic.
    4. Janice Miller. UK July 2011/US Sept 2011. *Fashion & Music*. Berg Publishers
    5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. *Dress Sense- Emotional & Sensory Experiences of the Body & Clothes*. Berg Publisher
    6. Pamela Church Gibson. UK December 2011/US December 2011. *Fashion & Celebrity Culture.* Berg Publishers
    7. Susan B Kaiser. UK November 2012/US January 2013. *Fashion & Cultural Studies*. Berg Publishers.
    8. Stephanie Talbot. UK January 2013/US May 2013. *Slogan T-Shirts (cult & culture).* A & C Black Visual Arts.
    9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. *Dress & Society*. Berg Publishers
    10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. *Berg Publishers.* Appearance & Power.
    11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. *The Visible Self - Global Perspectives on Dress, Culture & Society*. Fairchild Books.
    12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. *Global Perspectives on Dress, Culture & Society*. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
    a) http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
    b) http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
    c) http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
    d) http://thoughteconomics.blogspot.in/2012/09/fashion.html
2. Handouts: As indicated by course instructor
3. Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Communication
Course code: MM 172
Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios, visual merchandising, display, exhibition design, public relations and creative writing.
- Use mass communication to promote fashion. Communicate with masses or consumer by means of advertisement, promotions, films, video's, print etc
- Emerge as professionals who offer effective communication solutions for the fashion & lifestyle industry.

Course Description:

- Inputs in fundamentals of communication and fashion design through different tools of theory, exploration and application. **(4-4)**
- Informed, responsible fashion promotion, writing, observation, critical to the industry's future. Include study of fashion terminology, fashion studies, design aesthetics **(6-6)**
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry. Work with public opinion, research data on industry derived projects & cases, plan and write proposals for publicity and public relations programs. **(6-6)**
- Journalism. Developing communication plans, preparing press releases & press kits, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media. **(6-6)**
- Locate, understand and critically evaluate information from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. **(4-4)**
- Establish reference systems, paraphrasing, applying the principles of effective communication and the professional presentation of researched documents **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.

- Apply their learning through analytical and writing and presentation skills.
- Exhibit, adapt, utilize & investigate the role of fashion communication.

Reference Books:

1. Fashion theory. Volume 18 Issue 4- UK September 2014. *The Journal of Dress Body & Culture.* Bloomsbury Academic.
2. Vikki Bell. UK March 2007/US March 2007. *Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory*. Berg Publishers
3. Polly Guern. UK October 2004/US August 2004. *Creative Fashion Presentations 2nd Edition*. Fairchild Books
4. Peter Mc Neill & Sanda Miller. UK October 2014/US December 2014. *Fashion Writing & Criticism- History, Theory, Practice*. Bloomsbury Academic
5. Helen Warner. UK April 2014/US June 2014. *Fashion on Television- Identity & Celebrity Culture*. Bloomsbury Academic
6. Roland Barthers. UK October 2013/US December 2003. *The Language of Fashion*. Bloomsbury Academic.
7. Grace Lees-Maffei Lees-Maffei. UK December 2011/US January 2012. *Writing Design-Words & Objects*. Berg Publishers
8. Michael Clarke.UK December 2007/US Jan 2008. *Verbalizing the Visual- Translating Art & Design into words*. Ava Publishing

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites

a) http://www.acrwebsite.org/search/view-conference-proceedings.aspx?Id=9700,

b) http://scholar.google.co.in/scholar?q=Fashion+Communication+research+papers&hl=en&as_sdt=0&as_vis=1&oi=scholart&sa=X&ei=exYVfaGBcPmuQSV0IC4AQ&ved=0CBsQgQMwAA, https://ideas.repec.org/p/bon/bonsfa/462.html

2. Handouts: As indicated by course instructor
3. Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	MM 203	Internship # June-July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva, Power-Point Presentation & Report)	50	-	50
	MM 213	Retail Structure & Different Retailing Techniques	2	-	2	4	**3**	3	25	25	50
	MM 223	Production Planning & Control	2	-	2	4	**3**	3	25	25	50
	MM 233	Global Issues & Ethical Trading	1	-	2	3	**2**	3	25	25	50
	MM 243	Branding, Trend Forecasting, Promotion	1	-	2	3	**2**	3	30	20	50
		Sub Total	**6**	**-**	**8**	**62**	**25**				

Practice hours required per week

- Retail Structure & Different Retailing Techniques: **2 Hrs.**
- Production Planning & Control: **2 Hrs.**
- Global Issues & Ethical Trading: **2 Hrs.**
- Branding, Trend Forecasting, Promotion: **2 Hrs.**

 # Internship: Students will join internship immediately after closing of Spring Semester (First Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Second Year).

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 204	Dissertation	-	6	14	20	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	MM 214	Portfolio Development	1	2	6	9	**5**	Viva (With PPT & Document)			
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

Title of Course: Internship **Total Contact H:48**
Course code: MM 203 **(Internship)**
Online feedback (16-16)
Pre-requisite(s): Completed One Year studies of MFM **Jury: 16**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues*. Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

- Websites; https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:. Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Retail Structure and & Different Retailing Techniques
Course code: MM 213
Pre-requisite(s): MM 110 Fashion Marketing

Course Objectives:

- This course aims to establish the importance of retail industry, which has been changing at a rapid speed. Retail Structure and different Retailing techniques provides the opportunity to learn concepts of Managing merchandise, brands, retail stores and Consumer Behavior
- To enable the students to understand key definitions and terminology used in fashion retailing, working of retail structure and Visual Merchandising.
- To understand the economic influence of retail sector and appreciate the management process in retailing.

Course Description:

- Introduction to Types of different Retail Formats **(04-04)**
- Introduction to Roles and Responsibilities of staff and managers in different retail formats **(03-03)**
- Developing an understanding of Store Operations and promotions **(03-03)**
- Understanding Visual Merchandising **(03-03)**
- Retail structure and its relevance **(03-03)**
- Understanding of Retail Geography **(02-02)**
- Develop Retail Decision Making **(03-03)**
- Introduction to Retail mathematics and its applications **(03-03)**
- Understanding Modern Retailing Techniques **(03-03)**
- Overview of Customer Relationship Techniques **(03-03)**

Learning Outcomes:

- Underline the importance of understanding the basics of retail market with respect to fashion business.
- Understand the different retail formats and their processes in professional manner.
- Exhibit comprehensive knowledge of Fashion Retail and applying the principles in the real business world.
- Demonstrate a strong sense of decision making.
- Demonstrate understanding of different basic and advance tools used in fashion retailing and appropriate skills and knowledge for the broader context of subject such as retail geography, mathematics, visual merchandising, etc.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Gopal, V. V (2005), *Retail management - perspectives and cases*,ICFAI University Press, Hyderabad
2. Gupta, S. L. (2007), *Retail Management: An India in perspective text & cases*, Wisdom Publications, Delhi
3. Lamba, A J (2003), *Art of retailing*, Tata McGraw-Hill, New Delhi
4. Ogden, James R and Ogden, Denise T. (2005) *Integrated retail management: Indian adaptation*
5. *Biztantra*, Dreamtech Press, New Delhi
6. Rao, T. Srinivasa (2006), *Changing lifestyle and Consumer Behavior*, Deep & Deep Publications Pvt. Ltd., New Delhi
7. Solomon, M R. and Robolt, Nancy J. (2004) *Consumer Behavior in fashion* Dorling Kinderley (India) Pvt. Ltd., New Delhi
8. Tybout, Alice ed. and Calkins, Tim ed. (2005) *Kellogg on branding: the marketing faculty of Kallogg School of Management*, John Wiley & Sons New Jersey
9. Simon &Schuster 2000 *why we buy: The science of shopping*, Underhill, New York
10. Kurt Salmon Associates, *Vision and perspective of Consumer Behavior and trends in clothing: a global study, I.W.T.O. (International Wool Textile Organization),*.

Other Study Material: Websites:

- http://elearning.nokomis.in/uploaddocuments/Retail%20Merchandising%20& %20Buying/Chap%204-Types%20of%20Retail%20Formats/PPT/chap%204.pdf
- http://www.iimahd.ernet.in/publications/data/2004-08-05pksinha.pdf
- http://www.axis.com/rbte/files/store_productivity.pdf
- https://www.business.qld.gov.au/business/running/retail-design/creating-effective-retail-displays/principles-visual-merchandising
- www.sciencepub.net/nature/0301/06-yaofengge.doc
- http://www.handelsradet.nu/wp-content/uploads/2016/01/2014-Geography-and-the-retail-industry.pdf
- https://www.oss.unist.hr/sites/default/files/dokumenti/courses/specialist/business_trade/DTP021_ Contemporary_Retail_Techniques.pdf
- https://www.sas.com/content/dam/SAS/en_us/doc/analystreport/rsr-modern-merchandising-107753.pdf
- http://iveybusinessjournal.com/publication/best-practices-customer-relationship-management/

Case studies :

STRATEGY & MARKETING CONSULTANTS:
http://www.simon-kucher.com/sites/default/files/designing_a_promotional_strategy_that_works_for_apparel_retailers_simon-kucher.pdf
UNDERSTANDING ORGANIZED GARMENT RETAILING BUSINESS IN INDIA: http://www.ijesi.org/papers/Vol%202(6)/Version-1/J0261061070.pdf
OVERVIEW OF RETAILING:
http://www.pondiuni.edu.in/storage/dde/downloads/markiii_rm.pdf
CONSUMERS & CHANGING RETAIL MARKETS:

- https://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/ca02096.html

MULTI-CHANNEL DISTRIBUTION IN THE APPAREL INDUSTRY

- http://www.mmh.com/wp_content/sdi_wp_content_073013.pdf

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Production planning and control
Course Code: MM 223
Pre-requisite(s): MM 101 Introduction to Fashion.**MM 102** Merchandising Functions in an Organization
Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of production, planning to a real-world work environment.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skillsto enhance their competency in knowing the process flow and planning in garment manufacturing and improving productivity of manufacturing facility by co-ordination of various departments internally with the help of production planning and control.

Course Description:

- Introductions to different types of manufacturing processes and developing their basic idea along with focus on advantages and disadvantages of different types of production systems. **(03-03)**
- Understanding terminologies associated with apparel production and planning and quiz on understanding of terms and their usage.. **(03-03)**
- Study of terminologies and their formulaes and calculation involved along with real time situations for facing practical situations in industry. **(04-04)**
- Learn about inter departmental process flow and identify activities related to production planning and control works **(03-03)**
- Study some of the manufacturing systems being used and analysis of their of the process flow.**(03-03)**
- Generate reports on manufacturing systems and their use in different types of apparel products**(03-03)**

- Kinds of manufacturing system-Familiarize and Differentiate with different manufacturing system associated with apparel production viz. Make through system, Assembly system, Progressive bundle system, Unit Production system, Modular production system. **(04-04)**
- Terminology for apparel production and planning-Explain the terminologies associated with apparel production and planning-Terminologies associated with apparel production and planning like Production, SAM and SMV,WIP ,Bottle neck ,critical operations, productivity, line efficiency, throughput time, Lead time and Pitch time. **(04-04)**
- Apparel production planning and control-Explain the need and importance of apparel production planning and control - Importance of apparel production planning **(03-03)**

Learning Outcomes:

- To relate easily to the need and importance of apparel production planning and control
- To explain the process of manufacturing and production.
- To carry out production planning and work allocation for given situation
- To plan preproduction activities for given situation
- To derive time plan and action plan for given order execution

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examination of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and digital Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf (DATA BASE & INTRANET F0R SAFER COMMUNITIES)
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf (INFRASTRUCTURE SERVICES)
- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL (NISSAN SUNDERLAND PLANT SETS LATEST PRODUCTION MILESTONE)
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf (KEY SUCCESS: FACTORS FOR THE APPAREL MANUFACTURING INDUSTRY-A CASE STUDY AT COMPANY X)

- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf ((IMPLEMENTATION OF CELLULAR MANUFACTURING SYSTEMS IN GARMENT INDUSTRY: A CASE STUDY)
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf (STITCH WORLD: TECHNOLOGY & MANAGEMENT IN SEWN PRODUCT INDUSTRY

Videos

- American Apparel - Factory Tour - Production Planning
  https://youtu.be/Lnpm2T9OcKQ
- Master Garment Manufacturing Ltd Eng Ver.
  https://youtu.be/9Rn8bDLVfks
- Material Flow Systems Introduction
  https://youtu.be/uzxfAiAIVa0
- Material Handling for Manufacturing Unit - Eton Unit Production System | Al Brj
  https://youtu.be/os054n8NRI0
- Eton Systems – Innovation
  https://youtu.be/KD5SLhf5IpY

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-30-2

Title of Course: Global issues and ethical Trading
Course code: MM 233
Pre-requisite(s): MM 101 Introduction to Fashion
MM 108 Fashion Economics
MM 110 Fashion Marketing

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackleenvironmental and social issues present in garment industry at national and international level**.**

Course Description:

- **Global Issues and Ethical trading** gives students the opportunity to explore and understand keytheories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances. **(03-06)**
- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA ,Quota Allocation and elimination,GATT,FTA **(03-06)**
- The international market with regard to products, services and intellectual property and how those challenges affecteconomic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade. **(03-06)**
- Present global Issues- Explain the present scenario of apparel industry and moving trends towards sustainability and other labour related issues- International and national issues including-Green facilities,ETP,Dyes,Labour Issues **(03-06)**
- **Ethical Trading-** Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification. **(03-06)**

Learning Outcomes:

- Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry*,Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*
6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd90585257375006623f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_NenaBode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)

- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY)

Videos

- **General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA)** https://youtu.be/KMZGbaXYq58
- **The Fiber Side of Textile Recycling**https://youtu.be/CJka9tHkxjs https://www.youtube.com/watch?v=pEbFnAMHHps
- **The Full Story of the Rana Plaza Factory Disaster.**https://youtu.be/pEbFnAMHHps
- **Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated** http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india
- **They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory** http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html
- **Govt comes out with plan to resolve Tirupur crisis** https://youtu.be/4zkCo17cUQk

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-26-2

Title of Course: Branding, Trend Forecasting, Promotion
Course code: MM 243
Pre-requisite(s): MM 111 Sourcing for Fashion Products
MM 112 Fashion Branding Management

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Description:

- Understand and apply Range planning and seasonal merchandise mix **(02-04)**
- Work on the Product Development process flow for the selected market. **(02-04)**
- Work on the Costing of the merchandise developed. **(02-04)**
- Launching the brand for the chosen market. **(01-02)**
- Evaluation of sales and distribution channel for the market. **(02-04)**
- Developing Branding and Promotion plan. **(02-04)**
- Designing marketing mix. **(02-04)**
- Managing growth and other challenges of the brand launched. **(02-04)**

Learning Outcomes:

- Able to analyze the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting, Om Books International, New Delhi*
2 Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi

6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
7. Peterson, L.K & Cullen, Cheryl Dangel,(2000*),Global graphics: color: a guide to design with color for an international market*, Rockport Publishers, Massachusetts
8. Packard, S., winters, A. & Axelrod, N. (1998),*Fashion Buying& Merchandising*. 2nd Edition,New York, Fairchild Publications
9. O'Hara, G. (1986),*The Encyclopedia of Fashion*. London, Thames & Hudson
10. Brannon, Evelyn L. (2002),*"Entrepreneurship*",Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businescasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU
- **BBC Three - Secrets of the Superbrands (Fashion)** https://youtu.be/fd7lfcnlb9c

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: MM 204
Pre-requisite(s): MFM Year 1&2

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis
  - Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: MM 214
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing a holistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.
- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:
- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/

Academic Curriculum

(2015-16 Onwards)

BACHELORS OF DESIGN

SCHOOL OF DESIGN (SOD)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Foundation Programme											Autumn Semester		
	Course Code	Course Title	Contact Hours Per Week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact hours			CW	MTE	ETE
AUTUMN SEMESTER	FD20.101	Design Concepts-I	1	-	4	5	5	3	50	-	50
	FD20.111	Drawing & Color	1	-	4	5	5	3	50	-	50
	FD20.121	Material and Process	1	-	2	3	4	3	50	-	50
	FD20.131	Communication Design- I	1	-	4	5	3	3	30	20	50
	FD20.141	History of Art & Culture-I	2	-	2	4	3	3	30	20	50
	UC19.101	Social and Professional Ethics	3	-	-	3	2	3	10	40	50
	CBCS						3				
	Sub Total		12	-	16	28	25				

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Foundation Programme											**Spring Semester**
	Course Code	**Course Title**	**Contact Hours Per Week**				**Credits**	**ETE Duration Hrs.**	**Weightage (%)**		
			L	**T**	**P**	**Total Contact hours**			**CW**	**MTE**	**ETE**
SPRING SEMESTER	FD20.102	Design Concepts-II	2	-	6	8	5	3	50	-	50
	FD20.112	Visualization and Representation	2	-	6	8	5	3	50	-	50
	FD20.122	Material-Exploration and Prototyping	2	-	4	6	4	3	50	-	50
	FD20.132	Communication Design - II	1	-	4	5	3	3	30	20	50
	FD20.142	History of Art & Culture-II	2	-	2	4	4	3	30	20	50
	UC19.102	Communication Skill	2	-	-	2	2				
	Sub Total		9		22	31	23				

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts-I **L-T-P-C**
Course Code: FD20.101 **1-0-4-3**

Course Objectives:

- To develop an understanding and appreciate the basic Elements & Principles of Design, Design concepts & Composition as well as introduce the students to the basic concept of design.

Course Description:

UNIT-I

- Study of elements of designs; line, color, shape, texture, patterns and forms.
- Types of line, line art work and application based design development. Psychological implication of lines shapes and forms.
- Study and development of textures of marble, blow, smoke, embossed, salt, sand, collage, fabric, surface enhancement texturing, thread puling etc.
- Study of Negative and positive space and its application in design concepts
- Color theories and schemes. Tint and shades, tones, complimentary, triad, contrast, pastels, dusty pastels and study of color psychology and combinations.
- Understanding of Elements, Principles of Design and their articulation.
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop sense of composition.
- To develop understanding of tangible and non-tangible aspects of elements of design.
- Development of prints, line illusion, impact of prints through lines, shapes and forms on various surfaces.

UNIT-II

- Study of Principle of Design, Concepts and its application in given themes.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, emphasis, proportion scale in 2, 3 & 4.
- Understanding & Articulation of Aesthetic Principles (Visual Order, Movement, Placement, Size, Alignment and Orientation).
- Study of application of Design concepts by National and International Designers, artists and craftmen.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises
- Exhibit, adapt, utilize & investigate the process of design thinking.
- Demonstrate the ability to project their approach to their respective fields.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style,UK October 2014/US December 2014, Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion, UK March 2013/US January 2013, Fairchild Books (also 4th edition January/November 2008)

Reference Books:

- Bloomsbury Academic, Fashion Theory Volume 18 issue 4- The Journal of Dress Body & Culture, UK September 2014. Bloomsbury Academic.
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design,UK September 2012/US November 2012,Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2000, Tuschen publishers.
- G.J Sumathi,Elements of Fashion and Apparel Design, New India 2007, New Age International publisher
- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, .UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Drawing & Color
Course Code: FD20.121 **L-T- P-C**
1-0-4-3

Course Objectives:

- To develop skills of freehand drawing and sketching to cultivate an ability to visualize, analyze, observe and communicate ideas/concepts.
- To understand and communicate through drawing & color studies, the principles governing the visual phenomenon as perceived by the human eye.
- To explore and enhance construction and analytical methods of drawing, sketching and coloring, through diverse methods and techniques.

Course Description:

UNIT-I

- Freehand Sketching and its importance.
- Sketching with various medium like Pencil, Pen, ink, water color, Poster color, Oil Pastel color, Dry Pastel, Charcoal Pencil, Color Pencils etc.
- Perspective drawing.
- Line Contour
- Study of 2 dimensional and 3 dimensional sketching/drawing.
- Study of Color and its application (Primary, Secondary, Tertiary, Intensity, Value, Hue, Tints, Shades, Tones and Color Wheel)

UNIT-II

- Study method and process of shading techniques through scribbling, doodling, stippling and hatching.
- Nature Study and its application in design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of freehand sketching/drawing, its application & color study.
- Apply learning through a development of 2D sketches and drawing
- Exhibit, adapt & utilize the role of drawing& color in design.
- Demonstrate the ability to handle drawing & color application.

Text Books

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing
- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing. Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration- How to develop your own style, UK October 2014/US December 2014, Bloomsbury Academic

Reference Books:

- Jeanne Allen. 1986 Designer's Guide to Color 3. Chronicle Book
- Elisabetta Drudi, Tiziana Paci , Figure drawing for Fashion, 2001,The Pepin Press
- Bina Abling, Fashion Sketchbook, UK June 2012/US April 2012, Fairchild Books.
- Bina Abling, Marker, Rendering for Fashion, Accessories & Home Fashions, UK November 2005/US September 2005. Fairchild Books
- Naoki watanabe, Contemporary fashion illustration techniques, June2009, Rockport publications.
- Danielle Meder, Draw fashion now, 2006, Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015, Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material and Process

Course Code: FD20.131 **L-T- P-C**
1-0-2-2

Course Objectives:

- To develop understanding of behavior, characteristic, properties, dimensionality, physical and visual potential of basic material (solid, sheet, linear and granular).
- To develop an instinct for material and their potential through manipulation.
- Orientation of basic hand tools, precision tools and techniques to manipulate materials.

Course Description:

UNIT-I

- Understanding of material, its behavior, characteristic and properties.
- Material manipulation & exploration (Paper, POP, GI Wire, Clay, Plastic, Metal Sheet etc.).
- Handling of tools & equipment.
- Precision and accuracy, precautions and care.

UNIT-II

- To explore product's construction, finishing and application of basic elements and principals of design on it.
- Introduction to visual elements in the three dimensions with a basic understanding and application of elements and principles of design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Material manipulation &exploration and finishes.
- Apply their learning through hands on approach to skills, mediums and tools. .
- Exhibit, adapt, utilize & investigate the role of material for appropriate application& co relation & precision in design.

Text Books:

- Usha Srikant, Ethnic Embroidery of India, 2000 ,Honesty Publishers & Distributors
- Beverly Lemire, Cotton, March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.
- JJ Pizzuto, Fabric Science, 11th Edition, 2012, Bloomsbury Publication

Reference Books:

- Kimberly Irwin, Surface Design for Fabric-Bundle Book+ studio access card, March 2014, Fairchild Books Holly Harrison (2007) Mixed media collage- An Exploration of contemporary Artists, methods & materials, UK, Quarry Books.
- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, The Country Diary Book of Crafts, 1985, Bloomsburg Books London
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide, ,Feb 2014., Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan, Sourcing and selecting Textiles for Fashion: sourcing and selection, 2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-I
Course Code: FD20.141 **L-T-P-C**
1-0- 4- 3

Course Objectives:
The course has an emphasis on how meaning is constructed and communicated through digital media. Students use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic photography, digital image creation and the integration of a variety of media. Digital imaging tools include raster software applications such as Photoshop to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Basic understanding of communication, Significance, effectiveness and importance of different sensory organs.
- Evolution of communication, basic elements of communication, different types of communication, travel of communication and their barriers, important C's of communication.
- Difference between communication & mass communication.
- Comparison and significance of different medium of communication (Newspaper, TV, Cinema).
- Role of communication in society.
- Process from idea to formulation of opinion. Future and trends of communication.

UNIT-II

- Creative Writing – principles and methods of effective writing.
- Exception in mass media writing, use of words, sentences, types of words and construction of sentences.
- Use of tenses in different media writing.
- Photography - Interaction of words and images-explore and examine how words and images interact to create emergent meaning.
- Basics of photography, composition and different aspects of photography.

- Basics of Adobe Photoshop.

Learning Outcomes:

On the fundamental level, by the end of this course student should walk away with:

- A basic understanding of communication.
- An ability to understand your masses.
- Express your utmost creativity through writing.
- Ready to see the world with different perspective through lenses.

Text Book:

- Kumar, Kewal J, Mass Communication in India, Jaico Books, New Delhi.
- George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication,2007.
- Langford, M. (2000). Basic Photography. New Delhi: Focal Press.

Reference Books:

- J.S. Yadava & Pradeep Mathur, Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi
- Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi
- Folts, J. A. and Lovell, R. P. Handbook of Photography.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -I
Course Code: FD20.151 **L-T-P-C**
2**-0-2-3**

Course Objectives:

- To introduce students to Oriental/Eastern history of art and culture and interpret the symbols for contextual application.
- Basic knowledge and grasp of the overall context (cultural, socio-economic, political, religious etc.) of important works of Indian/Eastern art, in relation to contemporary practices
- Interpretive response to creative application of materials, techniques, elements and principles of eastern art.

Course Description:

UNIT-I

- History of Oriental Art and costumes forms Prehistoric times till date. Impact of cultures influences on fashion movement.
- Study of Mongolian art and clothing movement and its impact on other cultures.
- Ancient Indian costume study and development of samples. Study of development of accessory line from B.C to A.D to digital age. Study of art movement from Stone, Bronze Age to vedic, Maurya, Gupta, Magdha, Indo Scythians, and rise of Hinduism, Jainism, and Buddhism.

UNIT-II

- Indian Traditional Painting/Artists. Concepts and evolution.
- Buddhist Art, Islamic Art, Hindu Art & Theory of Rasa Shastra.
- Eastern Art, Social & Cultural Revolution in the Indian Context**.**
- Study of Cultural influences.
- Study of color coding for class and society in different dynasties.
- Study of post-colonial and impact of British colonies on Indian culture development.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Eastern/Oriental art & culture
- Apply learning through effective presentations & documentation of Crafts of India.
- Exhibit, adapt, apply, utilize & investigate the role of Oriental art& culture.

Text Books:

- Helen Warner, Fashion on Television- Identity & Celebrity Culture, UK April 2014/US June 2014, Bloomsbury Academic
- Jessica Hemmings, Cultural Threads- Transnational Textiles Today, November 2014, Fairchild Books.
- Susan. B. Kaiser, Fashion & Cultural Studies, , UK November 2012/US January 2013, Berg Publishers

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress- Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
First Year - FOUNDATION PROGRAMME

Title of Course: Social and Professional Ethics
Course Code:UC19.101 **L-T-P-C**
3-0-0-3

Course Objectives:

This course input is intended

- To help the students appreciate the essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings
- To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence.
- To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in value education to the young enquiring minds.

Course Description:

UNIT-I

- Understanding the need, basic guidelines, content and process for Value Education.
- Self-Exploration–what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self-exploration
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in harmony at various levels.
- Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
- Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of 'I' and harmony in 'I'
- Appraisal of Physical needs, meaning of Prosperity in detail

- Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship
- Understanding the meaning of Vishwas; Difference between intention and competence
- Understanding the meaning of Samman, Difference between respect and
- differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family!

UNIT-II

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfillment among the four orders of naturerecyclability and self-regulation in nature
- Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence.
- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
    a) Ability to utilize the professional competence for augmenting universal human order
    b) Ability to identify the scope and characteristics of people-friendly and ecofriendly production systems,
    c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
    a) At the level of individual: as socially and ecologically responsible engineers, echnologists and managers
    b) At the level of society: as mutually enriching institutions and organizations

Learning Outcomes:

- The students start exploring themselves; get comfortable to each other and start finding the need and relevance for the course.
- The students start finding that technical education without study of human values can generate more problems than solutions.
- The students become aware of their activities of ‘I’ and start finding their focus of attention at different moments.

Text Books:

- R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2

Reference Books:

- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.
- PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Purblishers.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts –II **L-T-P-C**
Course Code: FD20.102 **1-0-4-4**
Pre-requisite(s): Design Concepts-I

Course Objectives:

- To develop skills of visualization, communication and over all understanding of attributes of 3d forms.
- Depicting various qualities and characteristics of materials through rendering such as transparency, high gloss and matt.

Course Description:

UNIT-I

- To study the processes of different mediums while applying elements and principles of design.
- Visualization of Tangible and Non Tangible aspects of 2D & 3D Design (Physical Characteristic, Emotive Quality, Symbolism and Visual Hierarchy, Contextual form, Abstract form, Pictorial and Typographical Elements).
- Understanding of Scaling and enlargement of design.

UNIT -II

- Development of motifs or pattern to apply on various surfaces. Focusing on surface ornamentation.
- Study of color selection implied for different themes.
- Inspiration capturing, collection of inspiration and study of design extractions out of each inspiration.
- Product development process: inspiration, ideation, exploration and Prototyping.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of developing representation skill to aid design ideation & visualization.
- Ability of the student to represent 3D objects along with surface material specification.
- Exhibit, adapt, apply, utilize & investigate the role of design ideation and visualization.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books

- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style, UK October 2014/US December 2014,. Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion. Fairchild Books (also 4th edition January/November 2008), UK March 2013/US January 2013.

Reference Books:

- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design, UK September 2012/US November 2012, Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Visualization and Representation **L-T-P-C**
Course Code: FD20.112 **1-0-4-4**
Pre-requisite(s): Drawing and Color

Course Objectives:

- To observe, analyze, visualize, understand, communicate and interact with the environment through advanced level of drawings and color study.
- To enhance 3-D quality of an object, space or form through color renderings.

Course Description:

UNIT-I

- Study of various lifestyle products.
- Dissection and cross section of fruits/vegetables.
- Study of basic Geometry and Tessellation.

UNIT-II

- Study of various material rendering (fabric, wood, ceramic, paper, plastics, leather, rag zine, various types of fabrics.)
- Study of Still life from light, composition, space, shade, scale and proportion etc. Representation of 3D through rendered surfaces.
- Study of Human Anatomy and proportions.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of surface rendering techniques.
- Apply learning through a development of all material rendering.
- Exhibit, adapt, apply & utilize the study of light and shade in design.
- Ability of the student to represent 3D objects along with surface and material specification.

Text Books:

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing

- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing,UK October 2008/US August 2008,Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, . UK January 2014/US November 2014, Fairchild Books

Reference Books:

- Jeanne Allen, Designer's Guide to Color ,1986, Chronicle Books
- Elisabetta Drudi, Tiziana Paci, Figure drawing for Fashion,2001, The Pepin Press
- Danielle Meder, Draw fashion now,2006,Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015,Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material-Exploration and Prototyping **L-T-P-C**
Course Code: FD20.122 **1-0-2-4**
Pre-requisite(s): Materials & Process

Course Objectives:
Develop understanding of:

- Variety of materials in raw, process and finished forms and uses (wood, metal, plastics, glass, ceramic, leather & textiles etc.),
- of basic processes to enhance physical characteristic of materials through surface treatment.
- of tools, equipment, machinery, manufacturing process and their limitations as well as applications

Course Description:
UNIT-I

- To develop understanding of basic principles of manufacturing processes, and insight into technology and innovation.
- Familiarization & orientation to raw processes and finished forms of materials (wood, metal, plastic, glass, ceramic, leather, textiles etc) of subtractive (machining) & additive (fabrication, form) process of materials
- Historical study of technology & innovation in context of prototyping.
- To explore materials like Boxboard, Wire, Mount board, Copper, Aluminum etc.

UNIT -II

- To study and explore materials in 3 dimension (Volume, proportions, surface, quality, Characteristic of curve, plane, forms and space).
- Judgment of application, limitation and use of materials & processes.
- Study of development of commercially viable products in respect to different themes provided.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of pre and post production aspects of material.
- Apply learning through hands on experience of exploring tools, equipment & machinery for undertaking the process of design.
- Exhibit, adapt, utilize, and investigate the role of material exploration for design translation through an assimilation of diverse inputs.

Text Books:

- Usha Srikant,Ethnic Embroidery of India,2000,Honesty Publishers & Distributors
- Beverly Lemire, Cotton ,March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.

Reference Books:

- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, the Country Diary Book of Crafts, 1985, Bloomsburg Books London.
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide,Feb 2014, Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan,Sourcing and selecting Textiles for Fashion: sourcing and selection,2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Power Point Presentation.

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SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-II **L-T-P-C**
Course Code: FD20.132 **1-0-4-4**
Pre-requisite(s): Communication Design-I

Course Objectives:
The course has an emphasis on how meaning is constructed and communicated through digital media. Students continue to use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic videography, digital image creation and the integration of a variety of media. Digital imaging tools include vector software applications such as Adobe Illustrator/ Corel Draw to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Communication Theory – Introduction of Different communication theory and Models.
- Significance of different theory and models in present scenario.
- Origin and development of Print, electronic & Web Media.
- Basics of Video – Elements of videography. Production process.
- Script writing, story board, log sheet.
- Introduction to editing software.
- Timeline, shot division, effects and transition.

UNIT-II

- Creative Writing II – Translation – meaning, types and principles of translation.
- Rewriting. Types of writing for mass media.
- Difference between web writing, news writing and magazine writing.
- Ingredients of writing for new media. Review – Book, Film & TV programmes.
- Story writing.
- Basic Photography (Practical) – Camera Parts and functions, Lighting, Exposure, Composition, Depth of field, Rule of third etc.

Learning Outcomes:

- An understanding of how communication works.
- Origin of different mode of communication and human needs.
- Understand the new media and how media change the scenario of communication

- Explore the world of new media along with visuals and photographs.

Recommended Text book:

- Sharma, O.P. Practical Photography. (2003). New Delhi: Hind Pocket Books.
- Thomas S. Kane, Oxford Essentials Guide To Writing.

References:

- Folts, J. A. and Lovell, R. P. Handbook of Photography.
- Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -II **L-T-P-C**
Course Code: FD20.142 **2-0-2-4**
Pre-requisite(s): History of Art & Culture - I

Course Objectives:

- To introduce the students to ancient history with reference to western art & culture. To develop an understanding of the social & cultural revolution that brought significant change in the overall perception of people across the world.
- To point out the various functions western art has served through the ages in different geographical, cultural& socio-economical context.

Course Description:

UNIT-I

- To engage with and explore the concept of cultural studies in the context of western art from prehistory to modern.
- Study of Art movement from Ancient world Greek, Egypt, Roman, to Study of Art and object development during Byzantine, Romanesque, and Gothic.
- Study of Art movement from Renaissance, Baroque, Rococo, Neo Classicism, Romanticism, Art Nouvae.
- Study of object development during 1910 to 2010.

UNIT-II

- To study the impact of development in object's (textures, colors and its reflection in society).
- To explore the relationships between Western culture and the social and political developments of the region (World War I & II, Industrial revolution etc.)
- The study of Western Art, Social & Cultural Revolution in the Indian Context.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of western art & culture
- Apply learning through effective presentations & documentation of the overall research in relation to contemporary art & cultural practices.
- Exhibit, adapt, utilize & investigate the role of Western art & Culture in the Indian context.

Text Books:

- Al Ries, Laura Ries March, 2009. The Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands, HarperCollins e-books

Reference Books:

- Werness Hope D, The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, . January 2000, Oceania & North America, Continuum Publication
- Geczy Adam, Art: Histories, Theories & Exceptions: ,January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg. Dress & Society. UK December 2008/US October 2008. Fairchild Book.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 203	Textile Study - I	2	-	2	4	**3**	3	25	25	50
	FD 213	Basics of Pattern Making & Draping	2	-	4	6	**4**	4	30	20	50
	FD 223	Basics of Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 233	Fashion Illustration & Presentation (Women's Wear- Casual)	1	-	4	5	**3**	3	50	-	50
	FD 243	Fashion Materials and Explorations	1	-	2	3	**2**	3	30	20	50
	FD 253	Fashion Studies- I (Women's Wear- CASUAL)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	6	6	**3**		50*	-	50#
	FD 263	Introduction to Computerized Fashion Design	1	-	2	3	**2**	2	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

Note: - Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Textile Study I **34-0- 30- 3**

Course Code: FD 203

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES: (08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES: (08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS**:** Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING: (08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING: (06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY: (04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. **Learning Outcomes**:

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

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

- Website

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

- Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Basics of Pattern Making & Draping **34-0- 30- 3**

Course Code: FD 213

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES:** **(08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES:** **(08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS**:** Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING:** **(08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING:** **(06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY:** **(04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. Learning Outcomes:

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

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

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

- Handouts: As instructed by subject teacher

- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

Title of Course: Basics of Garment Construction **L-T-P-C**
Course code: FD 223 **0-0-96-3**
Pre-requisite(s): Basic hand sewing, handling of sewing machine and fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation.
- Understand the idea of a relationship between pattern making and sewing.
- Apply technique and method of construction and draping with context to material, form manipulation in a creative manner.
- Apply basic garment construction skill in process of design realization.

Course Description:

Machine Sewing: Operation, Stitch Practice and Types of Stitches. **(00-10)**
Garment Construction Methods and Techniques
1) Basic Bodice, Basic Skirt, Basic Sleeve and Basic Trouser Foundation, Torso Foundation **(00-21)**
2) Seams (Plain, French, Mock French, Flat Fell)
3) Seam Finishes (Pinked, Overlock, Bias-Bound, Turn& Stitch, and Hong Kong Bound.), Hem Finishes. **(00-10)**
4) Circular lines and Angular lines and corner finishes. **(00-10)**
5) Plackets, Pockets (Patch & Side), Cuffs, Collar (One pcs, Peter pen). Zip (Visible with Flap) **(00-15)**
6) Waist Finishes, Waistband (Elasticized or Drawstring), Facing, Opening Fasteners. Darts, Pleats, Tucks, and Gathers. **(00-10)**
7) Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic skirt Assembling a skirt and bodice with sleeve attachment. **(00-20)**
8) Construction of a casual Wear Garment

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.
- Construction of a casual wear Garment

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
3 .Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing
5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown

Evaluation Process:

Course Work: 50% weightage. Practical laboratory course work.
End Term Examination: 50% weightage, Practical examination conducted for the Laboratory assignments.

Other Study Material:

Direct reading and interest based resource: Trend forecast magazine like Donna collezioni and Bambini, technical magazine like stitch time, and Trend Forecast and Fashion and Trend side: WGSM on web
Visit to design studio, workshop garment units and garment fair/exhibition, Fashion Week in India
Attending workshop organized by promotional bodies and fashion forums

Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824,
http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

Handouts: As indicated by course instructor.

Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year

Autumn Semester

L-T- P- C

16-0-64-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Casual)
Course Code: FD 233
Pre-requisite(s): Basic understanding of human Anatomy

Course Objectives:

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

Course Description:

- Human (women) body types, anatomy-(face, hair, hands & feet) and body movements. **(4-10)**
- Comparative study between human & fashion figure proportion. **(2-10)**
- Flat sketching, garment details and draping on body. **(2-14)**
- Doodle sheets as per inspiration taken for Women's Casual wear category. **(2-05)**
- Specification sheets for required designs. **(2-10)**
- Range Development. **(4-15)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual communication and presentation.

Reference Books:

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

- Takamura, Zeshu. Fashion Illustration Techniques: A Super Reference Book for Beginners, Pageone, 2012
- Abling, Bina. Fashion Sketchbook. FairchildBooks, 2012.
- Lee, Jaeil. Steen, Camille .Technical Sourcebook for Designers. FairchildBooks, 2014.

Evaluation Process:

- *Class Works*: **60% weightage**: It includes the compilation of all classroom assignments.
- *End Term Examination*: **40% weightage**: Range development sheet and flat drawing of the final garment.

Other Study Material:

- Handouts: As indicated by course instructor.

Website references:

- https://fashionary.org/
- http://www.fashionarium.com/post/539040090/step-by-step-fashion-illustration-tutorial-with
- http://www.ralphpink.com/tutorials/cad-fashion-illustration/
- https://www.youtube.com/watch?v=30VuFOym59U
- https://www.youtube.com/watch?v=mGhl18A4Ky0
- https://www.youtube.com/watch?v=2Ws28_OiMNQ
- https://www.youtube.com/watch?v=Zs5ORdQconc
- https://www.youtube.com/watch?v=Iqg5fLBhqfo
- https://www.youtube.com/watch?v=Wr5z5tbwALg

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Fashion Materials & Exploration **16- 0-32-2**

Course Code: FD 243

Pre-requisite(s): Textile Study II & Material Study II

Course Objectives:

- To enable the students to develop core skills in the understanding & identification of Fiber/Textiles & other materials used in Garment design.
- Innovative and experimental ways of exploring fabrics for fashion
- Sensitive to the concept of fabric and its manipulation in design & fashion.

Course Description:

- Decorative Materials & Trims **(01-02)**
- Fabrics for Fashion **(02-06)**
- Creative Draping, pattern cutting and construction **(01-04)**
- Fabric Manipulation **(01-06)**
- Experimental Methods of using fabrics/fibers **(01-04)**
- Innovative silhouettes **(02-04)**
- List of fashion fabrics **(03-02)**
- Fashion material awareness **(02-02)**
- Build sensitivity towards all of the above **(03-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding and identification of Fabrics and other materials used in garments.
- Apply design learning through innovative and experimental ways of exploring fabrics
- Exhibit, adapt, utilize & investigate the process of building a sensitive approach towards fashion fabrics

Evaluation Process:

- Class Work: 30% weightage. It includes Class Assignments on fiber/fabric/form explorations with documentation.
- Mid Term Examinations: 20% weightage. Two Examinations (Practical) of 20 mark each.
- End Term Examination: 50% weightage on Viva Voce with the Product & Portfolio.

References:

- Akshay Tholia (Year)*Live Textiles- A Practical Approach to Understand Fabrics Vol 1& 2* SARV International 2nd Edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publising

- Braddok Clark Sarah & Omahony Marie (Year 2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson Publishing
- Cadigan, Erin (Year 2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publ India Private Ltd
- Anne Morrel (Part A, B, C, D) 1999, 2000, 2001, 2003 *Indian Embroidery Techniques at the Calico Museum of Textiles, A working guide*, Published by Calico Museum of Textiles Sarabhai Foundation, Ahmedabad
- Colin Gale & Jasbir Kaur,(Jan 2011), *Fashion & Textiles (an overview)*, Berg Publishing/CBS 1st Edition
- Jenny Udale, 2008, *Textiles & Fashion*, Ava Academia Publishing Switzerland
- Gail Baug, 2011,12, *The Fashion Designers Textile Director (The Creative Use of Fabrics in Design)*, Thames & Hudson

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: https://www.behance.net/gallery/16990915/Materials-Exploration-Final
  https://in.pinterest.com/iamshoshannaros/materials-exploration-inspiration/
  https://www.google.co.in/?gfe_rd=cr HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"ei=4D8CV7UFhZbxB-7yiKAE HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"gws_rd=ssl#q=fashion+materials+fabrics,
  https://www.youtube.com/watch?v=UeYtKhE-58I
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off,

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

Title of Course: Fashion Studies-I (Women's Wear-Casual) **L-T- P- C**

Course Code: FD 253 **37-0-128-5**

Pre-requisite(s): Foundation Course in Design, Knowledge of Pattern Making, Draping and Garment Construction.

Course Objectives:

- Apply understanding of Fashion Design Process along with Fashion Forecasting and trend study in the Women's wear Casual segment
- Provide advance knowledge in pattern cutting for Casual wear.
- Enable students to address a design brief with relevance to casual clothing.

Course Content:

Design Brief:

Design casual wear for women between 18-22 years for Spring-Summer wear 2017. The inspiration should be taken from Nature following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.

Design:

- Brainstorming with the segment category casual wear **(05-06)**
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Casual wear ensembles, details trims and finishes, Client research. **(05-02)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development **(05-16)**
- Derivations, Scrap book, Doodles. **(06-10)**
- Fabric sourcing and surface development for Casual wear. **(05-02)**
- Selection of the Range and Ensemble to be stitched. **(02-10)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(02-02)**
- Full design process documented **(03-12)**

Design Studio:

- Illustration with Front & Back selected **(00-10)**
- Specification Sheet **(00-02)**
- Material & Cost sheet **(00-02)**
- Pattern making & draping for Casual Wear. **(00-10)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Casual wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-10)**
- Design Realization of one chosen ensemble from a range of five. **(04-14)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (casual) for Spring Summer (S/S)2017
- Apply design learning through construction of a range of chosen ensemble

- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Casual Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.
- Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
- Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
- Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
- Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.
- Jack Handford (2003) Professional Pattern Making for Designers, Women's wear & Men's Casual wear , Fairchild Books, Spi edition (15 March 2003)
- Author/Year unavailable .*Fashion Source Book*. Blackwell Science Publication
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown
- Marian L Davis 1987. *Visual Design in Dress*. Prentice Hall (2 copies)
- Marilyn J Horn. 1968. *The Second Skin- An Interdisciplinary Study of Clothing*. Houghton Mifflin Company, Boston.
- Margaux Tartauotti. Year unknown. *The Fine Art of Dressing*. Publisher unknown.
- Kathryn Mc Kelvey & Janine Munslow 2003. *Fashion Design, Process, Innovation, & practice*. Blackwell Publishing

Other Study Materials:

- Handouts: As indicated by subject teacher
- Websites: www.fdci.org , www. **HYPERLINK "http://www.casualclothing.dk/"casualclothing** HYPERLINK "http://www.casualclothing.dk/".dk/ , www.the **HYPERLINK "http://www.thecasualsdirectory.com/"casual** HYPERLINK "http://www.thecasualsdirectory.com/"sdirectory.com/ , www.dorothyperkins.com/en/dpuk/.../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"clothing** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092".../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"casual** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"- **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"wear** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"-2097092
- Magazines: Bazaar, Elle, Sweet, Very, JJ, Burda, Fudge, Grazia

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T-P-C

16-0-32-2

Title of Course: Introduction to Computerized Fashion Design
Course Code: FD 263
Pre-requisite(s): Basics of Adobe Photoshop and Illustrator

Course Objectives:

- Learning and understanding of digital design development process and representing ideas that contributes to good design using digital media.
- The aim of the course is to give the students good knowledge about the fundamentals of technical drawings and digital rendering tools/ techniques.

Course Description:

- **Digital Fashion drawing and rendering techniques using Adobe Photoshop CC:** Digitizing fashion illustrations and usage of digital tools to render a fashion product using virtual fabric placement and application of light effects. **(5-13)**

- **Digital flat drawings and specification sheet development using Adobe Illustrator CC:** Creating Flat/ Technical drawing of the basic women's wear (casual) category. Drafting a specification sheet along with garment measurements/ trim details/ color codes/ stitching and finishing details etc. **(5-14)**

- **Visual composition and presentation using digital tools and techniques:** Usage of raster and vector graphic tools to visualize the product and presentation of the same in visually appealing manner. Creation of mood/ inspiration/ color/ silhouette/ Range board/ look book etc. **(6-05)**

Learning Outcomes:

- Demonstrate competence in basic digital fashion illustration techniques and graphic skills for visual communication and presentation using both raster and vector software.
- Apply learning through creation and representation of design ideas and technical specifications using Photoshop & Adobe illustrator CC.

Reference Books:

- Tallon, Kevin. Digital Fashion Illustration with Photoshop and Illustrator, Batsford, 2008
- Centner, Marianne. and Vereker, Frances. Fashion designer's handbook for adobe

illustrator. Oxford, UK: Blackwell Publishing, 2007
- Lleonart, Aitana. and Santos, Daniela.Fashion illustration: flat drawing.Bath,UK: Parragon,2007
- Tallon, Kevin. Creative Fashion Design with Illustrator-Digital fashion Design Course. Pavilion Books 2013
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image. Fairchild Books.

Evaluation Process:

- **Course Work: 60% weightage**: It includes the compilation of all classroom assignments in digital format.
- **End Term Examination: 40% weightage**: Spec sheet of final garment (Front/ Back) using adobe illustrator.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=XLk5eaOCz9c
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM
- https://www.youtube.com/watch?v=aBfWE45-sCc
- https://www.youtube.com/watch?v=GBbL9_4ktKw
- https://www.youtube.com/watch?v=M-3prytho5M
- https://www.youtube.com/watch?v=zdhcJPutu6k
- https://www.youtube.com/watch?v=FylI1xQUD2o
- https://www.youtube.com/watch?v=SMlLuvJE0Xs

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FD 204	Textile Study - II	1	-	2	3	**2**	3	25	25	50
	FD 214	Advance Pattern Making & Draping	1	-	6	7	**4**	4	30	20	50
	FD 224	Advance Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 234	Fashion Illustration & Presentation (Women's Wear- Indian Wear)	1	-	4	5	**3**	3	50	-	50
	FD 244	Form Realization	1	-	2	3	**2**	3	30	20	50
	FD 254	Fashion Studies- II (Women's Wear- Indian Wear)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	4	4	**2**		50*	-	50#
	FD 264	Fashion Design Computer: Photoshop	1	-	2	3	**2**	2	50	-	50
	FD 274	Traditional Textiles & Crafts	1	-	2	3	**2**	Viva	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Note:- Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Textile Study - II: **2 Hrs.**

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T- P-C
13-0-26- 02

Title of Course: Textile Study II
Course Code: FD 204
Pre-requisite(s): Textile Study I

Course Objectives:

- Finishing Process (Preparatory, Stabilizing, Textural, Functioning effects)
- Dyeing processes (Finishing with Color)
- Printing (Color, Design & Ornamentation)

Course Description:

- **Kinds of Finishing process**:
  1) PREPARATORY: Singeing or Gassing, Bleaching
  2) STABILIZING: Mercerizing, Ammoniating, Shrinking
  3) CHEMICAL TREATMENT: Resin, Fulling, Tentering, Crabbing
  4) TEXTURAL PROCESS: Temporary/permanent Stiffening, Weighting, Calendaring, Glazing Schreinerizing, Embossing, Moireing, Cireing, Beetling, Raising, Napping, Sanding, Gigging, Tigering, Electrofying, Shearing, Crinkled effects, Burn out (etched effects)
  5) FUNCTIONAL EFFECTS: Shape-Retentive, Wrinkle Resistant, Wash & Wear, Permanent Press, Durable Press, Water Repellency, Semi Durable, Durable & Non-Durable, Water Proofing, Absorbency, Soil Repellency/Release, Stain Resistance, Frame Retardants, Anti-Bacterial, Mildew Proofing, Slip Resistance, Antistatic, Heat Refectant, Foam Laminating, Fabric to fabric bonding. **(05-09)**

- **Dyeing:**
  1) Selection of Dye: Natural Dyes, Synthetic Dyes, Oxidation Basis, Acid (Anionic) Dyes, Acid -Milling Dyes, Acid-Premetalized dyes, Mordant or Chrome, Substantive Direct , Developed Dyes, Azoic Dyes , Disperse Dyes , Vat Dyes , Reactive Dyes, Pigment Dyes, Optical Brighteners (Colorless Dyes). Principal Classes of Synthetic Dyes and their Characteristics. **(02-04)**

  2)Dyeing Methods: Stock Dyeing, Yarn Dyeing, Top Dyeing, Skein (Hank) Dyeing, Package Dyeing, Warp-Beam Dyeing, Space Dyeing, Piece Dyeing, Beck Dyeing, Jig Dyeing, Pad Dyeing, Cold Pad-Batch Dyeing, Vacuum Impregnation, Foam Dyeing, Solvent Dyeing, Dope Dyeing, Chip Dyeing and Garment Dyeing**.** Identifying Dyeing Defects**:** Test to determine color fastness, Fastness to washing, Fastness to Pressing, Fastness to Light, Fastness to Perspiration, Fastness to Crocking, Fastness to Gas Fading. **(02-04)**

- **Printing:**

Distinguishing Printing from Dyeing, Dyes for Printing, Methods of Printing: Direct , Discharge Printing, Block Printing, Resist Printing , Roller Printing, Duplex Printing, Stencil Printing , Flat Screen Printing, Rotary Screen Printing, Transfer Printing, Dry Heat Transfer Printing, Blotch Printing , Tak Dyeing, Jet Spray Printing, Polychromatic Dyeing, Photo printing, Electrostatic, Warp, Differential, Batik, Tie Dyeing, Plangi Dyeing, Air Brush Painting, Composition or Paste Designing, Flocking. **(04-09)**

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Learning Outcomes:

- Demonstrate complete knowledge and understanding of Fabric finishing , Dyeing & Printing processes
- Exhibit, adapt, utilize & investigate the complete process and method of Fabric finishing, dyeing and Printing in laboratory as well as Industry.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments on Tie dye techniques and Printing. Swatch collection of other Printing techniques.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher,
- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition.
- Johnson, (Year 2013)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser, Mary *World Textile: A Concise History*. Thames & Hudson
- McDonald, Fiona, (2011) *Textiles, A History* , Remember when Publishers.
- Cadigan, Erin (2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Pvt Ltd
- Young, Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publishing India Pvt Ltd, 2nd revised edition

Other Study Materials:

- Website Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
13-0-78-4

Title of Course: Advance Pattern Making & Draping
Course code: FD 214
Pre-requisite(s): FD 203 Basics of Pattern Making & Draping

Course Objectives:

- Advance pattern making blocks to understanding 2D Women's Wear (Indian wear)
- Advance pattern making blocks appropriate Draping understanding
- Tools, Terminology, Specification & Technical sheets.

Course Description:

- **Terminology:** Specification Sheets, Special Advance Information(Layout Plan, Cutting, Cost Sheet, Design Specification Sheet etc.) **(02-05)**
- **Pattern Making:** Dart Manipulation(with Pivotal tech. and slash - spread technique)Variation of Basic Torso Foundation, Basic Princess line Foundation, Bodice Block Basic Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation & Cowls Variation. **(04-18)**
- **Basic Bodice Contouring:** Principle, Corset, Strapless Foundation, **(02-17)**
- **Advance Draping:** Understanding of 3D designing Bodice Block variation **(02-10)**
- **Skirt variations:** (Gored, Gathered, Flared, Circular, Handkerchief, Peg, Godets etc.) **(02-18)**
- **Workshop:** on Poshak and Indian wear detailing & Fasteners **(01-10)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body Measurement, drafting, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.
- Pattern making of Women's Wear(Indian Wear)

Reference Books:

- Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
- Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books
- Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
- Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
- Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
- Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion*

Draping 3rd Edition. Fairchild Books
- Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
- Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
- Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
- Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
- Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
- Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course work: 30% weightage. It includes Class Assignments on dart manipulation.
- Mid Term Examinations: 20% weightage. Two Mid Examinations (Practical's)of 20 mark each.
- End Term Examination: 50% weightage. Final Examination (Practical) with Portfolio submission.

Other Study Material:

- Websiteshttps://www.pinterest.com/julieinleeds/draping/,http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"kpid=9332518114 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"tag=googinkenshoo-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/

- Handouts: As indicated by Course Instructor.

- Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch

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Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C

0-0-78-3

Title of Course: Advance Garment Construction
Course code: FD 224
Pre-requisite(s): FD 206 Basic Garment Constructions

Course Objectives:

- Familiarize students with Advance Garment Construction with SNLS (single needle lock stitch) machine and its operation,
- Understanding the relationship between Pattern Making and Sewing.

Course Description:

- **Machine Sewing:** Operation, Stitch practice and Types of stitches **(10)**
- **Garment construction methods and techniques**: Basic Torso Foundation, Princess Line Foundation, Bodice Block Basic **(15)**
- **Bodice Block variation:** Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation& Cowls. Neckline **(15)**
- **Basic Bodice Contouring**: Corset, Strapless Foundation, **(15)**
- **Skirt variations**: Gathered Flared, Circular, Handkerchief, Peg, Godets etc. **(15)**
- Workshop on Indian Wear detailing &Fasteners (Poshak) **(08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments Women wear (Indian wear)
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing

- Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown

Evaluation Process:

- Class Work: 50% weightage. It includes laboratory work and variations of basic blocks.
- End Term Examination: 50% weightage. Practical Examination on the laboratory work.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

- Handouts: As indicated by course instructor.

- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
13-0-52-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Indian Wear)
Course Code: FD 234
Pre-requisite(s): Basics of Analog Fashion Illustration Techniques.

Course Objectives:

- To further develop an understanding of visualization and presentation process in context to the women's Indian wear category.
- Further demonstrate an ability to communicate design ideas through flat, 2-D drawings.
- Developing individual style of illustration and presentation.
- Exploring mix media techniques for effective visual communication.

Course Description:

- Stylization of fashion figure in context to Indian Women's Wear Category. **(4-15)**
- Comprehensive study of Indian wear silhouettes, embellishments, details, prints and Fabrics etc. **(4-15)**
- Exposure to traditional handmade/ mix media rendering techniques & exploring textile prints, fabric rendering, body form through traditional miniature art practice **(1-03)**
- Doodle development sheets for the selected inspiration. **(1-03)**
- Specification sheets for required designs (working on details). **(2-06)**
- Range Development using mix media techniques. **(1-10)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual Communication and presentation.

Reference Books:

•*Watanabe, Naoki.* Contemporary Fashion Illustration Techniques, Rockport Publishers

•Seaman, Julian.Foundation in fashion design and illustration. London: Batsford, 2001

•Riegelman, Nancy. Colors for modern fashion. Los Angeles: Nine heads media, 2006

•Riegelman, Nancy. Nine heads : guide to drawing fashion.-- Los Angeles, US: 9 Heads, 2006.

•Blackman, Cally. Hundred years of fashion illustration.-- London: Laurence King, 2007

• Alkezi , Roshen. Ancient Indian Costume. National book trust, 2014.

Evaluation Process:

- ***Course Works*: 60% weightage**: It includes the compilation of all classroom assignments.
- ***End Term Examination*: 40% weightage**: Range development board and flat drawing of the final Indian wear garment.

Other Study Material:

- Handouts: as indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=S2iwZPdcdaQ
- https://www.youtube.com/watch?v=uZDY2PwqtQ8
- https://www.youtube.com/watch?v=RbHFC-P9n4A
- https://www.youtube.com/watch?v=J4io30FtTuo
- https://www.youtube.com/watch?v=FERQVe55hIs
- https://www.youtube.com/watch?v=TYs6LSRUSZQ
- https://www.youtube.com/watch?v=Pa81P40rDIQ
- https://www.youtube.com/watch?v=Imy83iE5ADE
- https://www.youtube.com/watch?v=twT0WgoBp0A
- https://www.youtube.com/watch?v=8u86gylarUA

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Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
11-0-28-02

Title of Course: Form Realization
Course Code: FD 244
Pre-requisite(s): 3D Design Concepts & Composition

Course Objectives:
To understand the relationship between fabric , body & garment, fashion design process, development of relevant design aesthetics, application of basic elements & principles, skills of visualization, presentation and actualization to body types, adding fullness, contour draping, realizing form, movements in context to women's wear.

Course Description:

- Body Types and form, Form aesthetics in fashion **(02-02)**
- Form exploration, experimentation and manipulation. **(02-06)**
- Creative draping technique on dress form. **(03-04)**
- Creative pattern making **(00-04)**
- Design analysis, Creative elements of each design & help determine draping techniques required to develop patterns **(03-04)**
- Transform 2D explorations into 3D forms **(03-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the relationship between fabric, body & garment through development of relevant design aesthetics.
- Apply learning through a knowhow of creative pattern making & draping
- Exhibit, adapt, utilize & investigate the process of form exploration, body types, movement and contour in women's wear

Evaluation Process:

- Course Work: 30% weightage, It includes practical class assignments for form realization, Design process of form Realization and various explorations with different fabrics.
- Mid Term Examinations: 20% weightage. Two Examinations of 20 mark each.(Time bound Exercise)
- End Term Examination: 50% weightage, Practical Examination & file presentation of the class work with documented processes in the digital format.

References:

- Armstrong H.J (2009*), Pattern making for Fashion Design*, New York, Prentice Hall.
- Zarapkar, K. R. (2005), *Zarapkar System of Cutting, India*, Navneet Publications
- Aldrich, W. (2008), *Metric Pattern Cutting for Women's Wear*, Oxford, Willey Blackwell Publication
- Drudi, E. (2003), *Wrap and Drape Fabric: History, Design and Drawing*, Amsterdam, Pepin Press.

- Nakamichi, T. (2010), *Pattern Magic*, London, Lawrence King Publishers.
- Nakamichi, T. (2011), *Pattern MagicII*, London, Lawrence King Publishers.
- Hilde Jaffe, *Draping for Fashion Design* , Pearson Education
- Karolyn, Draping: *The Complete course* , Laurence King Publishing, PAP/ DVD edition.
- Hisako, Sato, (2012) *Drape Drape*, Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 2* Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 3* Laurence King Publishing
- Helen Joseph Armstrong, *Draping for Apparel Design*, Bloomsbury Publishing India Pvt ltd, 3rd revised edition Edition
- Zarida Zaman, (2014), *Fashion Pattern Cutting: Line, Shape, Volume* , A & C Black Publishers Ltd
- Crawford, Amaden, Connie (2012) *The Art of Fashion Draping*, Bloomsbury Publishing India pvt Ltd; 4th revised edition edition
- Donnanno Antonio, (2017), *Fashion Pattern making*, Promopress
- Gilewska, Teresa, (2013) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- Gilewska, Teresa, (2011) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- San Martin, Macarena, (2009) Pattern in Fashion with CD, Taschen GmbH; Pap/Cdr edition

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.fdci.org, www.style.com
- Magazines: Collezioni, Vogue, Elle

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Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
26-0-52-4

Title of Course: Fashion Studies-II (Women's wear-Indian)
Course Code: FD 254
Pre-requisite(s): Basics of Analog Fashion illustration techniques
Course Objectives:

- Apply understanding of fashion Design Process along with Fashion Forecasting and trend study in Women's Wear-Indian Wear Segment.
- Enable the students to address a market oriented design brief with Indian aesthetics.

Course Content:

Design Brief:

Taking inspiration from the Brand that caters to Indian Wear Segment for women between 20- 25 Years. Spring-Summer wear 2018. The inspiration should be taken from the Brands that cater Indian Wear (Brands based in Jaipur) Anokhi, Soma, Cottons, Kilol, FAB India, Zari, Vasanshi, RANA, RASA, the category is Bridge. Study and research the product line of the brand, their USP, and other salient features. Give an Innovative design approach to them enhancing their USP as well as present product line. This should be done with rigorous market survey, understanding the Indian wear category, their clientele following a Proper Design process.

Design:

- Brainstorming with the segment category Indian wear **(02-02)**
- Research on market, trends, Forecasts, brands for specific Indian wear ensembles. **(02-00)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board Fabric and Technique Board, Range Development (five)) **(02-08)**
- Derivations , Scrap book , Doodles **(06-04)**
- Research on Indian wear details, trims and finishes, client research. **(04-00)**
- Fabric sourcing and surface development for Indian wear (Explorations developed) **(02-02)**
- Specific research on Indian market, trends, Forecasts, brands for specific Indian wear ensembles **(04-00)**
- Selection of the Range and Ensemble to be stitched. **(00-04)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(00-02)**
- Full design process documented **(02-06)**

Design Studio:

- Illustration with Front & Back selected **(00-04)**
- Specification Sheet **(00-02)**

- Material & Cost sheet **(00-02)**
- Pattern making & draping for Indian Wear. **(00-04)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Indian wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-04)**
- Design Realization of one chosen ensemble from a range of five. **(02-08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (Indian)
- Apply design learning through construction of a range of chosen ensemble
- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Indian Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Bhandari, V. (2005). *Costume, Textile and Jewellery of India: Traditions in Rajasthan*, California, Mercury Books.
- Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal*, New Delhi, Wiley Eastern.
- Kumar, R. (1999). *Costume and Textile of Royal India*, U.K., Christie's.
- Bhatnagar, P. (2005). *Decorative Design History in Indian Textile and Costume*, New Delhi, Abhishek Publications.
- Prakash, K. (2004). *Indian Fashion Designs*, New Delhi, English Edition Publishers.
- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.

7. Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
8. Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
9. Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
10. Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites:www.fdci.org,http://www.ritukumar.com/home, http://www.buyindianwear.com/,http://www.kalkifashion.com/, http://www.payalsinghal.com/indian-wear, http://www.indianweddingsaree.com/
- Magazines: Grazia, Bazaar, Cine Blitz, Femina, Cosmopolitan, Asiana, Marie Claire, Savvy, New Woman, Woman's Era

SCHOOL OF DESIGN (SOD)

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C

13-0-26-2

Title of Course: Fashion Design Computer: Photoshop
Course Code: FD 264
Pre-requisite(s): Computer Application 1 & 2

Course Objectives:

- Developing advance skills in Adobe Photoshop for Fashion presentation and Fashion graphics.
- Exploring advance digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Developing Individual/ Unique style of Visual Communication.

Course Description:

- **Advance digital Fashion drawing rendering and graphic techniques using Adobe Photoshop CC:**
  Developing individual style of Visual presentation and creating high impact imagery for fashion communication using custom tools settings. Creating art plates based on specific themes and introduction to advance digital photo manipulation and editing. **(6-13)**

- **Advance visual composition and presentation using digital tools and techniques:**
  Creating high-end textile prints and surfaces, using mix media techniques.
  Introduction to basic animation effects and 3d rendering in Photoshop.
  Introduction to digital painting using Photoshop. **(7-13)**

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Centner, Marianne. and Vereker, Frances. *Fashion designer's handbook for adobe illustrator.Oxford*, UK: Blackwell Publishing, 2007.
- Hess, Jay. *Graphic Design for Fashion*. Hardback, 2010.
- Shaoqiang, Wang.*Fashion Graphics*,Paperback, 2010.
- Blankchard, Tamseen. *Fashion and Graphics*, Paperback, 2004.
- Tallon, Kevin. *Digital Fashion Illustration with Photoshop and Illustrator*, Batsford,

2008
- Fiell, Pater. and Charlotte. *Graphic design: now*. London: Taschen, 2005.
- Walton, Roger (ed.)*Big book of graphic design*. New York: Collins Design,2007.

Evaluation Process:

- *Course Works*: **60% weightage**: It includes the compilation of all classroom assignments in digital format.
- *End Term Examination*: **40% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://spraygraphic.com
- http://www.linkism.com
- http://www.4wall.co.uk/
- http://www.insideugly.co.uk/
- http://apeonthemoon.com/
- http://paperfashion.wordpress.com/
- http://www.hongkiat.com
- http://carbonmade.com
- https://g14pool.files.wordpress.com/2013/11/advanced_photoshop_2013-no-105.pdf
- https://drive.google.com/file/d/0ByQx1BW_tW3YLUs0WW1QRDN0TmM/view

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T-P-C

13-0-26-2

Title of Course: Traditional Textiles & Crafts
Course Code: FD 274
Pre-requisite(s): Textile Study-I & basic knowledge of Indian Crafts

Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- Traditional Textiles & Crafts of different states of India **(03-04)**
- History, Origin, Raw Material & Processes **(04-00)**
- Textile Dyeing & Printing techniques (Batik, Block Printing esp. natural dyeing i.e Ajrakh, Dhabu etc.) **(02-04)**
- Traditional resist printing techniques, Tie & Dye (Ikat, Patola, Pochampalli etc.) **(02-04)**
- Traditional painting techniques- Warli, Madhubani, Miniature and Kalamkari painting. **(02-04)**
- Weaving techniques- Banaras brocades, Kanchipuram, Chanderi, Jamavar, Kullu Shawls, Paithani, Mekhla Chadar **(02-04)**
- Traditional embroideries of India- Phulkari, Chikankari, Kasuti, Kutch & Saurashtra, Kantha, Zardozi, Gota Patti, Banjara, Crewel, Kashida Kari, Chamba Rumal, Pipli, Tharu, Khatwa etc **(02-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India
- Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.
- Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.

Evaluation Process:

- Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.
- End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.

References:

1. Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal,* New Delhi, Wiley Eastern.
2. Gillow, J. and Barnard, N. (1991). *Traditional Indian Textiles,* London, Thames and Hudson.
3. Bhatnagar, P. (2008). *Decorative Design History in Indian Textiles and Costumes,* New Delhi, Abhishek Publications.
4. Askari, N. and Crill, R. (1997). *Colors of the Indus: Costume and Textiles of Pakistan,* London, Merrell Publishers Ltd.

5. Ghosh, G.K. (2011). *Indian Textiles: Past and Present,* New Delhi, Abhishek Publications.
6. Mathur, A. (2006). *Woven Wonder: the Tradition of Indian Textiles,* New Delhi, B.P.I. India.
7. Naik, S.D. (2010). *Traditional Embroideries of India,* New Delhi, Ashish Publishing House.
8. Ranjan & Ranjan , 2009, *Handmade in India A Geographic Encyclopedia of India Handicrafts,* Abbeville Press, Inc US 1st Edition
9. Rta Kapur Chishti & Rahul Jain , (2000), *Handcrafted Indian Textiles,* Roli Books, 1st edition
10. Crill, Rosemary , (1998) *Indian Ikat Textiles,* Weather Hill Publ.
11. Pepin Press, (1999), *Indian Textile Prints* with CD , PAP/Cdr edition.
12. Catherine Legrand , (2013), *Indigo-The color that changed the world* , Thames & Hudson 1st edition
13. Edwards Eiluned, (2011), *Textiles & Dress of Gujarat*- Grantha Corporation Publ.
14. Usha Srikant, (2005), *Ethnic Embroidery of India- 1& 2,* OM Books

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com www.premiervision.fr, www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India www.indiaheritage.org/creative/creative_textiles.htm www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles www.nopr.niscair.res.in/bitstream/123456789/10310.pdf

- Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK

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Third Year- Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 305	Pattern Making & Grading (Men's Wear)	1	-	4	5	**3**	3	30	20	50
	FD 315	Garment Construction for Men's Wear	-	-	6	6	**3**	5	50	-	50
	FD 325	Fashion Illustration & Presentation (Men's Wear)	1	-	4	5	**3**	3	50	-	50
	FD 335	Merchandising & Production Methods	2			2	**2**	**3**	30	20	50
	FD 345	Fashion Design Computer: Illustrator	-	-	6	6	**3**	2	50	-	50
	FD 355	Fashion Studies- III Part A (Men's Wear Project)	1		6	7	**4**	Jury	50*	-	50#
	FD 365	Fashion Studies- III Part B (Men's Wear Project)	1	-	6	7	**4**		50	-	50#
		Sub Total	**6**	**-**	**32**	**38**	**22**				

T-Theory
P- Practical

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

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Third Year SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	FD 306	**Electives B** [+]	1	-	2	3	**2**		50	-	50[#]
	FD 316	Pattern Development Software	-	-	4	4	**2**	3	50	-	50
	FD 326	Basics of Portfolio Development^	-	-	4	4	**2**	Viva	50	-	50
	FD 336	Kids Wear- Part A (Boys/Girls/Toddler Age 3-9)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
Spring	FD 346	Kids Wear- Part B (Boys/Girls/Toddler	1	-	6	7	**4**	Jury conducted of Semester	50*	-	50[#]
	FD 356	Evening Wear Part A (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
	FD 366	Evening Wear Part B (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
		Mody University Elective (select any One)[$]	3	-	-	3	**3**				
		Sub Total	**8**	**-**	**34**	**42**	**25**				

Electives B [+]

	Course Code	Course Title	L		T	P	Credits				
	FD 306-1	Costume Designing	1	0	2	3	2		Jury conducted at the end of Semester		
	FD 306-2	Fashion Styling	1	0	2	3	2				
	FD 306-3	Creative Textiles	1	0	2	3	2				
	FD 306-4	Fashion Critique	1	0	2	3	2				

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

5/^ Compulsory elective only for batch 2015-16. It will be eliminated later for other batches. +- Minimum enrolment 40%- This is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

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Third Year

Autumn Semester

L-T- P-C
1-0-4- 3

Title of Course: Pattern Making & Grading (Men's Wear)
Course Code: FD 305
Pre-requisite(s): Advance Pattern Making and Grading

Course Objectives:

The course is designed to inculcate the skills of making patterns for the men's wear which is expected to grow in Indian market in terms of exports and domestic market. Students would be encouraged to make their unique sketches and make the patterns for the same.
To familiarize the students with the concept of grading for fashion.

Course Content:

UNIT- I

- Making patterns of Basic shirt.
- Making patterns of slim fit and conversions to other variations

UNIT-II

- Collars- (shirt collar, stand collar, roll collar, notch collar), cuffs, plackets.
- Basic trouser and Jeans block and variation to baggy and cigarette pants.

UNIT-III

- Pattern Development of Basic Jacket with Lining
- Pattern Development of basic waist coat
- Conversions of coat to dinner jackets and Tuxedo

UNIT-IV

- Standardization of measurements: fundamentals of grading and grading terminology.
- Practice for shirt and trouser grading from size "S" to Size "XXL".

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Men's garment methods of drafting.
- Exhibit, adapt, utilize & investigate the requirements in understanding the design and present the details and accuracy with industry standards.

Evaluation Process:

- Course Work: 30%. It includes hard copy presentation of pattern developed and maintained in a file.
- Mid Term Examinations: 20%. It is practical examination.
- End Term Examination: 50% practical examination.

Text books:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010. Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, Pattern Making for Men's Wear: Classic to Contemporary, I. and Kim, M. 2014. New York, Fairchild Books.

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.
2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.
3. Price, J., Grading Techniques for Fashion Design, 1996. New York, Fairchild Books.

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Third Year

Autumn Semester

L-T- P-C
0-0-6- 3

Title of Course: Garment Construction for Men's Wear
Course Code: FD 315
Pre-requisite(s): Advance Garment Construction and Pattern Making

Course Objectives:

The course is designed to inculcate the skills of Men's Wear garment construction techniques, with focus on fit and details.

Course Content:

UNIT-I

- Stitching of Executive shirt with front one pocket on muslin, Lenin or cotton fabric.
- Stitching of Slim fit shirt block on muslin. Attachment of Collars, cuffs and plackets
- Stitching of Trouser with zip fly, cross and back pocket with technical details on belt attachment, loop attachments on twill, or Lenin fabrics.

UNIT-II

- Trouser conversion block to cigarette and baggy on muslin.
- Jacket block with lining attachment.
- Specification Sheet and Costing of each garment stitched.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of stitching requirements for men's clothing.
- Exhibit, adapt, utilize & investigate the process and quality requirement, and understanding of sewing machines types and designs detailing.

Evaluation Process:

- Course Work: 50%. Toile stitched garments presentations.
- End Term Examination: 50% Practical exam for stitched garment presentation and Viva.

Text Books:

1. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
2. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
3. Cabrera, R., Classic Tailoring Techniques: A Construction Guide for Men's Wear, 2009. New York, Fairchild Books.

References:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010, Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, I. and Kim, M., Pattern Making for Men's wears: Classic to Contemporary, 2014. New York, Fairchild Books.

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Third Year

Autumn Semester

Title of Course: Fashion Illustration & Presentation (Men's Wear) **L-T-P-C**

Course Code: FD 325 **1-0-4-3**

Pre-requisite(s): Fashion Illustration & Presentation

Course Objectives:

The course is a study of illustration of different garments for men. To sketch fashion figures using Photoshop and Adobe Illustrator. The students would be able to translate their designs using the software. Communicate visually and verbally the design development process, illustration and technical process.

Course Content:

UNIT-I

- Illustration of men's poses, 3/4th, front, back and half view.
- Illustration of men's features- Face, hair, garments hands and feet
- Illustration of men's, different poses, importance of the background.

UNIT-II

- Illustrating men's figures in different mediums.
- Live model drawing.
- Creating silhouettes; creating croqui; color and color adjustments; fabric rendering etc.

UNIT-III

- Flat sketches and Garment Details.
- Fabric rendering in different medium.

UNIT-IV

- Theme based illustration. Front and back illustration, five sheets for five themes, sportswear, leisure wear, formal wear, cocktail and tradition wear.
- Compositions

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Anatomy of male and its illustrations.
- Exhibit, adapt, utilize & investigate the skills to present accuracy in rendering and illustrations.

Evaluation Process:

- Course Work: 50% it is hard copy presentation of prescribed topics.
- Mid Term Examinations: NIL
- End Term Examination: 50% Practical exam

Text Books:

1. Wayne, C., Essential Fashion Illustration – Men, 2009. U.K., Rockport Publishers.
2. Mitchell, J., Men's Fashion Illustration from the Turn of the Century, 1990. New York, Dover Publications.
3. Drudi, E., Figure Drawing for Men's Fashion, 2011, Amsterdam, Pepin Press.

References:

1. Allen, A. and Seaman, J., Fashion Illustration: Basic Techniques, 2003. Oxford, Batsford.
2. Ireland, P.J., Fashion Design Illustration: Men, 1996. Oxford, Batsford.
3. Ireland, P.J., Fashion Design: Drawing and Presentation, 1998. Oxford, Batsford.

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Third Year

L T P C

Title of Course: Merchandising and production methods **2-0-2-3**

Course code: FD 335

Pre-requisite(s): Not Applicable

Course Objectives:

- Understand, define and apply basic concepts of apparel manufacturing and merchandising as its component.
- Understanding basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.
- Understand role of merchandising in retail and export formats and co-ordination with other departments and vendors.
- Develop in-depth understanding of production (computerized methods and mass production techniques and their significance).
- Create awareness in respect of marketing through brand creation and promotion.

Course Description:

UNIT-I

- Definition of merchandising, types of merchandising, difference between apparel, fashion, visual and retail merchandising.
- Role and function of Apparel merchandiser, communication channel and documentation procedures.
- Basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.

UNIT-II

- Overview of apparel manufacturing Industry
- Set up in export houses with respect to raw material storage, spreading, cutting, sewing and involvement of merchandising activities.
- Understanding the process of sampling and scheduling-their types, approvals of design and samples for product development, CPM and TNA preparation.

UNIT-III

- Understanding the process of costing, aims of costing, difference between estimating and costing, elements of cost, Material cost component, fabric consumption calculation and its application.
- Bill of Material, sourcing, Material evaluation, vendor evaluation, purchase order and material planning.

UNIT-IV

- Different types of retail and export formats involved in selling of product.
- Export documentation-Export procedures-FOB, CIF and C&F, Certificate of Origin, Letter of Credit, Bill of Lading.
- Basics of production planning, its importance and execution.

Learning Outcomes:

- Demonstrate a comprehension of garment production and export with respect to manufacturing techniques and inter-departmental working.
- Learning importance of different stages of sampling and effect of scheduling on market influx.
- Understand sourcing strategies appropriate to various models of fashion business practice.
- Able to analyze customer focused range plans in relation to profit, cost, selling price, product design, garment life cycle and the selling environment.

Textbooks:

1. Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
2. Anne Marie Fiore. , Understanding Aesthetics for the Merchandising & Design Professional. . UK June 2010/US April 2010. Fairchild Books
3. Grace I Kunz, Merchandising: Theory, Principles & Practice. UK October 2009/ US August 2009. Fairchild Books

References:

1. Jeremy A. Rosenau & David. L. Wilson. Apparel Merchandising- the Line starts here. UK April 2014. Fairchild Books
2. John Donnellan. Merchandise Buying & Management. UK November 2013. Fairchild Books
3. Rosalie J Regni & Jimmie G Anderson. Entrepreneurship in Action- A retail store in simulation. UK

Evaluation:

- Course Work: 30% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 20% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage with document.

Other Study Material:

1. Websites:http://www.britannica.com/EBchecked/topic/1706624/fashion-industry/296477/Fashion-retailing-marketing-and-merchandising, http://retailminded.com/3-retail-merchandising-tips-never-to-ignore/ http://www.retailstorewindows.com/2011/01/10-commandments-of-visual-merchandising.html
2. Handouts: As indicated by course instructor
3. Magazines: GURL the mag, DKNY, VM, Vogue, WSJ, Apparel, Apparel online, Elle, New York, Retailer, Essence, Retail Minded, Style.com, Accessories.
4. Case Studies for Merchandising & Retailing: http://www.smartinsights.com/social-media-marketing/google-plus-marketing/case-study-using-google-for-fashion-retail-marketing/, http://www.ijeeee.org/Papers/031-Z0014.pdfhttp://www.fineimpressions.com/custserv_content.jsp?pageName=caseStudies

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Third Year

Autumn Semester

Title of Course: Fashion Design Computer: Illustrator **L-T-P-C**

Course Code: FD 345 **0-0-6-3**

Pre-requisite(s): Fashion Design Computer (Photoshop)

Course Objectives:

- To develop advanced skills in Adobe Illustrator, Fashion Graphics, Motif and layouts for vector based fashion presentation.
- To develop advanced skills in vector based digital drawing and rendering tools/ techniques.
- To develop Individual/ Unique style of Visual Communication.
- To introduce the basic specs sheet techniques with all technical details
- To develop advance skills in vector base software's Adobe Illustrator and Photoshop for Vector Based Flat sketch & Specs sheets.
- To explore advance digital drawing and rendering tools/ techniques to create professional digital flats sketches and specs.

Course Description:

- Learning advanced level Adobe Illustrator and its tools techniques.
- Developing skills in Adobe Illustrator, Fashion Graphics, Motif Creation and layouts for vector based fashion presentation.
- Exploring advanced digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Learning Individual/ Unique style of Visual Communication.
- Developing Digital Flat sketches and Specs sheets rendering and graphic techniques using Adobe Illustrator CC and Adobe Photoshop CC.
- Developing individual style of Visual presentation and creating high impact imagery for Flat Sketches and Specs sheets using custom tools settings.
- Creating Flat sketches and specs based on specific themes and introduction to techniques of flats sketches and specs sheets.
- Developing advance visual composition and presentation using digital tools and techniques.
- Creating a high quality flats sketches with textile prints and surfaces, using mix media techniques.

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software in relation to Visual Communication.
- Reflect a unique style of visual communication through a series of fashion Illustrations
- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software's.
- Reflect a unique style of visual communication through a series of artworks

Textbooks:

1. Fashion Designer's Handbook for Adobe Illustrator by Centres, M
2. Fashion Illustration Flat Drawing by Maite Lafuente
3. Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.

2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.

3.Price, J., Grading Techniques for Fashion Design,1996. New York. Fairchild Books.

Evaluation Process:

- Course Works: 50**% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- http://veerle-v2.duoh.com/blog/comments/the_new_adobe_icons_and_branding
- http://adobeforfashion.com/illustrator-tutorials/
- https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion-Design-Drawing-Flats/115431-2.html
- http://theswatchbook.offsetwarehouse.com/2015/02/16/what-do-fashion-designers-use-adobe-illustrator-for/
- https://design.tutsplus.com/tutorials/how-to-create-a-colorful-fashion-illustration-in-adobe-illustrator-part-1--vector-15559

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Third Year

Autumn Semester

Title of Course – Fashion Studies III Part A (Men's Wear Project) **L-T-P-C**
Course code: FD 355 **2-0-6-0**
Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Menswear Range.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Men's wear for Spring-Summer 2018. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion-combinations, linings, stiffening fabrics etc.

Evaluation Process: (Design & Design Studio)

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

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Third Year

Autumn Semester

Title of Course – Fashion Studies III Part B **L-T-P-C**

(Men's Wear Project) **2-0-6-0**

Course code: FD 365

Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I Design:

- Brainstorming with the segment category Men's wear
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Men's wear ensembles, details trims and finishes, Client research.
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development
- Derivations, Scrap book, Doodles.
- Fabric sourcing and surface development for Men's wear.
- Selection of the Range and Ensemble to be stitched.
- Specification Sheets, Cost Sheet, Technical Sheets.
- Full design process documented

UNIT-II Design Studio:

- Illustration with Front & Back selected
- Specification Sheet
- Material & Cost sheet
- Pattern making & draping for Men's Wear.
  Selection of seam and seam finishes, sheet showing all technical details appropriate to Men's wear details, trims, fasteners and construction technique (stitch length, SPS)
- Design Realization of one chosen ensemble from a range of five.

Evaluation Process:

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

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Third Year

Title of Course: Electives B* (Costume Designing) **L-T-P-C**
Course code: FD 306-1 **2-0-2-3**
Pre-requisite(s)-Fashion Studies III

Course Objectives

- To know the history of Indian costume and its clothing.
- To learn about different eras of India
- Understand about different states and their traditional outfits.

Course Description:

Development and understanding drafting of costumes from

1 Indus valley civilization
2 Mauryan and Sunga dynasty.
3 Satvahana period
4 Kushan period
5 Gupta period
6 Mughal era/ Medieval period
7 State costumes- Traditional and modern

Learning Outcomes:

- To learn and understand the origin of clothing.
- Costumes and accessories of different periods
- Traditional costume and contemporary

Evaluation Process:

End Term Jury and Display

Textbooks:

1. Roshan Alkazi., Ancient Indian Costume. 2014., National Book Trust India.

References:

1 Vandana Bhandari, “Costume, Textiles and Jewellery of India – Traditions in Rajasthan”, New Delhi, 2004.Prakash Books.
2 Anamika Pathak, Indian Costumes, 2008, New Delhi, Roli Books.
3 Ritu Kumar, Costumes and Textiles of Royal India, 2006, U.K., Antiqe.

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Third Year

Title of Course: Fashion Styling L-T-P-C
Course code: FD 306-2 **2-0-2-3**
Pre-requisite(s) - Fashion Trend and Forecasting

Course Objectives:

Acquire an understanding of the concepts that go into creating a comprehensive look for either 2D or 3D media. Understand techniques, processes and contexts in creating an image for clients according to the given brief. The module in Fashion Styling mainly deals with the basic concepts of wardrobe styling, fashion styling and image consulting.

Course Content:

- Terminology and Job definitions.
- Fashion Looks.
- Components of fashion.
- Figure types and visual corrections.
- Accessories, hair and makeup.
- Backdrops and props.
- Basics of branding.
- Analyzing client requirements.
- Creating looks for various occasions.
- Creating looks for 2D (print media).
- Creating looks for 3D (TV, music videos etc.)

Learning Outcomes:

- To learn the techniques for fashion presentations and creative ways as required for shoots.
- To get hands on the ability to produce and think creatively for number of ways for personality presentations.

Evaluation Process: End Term Jury and Presentation

Textbooks:

1. Widows, l. and Mc Guinness, J. Image Makers- Styling, Hair and Make-up, 1997. Oxford, Batsford.
2. Piras, C. and Roetzel, B. Ladies: A Guide to Fashion and Style, 2002. Germany, DuMont.
3. Arnold, R. Fashion, desire and Anxiety- Image and Morality in the Twentieth Century, 2001. New Jersey, Rutgers University Press.

References:

1. Larg, A. Fashion Shots, 1998. U.K., Rotovision.
2. Chace, R. Complete Book of Oscar Fashion, 2003. Auckland, Reed Publishers.
3. Tolkein, T. Dressing up Vintage, 2000. New York, Rizzoli International Publishers.

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Third Year

Title of Course: (Electives B+) Creative Textiles **L-T-P-C**
Course code: FD 306-3 **2-0-2-3**
Pre-requisite(s): Fashion Fabric and Trim Study

Course Objective's:

- To develop and enhance the approach towards holistic design process.
- Development in the area of surface ornamentation and needle work.
- To explore innovative techniques and finishes applied on fabrics for an end use.

Course Description:

- Surface ornamentation.
- Styles and methods of ornamentation.
- Technologies, materials and techniques of ornamentation..
- Idea generation, visual and material exploration.
- Experimentation through workshop methods.
- Design development and application of color.
- Repeats, patterns and compositions in design.
- Texturing of fabric with color application and stitching techniques.
- Visual and verbal presentation of design inspiration, process and outcome.

Evaluation Process:

End term jury and display

Learning Outcomes:

- Understanding the use of different techniques to construct aesthetically appealing compositions.
- Methods of ornamentation.
- Texturing of fabric with color application and stitching techniques.

Textbooks:

1. Shrikant Usha, Ethnic Embroidery of India, Volume I, 2005, Mumbai, Usha Shrikant.
2. Irwin Kimberly A, Surface Design for Fabric, 2015, New York, Fairchild.
3. Stalp, Marybeth C., Quilting, The Fabric of Everyday Life, 2007, Oxford, Berg.

References:

1. Buhler Alfred, Indian Tie Dyed Fabrics, Vol IV, 1980, Ahmedabad, Calico Museum.
2. Kristen Dibbs, Machine Embroidery, 2001, Australia, Sally Milner.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

L-T-P-C
2-0-2-3

Title of Course: (Elective B [+)] Fashion Critique
Course code: FD 306-4
Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios and understanding the process of critiquing fashion, it's concept and definition
- Critically analyze how mass communication is used to promote fashion by means of advertisement, promotions, films, video's, print etc.
- Create awareness in respect of design inspiration in terms of history, politics, art or decade and correlate with fashion such that professionals can be created who can effectively communicate, analyze and observe the fashion trends keenly with details.

Course Description:

- Inputs in introduction and history of fundamentals of media and communication through different tools of criticism**.**
- Informed, responsible fashion promotion, fashion writing and report making, observation by content of fashion magazines, print, text and alternative power of blogs with function of images and photography by using fashion terminology, fashion studies and design aesthetics**.**

  .
- Analysis of Designer with respect to Histiographical and stylistic reading: Biography, style and the role of the designer in 20th century fashion and analysis of design collection with respect to Avant garde and Radical fashion.
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry and work with public opinion, research data on industry derived projects & cases, plan.
- Talking about the way people dress: the trend indicators as fashion icons like the cuts, the colors, the dimensions, the shape, the placement by use of communication plans, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media.

- Locate, understand and critically evaluate information related to fashion from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. Learn the skills of being a critical blogger and moving beyond PR release.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.
- Enable acquiring of the methods and proper vocabulary to become active critics. Apply their learning through analytical and writing and presentation skills.
- Assess and make value judgments about changeable field of fashion with help of adaptation and utilization of fashion communication.

Textbooks:

1. Fashion theory. , The Journal of Dress Body & Culture. . Volume 18 Issue 4- UK September 2014. Bloomsbury Academic.
2. Vikki Bell. , Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory. . UK March 2007/US March 2007. Berg Publishers
3. Polly Guern. Creative Fashion Presentations 2nd Edition. UK October 2004/US August 2004. Fairchild Books

References:

1. Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
2. Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
3. Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

Evaluation Process:

- Course Work: 50% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation)

Other Study Material:

- Websites Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- http://www.whowhatwear.com/inside-the-fascinating-life-of-a-fashion-critic-yaeger-wilson-givhan-jacobs-hyland-friedman
- Handouts: As indicated by course instructor
- Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Pattern Developing Software **L-T-P-C**
Course Code: FD 316 **0-0-4-2**
Pre-requisite(s): Pattern Making and grading technique

Course Objectives:

- To introduce the basic tools for pattern develop on software
- To understand the operation of tools for measurement feeding.
- To explore advance digital techniques for the marker layout planner.
- To understand the benefits of software over manual working process.

Learning Outcomes:

- Demonstrate advance proficiency in digital pattern development
- Apply learning through effective application of software's.
- Reflect a sense of speedy marker plan development.

Course Description

- Basic understanding of Pattern Developer software
- Basics of tools and Measurement tools
- Learning on Feeding system
- Process of pattern development
- Contouring and balance lines creations
- Layout plan development
- Fabric consumption calculation
- Grading methods, feeding and development
- Plotter planning and commands

Textbooks:

- Helen Joseph Armstrong. Pattern Making for Fashion Designers. 5th Edition 2014.Pearson Education Publication.
- Winifred Aldrich., Metric pattern cutting for women wear. 2014Wiley Blackwell publisher.
- Natalie Bray. , More Dress Pattern Designing. October 2009Wiley Blackwell publisher

Evaluation Process:

- Course Works: 50% weightage: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 50% weightage: Practical exam and viva

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion Design)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Third Year

Title of Course – Basics of Portfolio Development
L-T-P-C Course code: FD 326 **0-0-4-2**

Pre-requisite(s) - Foundation courses, Illustration, Pattern making and garment construction, fabric trim study and styling, textile and art study

Course Objectives:

This course is devoted at developing a design portfolio for men's wear/women's wear/ Kids' wear. The design portfolio is an expression of a fashion designer involving his creativity, design ability, illustration and presentation skills.

Course Content:
Research and theme based contextual project, design development, tech pack, flat sketch etc. complied into a professional portfolio.

Learning Outcomes:
- To enable them to develop skills for professional presentation
- To enable them to understand the importance of time management, core skills and soft skills

Evaluation Process:

- Class Work- 50% Hard and soft copy portfolio compilation
- ETE – 50% Hard and soft copy portfolio compilation

Textbooks:

- Drudi, E. Figure Drawing for Fashion Design,. (2011). Amsterdam, Pepin Press.
- Bruke, S. Fashion Artist: Drawing Techniques to Portfolio Presentation, (2006). U.K., Burke Publishing.
- Riegelman, N. 9 Heads: A Guide to Drawing Fashion, (2006) London, Thames and Hudson.

References:

- Riegelman, N. Colors for Modern Fashion: Drawing Fashion with Colored Markers,2006. London, Thames and Hudson.
- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers, 1998. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Kids Wear –Part A (Age 3-9) **L-T-P-C**
Course code: FD 336 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Process of fashion forecasting; sources of fashion forecasting.
- Long term and short term forecasting
- Soft line and Hard line goods
- Study of forecast for seasons. Forecasting agencies.

UNIT-II

- Understanding of kid's figure of different age groups and renders them.
- To develop an understanding of the fashion design process along with kids wear segments.
- Developing a design brief for a market.
- Developing a range for kids of different age groups.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Class Work- 50% Class work progression and feedback Internal Jury
ETE – 50% Final submission and Viva. Final Jury

Textbooks:

- Winfred, A Metric Pattern Cutting for children's wear
- Richardson. Designing and pattern making for stretch fabrics
- Children's costume by Peacock, John

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books**.**

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Kids Wear Part B (Age 3-9) **L-T-P-C**
Course code: FD 346 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Consumer research.
- Information analysis and translation; direction of fashion change; demographics and fashion forecasting.
- Cultural indicators: color forecast, textile forecast, silhouette forecast including WSGN software.
- Collection of Pins for study of colour, pattern, texture and trend forecast.

Market survey and report preparation

UNIT-II

- To understand the fabrics suitable for kids, the prints, color combinations, texture and feel of the fabric.
- Using appropriate fasteners for kids wear and its understanding
- Presentation in the research document of the forecast, brand and market study.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Design and Design Studio

Class Work- 50% Class work progression and feedback Internal Jury

ETE – 50% Final submission and Viva. Final Jury

Textbooks:

1 Winfred A, Metric Pattern Cutting for children's wear and baby wear, 2011, New Delhi, Wiley.

2 Richardson, designing and pattern making for stretch fabrics, 2008, New York, Fairchild.

3 Peacock John, Children's costume- The complete historical source book, 2009, London, Thames and Hudson.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Evening Wear –Part A (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 356 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description: Design and Design Studio

- Illustrating and designing for a Market.
- Fashion Trend and Forecasting.
- Fashion Resources.
- Specific Market research.
- Advanced draping- cowls, roaching, fluting
- Explorations like halter, one off shoulder, corsetry, boning etc.
- Client research and visual research.

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Evening Wear –Part B (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 366 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description:

- Preparation of Boards for client requirement
- Explorations for design elements and finalization for collection
- Selection and finalization of swatches
- Preparation of tech packs and pattern developments
- Prototype development
- Stitching of garments
- Product shoots
- Promotional plans

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 407	Final Design Project (Collection of 5 Ensembles by each student in any one of three Apparel Categories: • Men's Wear • Women's Wear • Kid's Wear It could even be combination of Men's & Women's Wear or Women's & Kid's Wear) To be complete in Industry		5	30	35	**20**	Jury at the end of Semester with all documents & Power-Point Presentation (Internal Jury members) For Awards (Two External Jury Members)	30	-	70
		Sub Total		**5**	**30**	**35**	**20**				

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Spring Semester	FD 408	Internship # Feb-May (16 Weeks)	-	-	-	Approx. 36	**20**	Viva (With Report & Power-Point Presentation)	00	-	600

*- Minimum enrolment 40%- this is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

 # Internship: Students will join internship immediately after closing of Autumn Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Spring Semester (Fourth Year).

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Final Design Project
Course Code: FD 407
Pre-requisite(s):

Course Objectives: The subject is focused to develop the design thinking, research, ideation, and concept development through hands on experience from various phases of research to actual garment development**.**

Course Content: Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

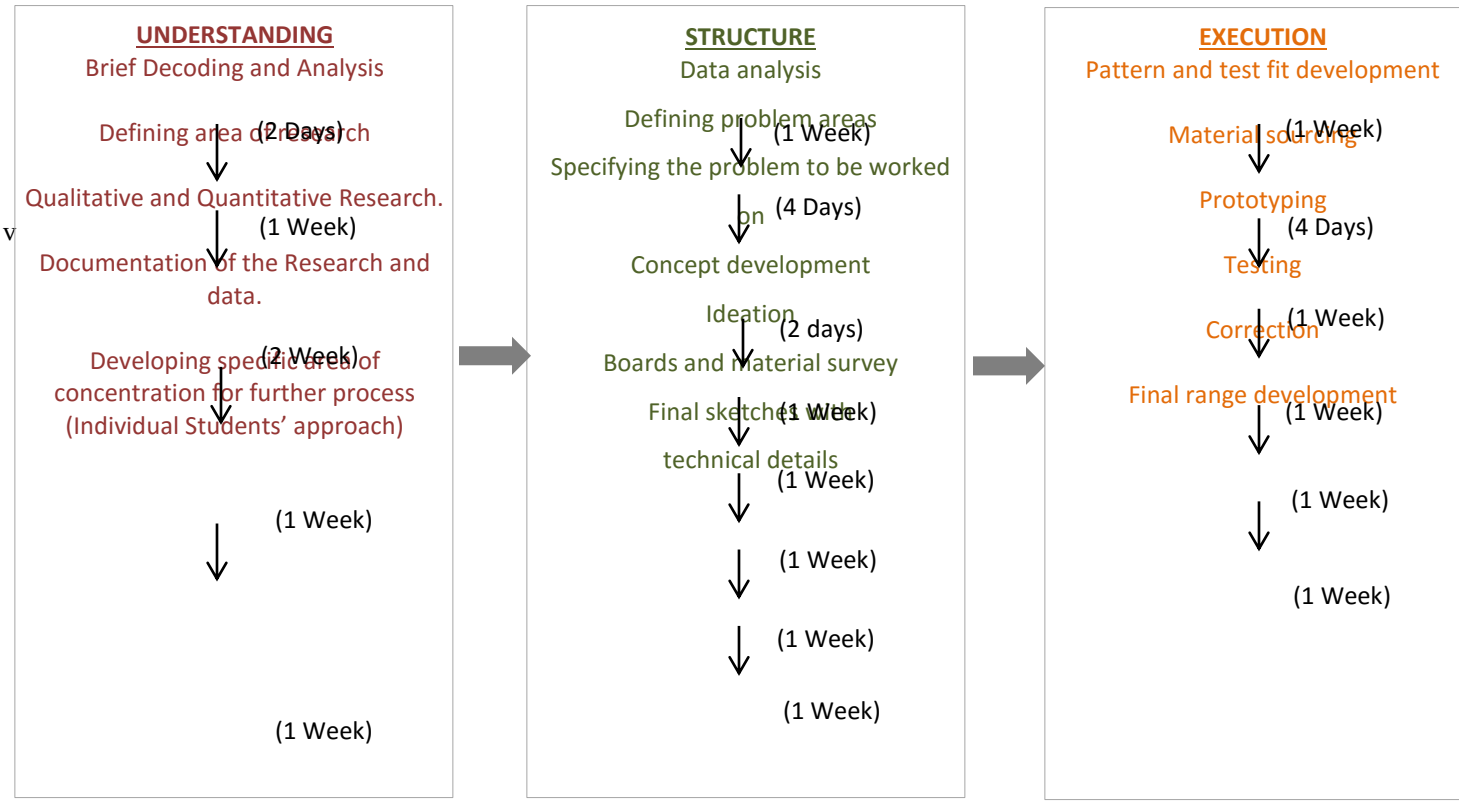
UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Range in specified category.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Range for specified category. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion- combinations, linings, stiffening fabrics etc.

The Process flow for the Final Design Project (FOR 18 WEEKS)



Evaluation Process: (Design & Design Studio)

• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Major Internship
Course Code: FD 408
Pre-requisite(s):

Course Objectives: The semester indulge the students to understand their roles and responsibilities in actual field (Industry).

Course Content/Process:

STEP I- Negotiation with the Industry for area of work

(In the guidance of CDC And should initiate in the semester break)

- Students has to define their area of work/Interest.
- Students are supposed to negotiate with the industry people for their project and interest areas.
- Students are supposed to join industry keeping in mind the duration of project should be minimum 4 months.

STEP-II -Working in the industry

- The details of industry have to submitted with the college.
- Industry mentor and college mentor should be specified by the students.
- Both mentors should be introduced to each other by the student.
- The status of the project should be regularly discussed with the mentor at the minimum interval of 15 days.

STEP-III- Documentation and Presentation

- Proper documentation of the entire process should be done with the guidance of the mentors.

Evaluation Process: (Design & Design Studio)
• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Second Year

AUTUMN SEMESTER

Semester III	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	FM 203	Fashion Design Process	1	-	4	5	**3**	3	30*	20@	50#
	FM 213	Pattern Making & Draping	1	-	4	5	**3**	3	50	-	50
	FM 223	Garment Construction	-	-	6	6	**3**	4	50	-	50
	FM 233	Introduction to Computerized Fashion Design	1	-	4	3	**3**	4	50	-	50
	FM 243	History of Indian Costumes	2	-	2	4	**3**	3	25	25	50
	FM 253	Fashion Studies	2	-	2	4	**3**	3	30	20	50
	FM 263	Study of Fashion products	2	-	4	6	**4**	2	50	-	50
		Mody University Elective **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

As decided by Academic Council from time to time

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

Practice hours required per week (Autumn Semester)

- Fashion Design Process: **2 Hrs.**
- Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2**

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme

Academic Curriculum (2015-16 Onwards) **Second Year** **SPRING SEMESTER**

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 204	Fabrics & Trims Study	2	-	2	4	**3**	4	25	25	50
	FM 214	Buyers and Organizations	3	2	-	5	**4**	3	25	25	50
	FM 224	Product Development Process	3	2	-	5	**4**	3	25	25	50
	FM 234	Basics of Merchandising	3	2	-	5	**4**	3	25	25	50
	FM 244	Fashion Movement	3	2	-	5	**4**	3	25	25	50
	FM 254	Fashion Trend & Forecasting	2	-	2	4	**3**	Viva	50	-	50
		Mody University Elective **(select any One)**[$]	3	-	-	3	**3**				
		Sub Total	**19**	**8**	**4**	**31**	**25**				

As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Fabrics & Trims Study: **2 Hrs.**
- Buyers & Organizations: **2 Hrs.**
- Product Development Process: **2 Hrs.**
- Fashion Movements: **2 Hrs.**
- Fashion Trend & Forecasting: **2 Hrs**

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Second Year

L-T-P-C

Title of Course: Fashion Design Process **1-0-4-3**

Course code: FM 203

Pre-requisite(s): Introduction to fashion Industry and Design concepts

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future.
- Understanding that managing fashion business (technical, aesthetic & industrial) is being aware of consumer demands and catering to it.
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking.
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach.
- Customer-focused ethos/customer centric product design process
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client)
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch
- Design Process & new technologies
- Research & Analysis- study trends, market, consumer brands.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. Changing Fashion- A Critical Introduction to Trend Analysis & Meaning. Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. Designers Guide to Fashion Apparel. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. Fashion & the Consumer. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. Fashion Entrepreneurship- Retail Business Planning. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. The Dynamics of Fashion. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. Beyond Design: The Synergy of Apparel product development. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. Beyond Design: The Synergy of Apparel product development. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.The Why of the Buy- Consumer Behavior & Fashion Marketing. Fairchild Books.

9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend Forecasting to Shop Floor. Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.Understanding Aesthetics for the Merchandising & Design Professional. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. Ethics in Fashion Industry. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. Social Responsibility in the Global Apparel Industry. Fairchild Books.

Evaluation Process:

- Course Work: 30% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- Mid Term Examination: 20 % . Viva for the products and work in progress
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites: https://fuel4fashion.wordpress.com/2013/10/11/the-fashion-design-process/
   http://process.arts.ac.uk/sites/default/files/pecha-kucha__milan_dieffenbacherfinal.pdf
   http://www.businessoffashion.com/articles/basics/the-basics-part-5-design-and-development
2. Handouts: As indicated by the course instructor.
3. Magazines: Fashion, MRM, Vogue, Inside, Elle, Surface, W, Hoop, Fashion Affair, Ignite, Essence, Beautiful, Porter

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Second Year

Title of Course: Basics of Pattern Making & Draping **L-T-P-C 1-0-4-3**

Course code: FM 213

Pre-requisite(s): NIL

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets.
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve.
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc.
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke.
- Closures- Zip, Buttons, Hooks &drawstring.
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. How to draft basic patterns. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. Fabulous fit 2nd edition. Fairchild Books
3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. Basic Pattern Skills for Fashion Design. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. Principles of Flat Pattern Design 4th edition. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. Draping Basics, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. The Art of Fashion Draping 3rd Edition. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. Integrating Draping, Drafting & Drawing. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. The Art of Fashion Draping. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. Draping for Apparel Design. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. Draping for Fashion Design. Pearson Education
11. Carolyn Kiisel. October 2013. Draping: The Complete Course. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... Couture unfolded: Innovative pleats, folds & draping in Fashion Design. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of patterns & drapes for garment/ product development. Hard copy compiled in file.
- End Term Examination: 50% weightage. Viva with all Products developed. Hard copy compiled in file

Other Study Material:

1) Websiteshttps://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

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Second Year

Title of Course: Garment Construction **L-T-P-C 0-0-6-3**

Course code: FM 223

Pre-requisite(s): NIL

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches)
- Garment construction methods and techniques:
- Seams and Seam Finishes, Edge Finishes, Hem Finishes.
- Circular lines and Angular lines in corner finishes.
- Plackets, Pockets, Cuffs, Collar.
- Waist Finishes, Darts, Pleats, Tucks and Gathers.
- Fasteners.
- Assembling a skirt and bodice with sleeve attachment.

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. Industry Clothing Construction Methods. Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. Tailoring Technique's for Fashion. Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. The Art of Couture Sewing. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. Basic Fashion Design 03-Construction. Ava Publishing
- Pamella Powell. UK September 2010/US July2010. Tailored Fashion Design. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. Fashion Sewing- Introductory Technique's. Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. Apparel Quality- A Guide to Evaluating Sewn Products. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. Classic Tailoring Technique's- A Construction Guide for Women's Wear. Fairchild Books
- Raul Jewel. Publishing year unknown. Encyclopedia of Dress Making. Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of construction works for the Product development.
- End Term Examination: 50% weightage. Viva with all Products developed.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
- Handouts: As indicated by course instructor.
- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Title of Course: Introduction to Computerized Fashion Design **L-T-P-C**
Course Code: FM 233 **1-0-4-3**
Pre-requisite(s): Computer Application I and II

Course Objectives:

- Introduction to advanced use of software's in fashion design.
- To Develop advanced skills applicable in computer graphics in relation to fashion design and business.
- To Explore advanced tools and their application for Visual Communication in fashion business.

Course Description:

- Engage with using vector based software's such as Adobe illustrator CC for Vector Based Illustration in relation to display & Planning.
- Developing skills to create professional digital drawings for Visual Communication in design.
- Exploring various plan and display types and rendering through proper tools and techniques.

Learning Outcomes:

- Demonstrate advanced proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software skills and presentations of the same in rendering of various plan and display types.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Fashion Designer's Handbook for Adobe Illustrator by Centres, M
- Fashion Illustration Flat Drawing by Maite Lafuente
- Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin
- Pattern Background material
- Fashion Pattern

Evaluation Process:

- Course Works: 5**0% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://www.guidebookgallery.org/splashes/illustrator
- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- uoh.com/blog/comments/the_new_adobe_icons_and_branding
  http://adobeforfashion.com/illustrator-tutorials/https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion
- Design-Drawing-Flats/115431-2.html

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Second Year

Title of Course: History of Indian Costumes | **L T P C** **2 0 2 3**

Course code: FM 243

Pre-requisite(s): Fashion Design Process

Course Objectives:

- Overview of history of costume & fashion in India from ancient times to modern
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern
- How clothing is used as a universal means of symbolizing roles and social positions.
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period.
- Gain greater perspective on the overall historical, social, economical and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize & investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Karl Aspelund. UK July 2009/US My 2009. Fashioning Society- Hundred years of Haute Couture. Fairchild Books
2. Bonnie English. UK July 2007/ US July 2007. A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk. Berg Publishers
3. Lee Bender. UK February 2009/ US February 2009. Bustop & the Influence of the 70's on Fashion Today. Berg Publishers
4. Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus UK October 2011. Berg Publishers
5. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. Survey of Historic Costume. Fairchild Books
6. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. Fashioning Bollywood- The Making & Meaning of Hindi Film Costume. Bloomsbury Academic.
7. Joanne B Eicher & Sandra Lee Evenson. UK October 2014/US August 2014. The Visible Self- Global Perspectives on Dress, Culture & Society. Fairchild Books.
8. Elaine Stone. UK September 2011/US July 2011. In Fashion. Fairchild Books.
9. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. The World of Fashion. Fairchild Books
10. Jay Diamond & Ellen Diamond. UK January 2008/US November 2007. The World of Fashion. Fairchild Books
11. Ira Neimar. UK December 2011/US October 2011. The Rise of Fashion & Lessons learned at Bergdorf Goodman. Fairchild Books.
12. Mica Nava. UK September 2007/US September 2007. Visceral Cosmopolitanism Gender, Culture & the Normalization of Difference. Berg Publisher.

13. Geraldine Howell. UK December 2012/US December 2012. Wartime Fashion- From Haute Couture to Home Made 1939-1945. Berg Publishers.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.

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Second Year

Title of Course: Fashion Studies **L-T-P-C**
Course code: FM 253 2-0-2-3
Pre-requisite(s): Design Concepts and drawing and colour study

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design, their articulation
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop a sense of composition.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dimensions.
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry. Fashion trends and forecasting. WGSN

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Evaluation Process:
Weightage – 30% for Class Work. Assessment will be on hard copy
MTE 20%. Written practical examination
ETE 50%. Practical written examination

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. The Design Process. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. Structure & Form in Design. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. Designing- An Introduction. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. Beautiful Thing- An Introduction to Design. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. Basic Fashion Design 05-Fashion Drawing. Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. Creative Fashion Illustration-How to develop your own Style. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. Key Concepts for the Fashion Industry. Bloomsbury Academic.

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Second Year

Title of Course: Study of Fashion Products | **L T P C** **2 0 4 4**

Course code: FM 263

Pre-requisite(s): Survey of Apparel Designs

Course Objectives:

- Understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers
- Understanding relationship between textile design and selection and fashion business.
- Understand outside influences on fabric and design choice such as availability, cost and environmental concerns.

Course Description:

- Evolution and identification of different fabric prints and designs with consideration to the present global production perspective.
- Overview of production lifecycle on basis of fabric, surface ornamentation and construction methods and its impact on sourcing before the product becomes available in market.
- Conceptualizing collection with analysis of how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation.
- Sourcing fabric and accessories with view of profit maximization in export and designer based orientation with understanding of management of soft goods related to inventory and logistics from factory to stores.
- Strategizing the business plan and using related software programs for planning, forecasting, replenishment, and consumer response exemplifying by Case studies of sourcing and supply chain management policies of major apparel producers and retailers.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.
- Able to conceptualize, source and select fabric for development of line/collection and choosing the target market.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. Sustainable Fashion Supply Chain Management: From Sourcing to Retailing. Springer Edition
2. Jung. E. Brookshire. February 2014. Global Sourcing in the Textile & Apparel Industry (Fashion Series). Prentice Hall
3. Naomi Thompson. June 2012. Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks. Pavilion.
4. Fashion Dex Incorporation. March 2015. Apparel Production Source Book 2015- Solving your domestic production sourcing needs. Fashion Inc.
5. Pamela Ravasio. February 2011. Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. A Guide to Business/Principles & Practices Watson Guptill Revised edition, edition
7. Marlon Zama, Brian Webber, Charles Dagher. November 2004. Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries. Publisher not known
8. Erin Cadigan Sourcing and selecting textiles for Fashion Bloomsbury
9. Doris H Kincade & Fay Y Gibson. Feb 2009. Merchandising of fashion products Study guide for Merchandising of Fashion. Prentice Hall

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Via with all Products developed with Portfolio and Power Point Presentation.

Other Study Material:

- Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
- Handouts: As indicated by course instructor.
- Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
- Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
- Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
- Case Studies: http://www.gep.com/knowledgebank/case-studies

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Spring Semester Second Year

Title of Course – Fashion Fabric and Trim Study **L-T-P-C**
Course code: FM 204 **2-0-2-3**
Pre-requisite(s)-Fibers, Fabrics and Finishes

Course Objectives:

- To understand the hand, feel, structure-woven and knits –it's properties and usage of different fabrics in Fashion.
- Making a swatch collection of types of fabrics.
- To source the right trim for the right fabrics from the market.

Course Description:

1. Understanding of fabrics woven and knits- from their structure, Fluidity, Ornamentation, Expansion, Compression.
2. Fabric terminology and end uses
3. Surface ornamentation techniques and Swatch collection with necessary information like name, weave, classification, properties, count, etc.
4. Indian traditional dyeing and embroidery techniques as overview and its concept
5. Selection of trims, fasteners like buttons, shank buttons, wooden buttons etc. as per weight and type of fabric.
6. Samples done with basic natural and manmade fibers.
7. Overall understanding of use of fabrics in Fashion- combination, linings, stiffening fabrics etc.

Learning Outcomes:

- To understand the hand feel, structure, properties and usage of different fabrics in Fashion.
- To understand different techniques of doing different dyeing and embroidery techniques.
- To survey the market for different types of trims.
- To source the right trim for the right fabrics.

Evaluation Process:
25 % CW, 25% MTE and 50% ETE (Submission and Viva)

References

1. Humphries, M. (2008). *Fabric Reference,* New Jersey, Prentice Hall Publisher.
2. Marypaul, Y. (1995). *Textiles: A Handbook for designers,* New York, W.W. Norton and Co.
3. Mc Carty, C. and Mc Quaid, M. (2002). *Structure and Surface,* New York, The Museum of Modern Art.
4. Pizzuto, J.J., et al. (2009). *Fabric Science,* New York, Fairchild Books.
5. Martin, C. and Main, A. (2005). *Surface Texture Book,* London, Thames and Hudson.
6. Hall, A.J. (1975). *Standard Handbook of Textiles,* U.K., Butterworth- Heinemann Ltd.
7. Moss, S. (2001). *Costume and Chemistry- A Comprehensive Guide to Material and Apparel,* Oxford, Batsford.

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Spring Semester Second Year

Title of Course: Buyer's & Organizations **L-T-P-C**
Course code: FM 214 **3 2 4**
Pre-requisite(s): Understanding Buyers Style

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying.
- Activities, process and people involved from the perspective of the fashion buyer.
- Brand Personality, life cycle costs, organizational buying behavior, Customer Relationship Management, value analysis, customer interaction approach.
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a merchandise plan, mathematical formula, buying strategy, developing sales forecast
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.
- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

- Helen Goworek. 2001. Fashion Buying. Blackwell Science
- Richard Clodfelter. UK October 2002/US August 2002. Making Buying decisions 2nd edition- using the computer as a tool. Fairchild Books
- Richard Clodfelter. UK September 2008/US July 2008. Making Buying decisions 3rdedition- using the computer as a tool. Fairchild Books
- Bette K Tepper. UK November 2001/US September 2001. Mathematics for retail buying 5th edition. Fairchild Books
- John Donellan. UK February 2002/US December 2001. Merchandising Buying and Management. 2nd edition. Fairchild Books.
- Linda Cushman. UK October 2004/US August 2004. Using computerized spreadsheets-Mathematics for retail buying. Fairchild Books
- David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend forecasting to shop floor. Fairchild Books
- Richard Clodfelter. UK September 2012/US July 2012. Retail Buying (From Basic's to Fashion). Fairchild Books.

- Dana Connel. UK December 2009/ US October 2009. A Buyer's Life- A Concise guide to retail planning and forecasting. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. The Why of the Buy-Consumer Behavior and Fashion Marketing. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. The Why of the Buy-Consumer Behavior and Fashion Marketing. Fairchild Books.
- John Donellan. UK November 2013/US September 2013. Merchandise Buying & Management. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

- Websites: http://www.acrwebsite.org/search/view-conference proceedings.aspx?Id=5822
- http://connection.ebscohost.com/c/articles/6597444/fashion-involvement-buying-behavior-methodological-study
- http://bdigital.ufp.pt/bitstream/10284/1020/7/fashion%20involvement.pdf, http://aspire.surrey.ac.uk/items/749C040A-A54C-9038-2EF4-7D9AD740FEB1.html
- Handouts: As indicated by the course instructor.
- Magazines: Glamour, Marie Claire, Bazaar, Inside, Elle, Esquire, CQ, Business of Fashion, Seventeen, Brava, Law A La Mode, Vogue, Fashion.

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Spring Semester Second Year

Title of Course: Product Development process **L-T-P-C**
3- 2- 0- 4

Course code: FM 224
Pre-requisite(s): NIL
Course Objectives:

- Role and Functions of a Merchandiser in the Product Development Process.
- Understand and analyze the role of a Merchandiser in meeting with the challenges of Product Development.
- Understanding Organizational Readiness for Product Development, product range and product line compatibility along with the product branding.

Course Description:

- Understanding Product, Product Development Process, Product Development Stages, and Factors to Consider for Product Development, Role and Responsibilities of a merchandiser according to his position in Organizational Hierarchy.

- The Merchandiser, Merchandiser's role and duties, Merchandise Planning Process, Merchandiser and Product Development.

- Organizational Readiness for product development, Preparations by the Merchandising Department, Sourcing for product development, maintaining inventory, maintaining assortments.

- Understanding product adoption process, Developing Product Mix and Product Range, Product line Compatibility and Attributes.

- Product or Merchandise selection as a Competitive Advantage tool, Product Branding and role of a Merchandiser.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of product development in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's product development, product range and line process along with factors affecting brand creation.
- Exhibit, adapt, utilize & investigate the role of Merchandiser in the product development process in an organization.
- Complete awareness about product development and merchandise selection as Competitive tool.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Indicative Reading:

- Handbook of New Product Development Management, *Edited by: Christoph H. Loch and Stylianos Kavadias*, ISBN: 978-0-7506-8552-8, Taylor & Francis as of 2011.
- Regan. L. Cynthia, Apparel Product Design and Merchandising Strategies, 2008, Pearson Prentice Hall, 2008, ISBN 0131197592. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice hall,

- Rosemary Varley, Retail Product Managemnet: Buying and Merchandising, 2005, Routledge.
- Tony Hines, Fashion Marketing, 2006, Butter Worth – Heinemann.

Reference Books:

1. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
2. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing.
3. Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.
4. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
5. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Books.
6. Jay Diamond; Ellon Diamond, The World of Fashion , 2007, Fairchild.
7. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics.* Fairchild Books.
8. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books.
9. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books.
10. Kitty G. Dickerson, Inside The Fashion Business, 7th Edition, 2003 Prentice hall
11. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
12. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books.
13. Merchandise Buying & Management, John Donnellan, 2001, Farechild Books,.
14. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
15. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books

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Spring Semester Second Year

Title of Course: Basics of Merchandising **L T P C**
Buying Styles **3- 2 - 4**
Course code: FM 234
Pre-requisite(s): NIL

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the Buyer's Merchandise Planning.
- Understanding Various Buying Styles.
- Understanding Buyer Behaviour and its Process.
- Understanding Buyer's end operations and Merchandise goals, planning and Value delivery process from the perspective of a Merchandiser.

Course Description:

- Merchandise Planning, Understanding Merchandising Needs, Understanding Buyer's Merchandise Planning, and Meeting Buyer's Goals.
- Research on Contemporary Fashion Companies' their products and Consumers, Helping Buyer's succeed in the market, the right merchandise blend.
- Trend Analysis and forecasting your buyer's future needs, streamlining buyer's merchandising process, corporate level buying, Evaluation yardsticks for buyers.
- Merchandiser, Key Roles and Responsibilities of Merchandiser in retail sector.
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors.
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display.
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity.
- Develop sales Forecast: trends, websites plan stock levels, monitor performance.
- Understanding potential customers: Challenges in meeting consumer demands for the right product, at the right prices and at the right times. Using Technology: for retail buying and working with foreign markets

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser in decoding buyer's need.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers and their needs.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring delivery of value to the buyer and buying organizations.
- Ability to understand buyer's requirements and decision making process along with evaluation yardsticks.

Reference Books:

- Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
- Frings, Gini S. (2002). **Fashion: From Concept To Consumer.** 7th Edition. New
- Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Book
- Grace I Kunz. UK October 2009/ US August 2009. Merchandising: Theory, Principles & Practice. Fairchild Books
- Jernigan, M.H. & Easterling H. (1990). **Fashion Merchandising & Marketing.** New York, Macmillan

- Jersey, Prentice-Hall John Donnellan. UK August 2007/US June 2007.
- Merchandise Buying & Management 3rd edition. Fairchild Books john Donnellan. UK February 2002/US December 2001. Merchandise Buying & Management 2nd edition. Fairchild Books
- Linda. M. Cushman. UK May 2011/US March 2011. A Practical Approach to Merchandising. Fairchild Books
- Mike Easey, ed. (2002). **Fashion Marketing.** 2nd Edition. Oxford, Blackwell Science Ltd.
- Pamela. M. Philips, Ellye Bloom, John D Mattingly. Fashion Sales Promotion- The Selling behind Selling. Prentice Hall
- Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. Developing & Branding the Fashion Merchandising Portfolio. Fairchild Books
- Rosetta Lafleur. UK March 2010/US January 2010. Merchandise planning workbook. Fairchild Books.
- Stone, Elaine. (1990). **Fashion Merchandising.** 5th Edition. New York, Mc Graw-Hill

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

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Spring Semester Second Year

L-T-P-C
3- 2-0-4

Title of Course: Fashion Movement
Course code: FM 244
Pre-requisite(s):Historical development of Fashion Industry

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon: explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources.
- Reflect critically on the historical, social, cultural and global dimensions of fashion. Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day.
- Understanding development of the field of fashion studies, theoretical viewpoints. Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc.
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.

Reference Books:

1. French Lunning. UK February 2013/US April 2013. Fetish Style. Bloomsbury Academic
2. Maria Mellins. UK August 2013/US September 2013. Vampire Culture. Bloomsbury Academic.
3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. Fashion & Museums- Theory & Practice. Bloomsbury Academic.
4. Janice Miller. UK July 2011/US Sept 2011. Fashion & Music. Berg Publishers

5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. Dress Sense- Emotional & Sensory Experiences of the Body & Clothes. Berg Publisher
6. Pamela Church Gibson. UK December 2011/US December 2011. Fashion & Celebrity Culture. Berg Publishers
7. Susan B Kaiser. UK November 2012/US January 2013. Fashion & Cultural Studies. Berg Publishers.
8. Stephanie Talbot. UK January 2013/US May 2013. Slogan T-Shirts (cult & culture). A & C Black Visual Arts.
9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. Dress & Society. Berg Publishers
10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. Berg Publishers. Appearance & Power.
11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. The Visible Self - Global Perspectives on Dress, Culture & Society. Fairchild Books.
12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. Global Perspectives on Dress, Culture & Society. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

4) Websites:http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
http://thoughteconomics.blogspot.in/2012/09/fashion.html
5) Handouts: As indicated by course instructor
6) Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

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Spring Semester Second Year

L-T-P-C
2 0 2 3

Title of Course: Fashion Trend and Forecasting
Course Code: FM 254
Pre-requisite(s): Fashion products
Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- **Introduction to term Forecasting**
- **Role of Forecasting in Indian and global fashion industry**
- **Function and process of forecasting**
- **Long and short term forecasting**
- **Types of forecasting and study of colour, texture, trend, style and fashion forecasting**
- **Forecasting agencies**
- **The method of study of forecast**
- **Role of merchandiser in knowing forecasting**
- **Study of forecast pertaining to different continents**
- **Plethora of fashion**
- **Study of demographics and fashion cultures**
- **Process of forecasting documentation**
- **Survey y and analysis study**

Learning Outcomes:

- **Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India**
- **Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.**
- **Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.**

Evaluation Process:

- **Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.**

- **End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.**

References:

15. **Singh, M., et al. (1995). Saris of India: Bihar and West Bengal, New Delhi, Wiley Eastern.**
16. **Gillow, J. and Barnard, N. (1991). Traditional Indian Textiles, London, Thames and Hudson.**
17. **Bhatnagar, P. (2008). Decorative Design History in Indian Textiles and Costumes, New Delhi, Abhishek Publications.**
18. **Askari, N. and Crill, R. (1997). Colors of the Indus: Costume and Textiles of Pakistan, London, Merrell Publishers Ltd.**

19. Ghosh, G.K. (2011). Indian Textiles: Past and Present, New Delhi, Abhishek Publications.
20. Mathur, A. (2006). Woven Wonder: the Tradition of Indian Textiles, New Delhi, B.P.I. India.
21. Naik, S.D. (2010). Traditional Embroideries of India, New Delhi, Ashish Publishing House.
22. Ranjan & Ranjan , 2009, Handmade in India A Geographic Encyclopedia of India Handicrafts, Abbeville Press, Inc US 1st Edition
23. Rta Kapur Chishti & Rahul Jain , (2000), Handcrafted Indian Textiles, Roli Books, 1st edition
24. Crill, Rosemary , (1998) Indian Ikat Textiles, Weather Hill Publ.
25. Pepin Press, (1999), Indian Textile Prints with CD , PAP/Cdr edition.
26. Catherine Legrand , (2013), Indigo-The color that changed the world , Thames & Hudson 1st edition
27. Edwards Eiluned, (2011), Textiles & Dress of Gujarat- Grantha Corporation Publ.
28. Usha Srikant, (2005), Ethnic Embroidery of India- 1& 2, OM Books

Other Study Materials:

Handouts: As instructed by subject teacher

- **Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com**
- **www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com**
- **www.premiervision.fr, www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India**
- **www.indiaheritage.org/creative/creative_textiles.htm**
- **www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles**
- **www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles**
- **www.nopr.niscair.res.in/bitstream/123456789/10310.pdf**
- **Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK**

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Autumn Semester

S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
1	FM 305	Product Pricing & Selling	2		2	4	**3**	3	25	25	50
2	FM 315	Enterprise Resource Planning	2		4	6	4	3	50		50
3	FM 325	Retail Structure & Different Retailing Techniques	2		2	4	3	3	25	25	50
4	FM 335	Fashion Communication and Publishing	2		2	4	3	3	50		50
5	FM 345	Fashion Event Management	1		4	5	3	3	50		50
6	FM 355	Supply Chain & Product Sourcing	2		2	4	3	3	25	25	50
7	FM 365	Production Planning & Control	2		2	4	3	3	25	25	50
	Sub Total		13		19	32	22				

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Spring Semester

S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
	FM 306	Global Issues & Ethical Trading	2		2	4	3	3	25	25	50
	FM 316	Market Research	2		4	6	4	3	25	25	50
	FM 326	Fashion Trend Forecasting,Promotion and Fashion Brand Management	2		4	5	4	3	25	25	50
	FM 336	Visual Merchandising	1		4	5	3	3	25	25	50
	FM 346	Digital Media Marketing	2		2	4	3	3	50		50
	FM 356	#Textile Internship(2 weeks)	1		4	5	3	3	50		50
	FM 366	Fashion Product Management	1		2	3	2	3	25	25	50
		CBCS	3	0	0	3	3	3	25	25	50
		Sub Total	14	0	22	35	25				

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Third Year

Autumn Semester

L-T- P-C

Title of Course: Product pricing and selling _____
Course Code: FM 305

Pre-requisite(s):Basics of Merchandising, Product development Process

Course Objectives:
Promote an in-depth introduction to product cost, techniques used in buying and planning process.
Provide a thorough grounding in accounting and costing approaches used in the Fashion Industries.
Offer hands-on experience in the use of business metrics and spreadsheets.
Explore the application of these to the systematic analysis of a range of Fashion Business scenarios and environments.

Course Content:

UNIT- I
Basic concepts of calculating cost of different fashion products in terms of manufacturing, Factors affecting profit including billed cost, cost of goods sold, delivered cost and skeletal profit and loss statements
UNIT-II
Cost of merchandise and terms of sale including Different types of discounts and different types of dating, negotiating transport terms
UNIT-III

Calculating mark ups and mark downs and strategies used for pricing
UNIT-IV

Six month merchandise plan for planning stocks, purchases and markdowns
Learning Outcomes:

Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Communicate mathematical and technological information with clarity, logic and accuracy.

Synthesise, assess and evaluate information and data from appropriate sources and use these to make informed, independent judgments and decision making in relation to technical product and/or business contexts.

Evaluation Process:

Class Work:25%
Mid- Term:25%
End Term:50%

Text books:

1. A practical approach to merchandising mathematics Linda M cushman
2. Davis Burns, L, Mullet, KK, and Bryant, NO (2011). *The Business of Fashion. Designing, Manufacturing and Marketing. Fourth Edition.* New York, USA: Fairchild Books/Conde Nast.
3. Anderson, DR, Sweeney, DJ, Williams, TA, Camm, JD, and Martin, KM (2012). *An Introduction to Management Science. Quantitative Approaches to Decision Making (13th Edition).* Mason, OH: South-Western/Cengage Learning.

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Third Year

Autumn Semester

Title of Course: Fashion Communication and Publishing **L-T- P-C**

Course Code: FM 335

Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through magazine production;
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at PR in fashion magazine publishing;
- Writing creatively for a fashion magazine; work with a magazine layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion magazine proposals and project in all their mechanical and editorial aspects

Course Content:

UNIT- I

What is Magazine Production?

Bibliography and suggested readings. First key concepts of magazine production: its challenge, its process, career possibilities. A short history of magazine production from its beginning to its latest trends, with a specific focus on the fashion magazine.

UNIT-II

The power of magazines: The business of publishing; the role of publishers and how they relate to other departments on a typical commercial magazine; understanding how editorial departments work; distribution.

UNIT-III

Art and design in the magazine production process: Structure of an editorial department, essential elements for creating good content based around preparation, commissioning and checking/subbing material; planning cycles; news, features and reviews

UNIT-IV

Photography and design – Creating visual appeal Content: The role of the art editor and the importance of good design in creating compelling publications; typography, colour and graphics (photography and illustration), used to create a visual object that will appeal to readers. Successful approaches and techniques in the fashion publishing industry.

UNIT- V

Fashion journalism: Writing for Magazines. Topic research, storytelling tools, evaluating story ideas; writing the query letter.

UNIT – VI

Fashion Promotion Communication Content: Writing for advertising, for Public Relations, and for the New Media – strategies, text typologies, media involved, and communication goals according to target audiences.

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work:50% Minor Project

End Term:50% Major Project

Text books:

1. Jason Whittaker, Magazine Production, Routledge, London & New York, 2008.
2. Ambrose, G. & Harris, P. The Visual Dictionary of Pre-Press & Production, Lausanne: AVA 2010. Blanco, J. The Complete Guide to Book Publicity, New York: Allworth 2004.
3. Campbell, R. Media and Culture – An Introduction to Mass Communication. Fifth edition, – St. Martins Press, 2005. Marshall, L. Bookmaking, Editing/Design/Production, Third Edition (2004).
4. Smith, R. D. Strategic Planning for Public Relations. 3rd edition. Routledge, 2009. Turow, J. Media Today.
5. An Introduction to Mass Communication, London & New York: Routledge 2010, pp. 262-297. VV. AA., Turning Pages.
6. Editorial Design for Print Media, Berlin: Gestalten 2010. Watson, J. and Hill, A.
7. A Dictionary Of Communications And Media Studies. Sixth edition, A Hodder Arnold Publication, 2003. Wilcox, D. L. and Cameron, G. T.
8. Public Relations: Strategies and Tactics, 10th edition, Pearson Education Inc., 2012.

References:

1. _____
2. _____

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
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Academic Curriculum (2015-16 Onwards)

Third Year
Autumn Semester

Title of Course: Fashion Event Management _____
Course Code: FM 345
Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through event being organized.
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at fashion event management and various fashion shows and social awareness events;
- Writing creatively for an upcoming event; work with event layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion event conduction proposals and project in all their mechanical and editorial aspects

Course Content:

Unit I : Introduction to event Management, Size & type of event,
Event team, Code of ethics
Unit II: Principles of event Management, concept & designing,
Analysis of concept, Logistics of concept.
Unit III:Feasibility, Keys to success, SWOT Analysis
Unit IV: Aim of event, Develop a mission, Establish Objectives,
Preparing event proposal, Use of planning tools
Unit V:Protocols, Dress codes, staging, staffing
Unit VI :Leadership, Traits and characteristics

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work: 50% Minor Project

End Term: 50% Major Project

Text books:

Suggested Reading

- Event Management by Lynn Van Der Wagen & Brenda R Carlos.
- Successful Event Management By Anton Shone & Bryn Parry
- The Fundamentals of Fashion Management By: Susan Dillon
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, 2nd Edition C. A. Preston
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions
- Front Cover Leonard H. Hoyle

References:

1. Fashion show
earthbeat.sk.ca/get_involved/documents/ActionGuideFashionShow.pdf
2. Fashion Show Production and Management - Iowa State University
www.hs.iastate.edu/cwsyllabi/2015Spring/AESHM/AESHM472.pdf
3. How to plan a fashion show - Amnesty International
https://www.amnesty.org.uk/files/sfr_guide_how_to_plan_a_fashion_show.pdf
4. SPRING FASHION SHOW
www.philau.edu/ebooks/styleline/spring09/pdf/stylelinespring09.pdf

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Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course: Enterprise Resource Planning LTPC
Course Code: FM 315
Pre-requisite(s): Product Development

Course Objectives:

- Provide understanding of integration of information systems, sales and distributions, accounts, inventory receivables, inventory and human resources.
- Provide hands-on use of software on grounds of accounting and costing approaches used in the Fashion Industry.
- Explore the application of systematic analysis of a management of Fashion Business

Course Content:

UNIT- I
The basic concept of Enterprise Resource Planning and Management
UNIT-II
Practical application of financial accounting, management accounting and HR accounting
UNIT-III
Practical application of manufacturing –Aggregate Planning, Master Demand Scheduling, Fabric management module, product Master and BOM management, Work order Management, Batch Management, Material management, Material requirement planning
UNIT-IV
Supply chain management-Order management and project management
Limitations and Scope of ERP

Learning Outcomes:

- Understand concepts and applications of enterprise resource management (ERM) and enterprise resource planning (ERP) systems.
- Develop working skills in planning and managing enterprise resources including aggregate planning, master demand scheduling, materials requirements planning, capacity management, and short-term scheduling.
- Apply modern software including Oracle ERP system to plan and manage resources in organizations.

Evaluation Process:

Class Work: 50%

End Term: 50%

Text books:

References:

1. _____
2. _____
3. _____

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Academic Curriculum (2015-16 Onwards)

Third Year

Spring Semester

Title of Course: Global issues and ethical trading _____

Course Code: FM 306

Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackle environmental and social issues present in garment industry at national and international level.

Course Content:

UNIT- I

- Key theories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances.

UNIT II

- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA, Quota Allocation and elimination, GATT, FTA

UNIT III

- The international market with regard to products, services and intellectual property and how those challenges affect economic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade.

UNIT IV

- Ethical Trading- Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification

Learning Outcomes:

- To Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies.
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry,*Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*

6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd9058525737500662 3f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_Nena Bode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)
- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY**)**

Videos

- General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA) https://youtu.be/KMZGbaXYq58
- The Fiber Side of Textile Recyclinghttps://youtu.be/CJka9tHkxjs

https://www.youtube.com/watch?v=pEbFnAMHHps

- The Full Story of the Rana Plaza Factory Disaster.https://youtu.be/pEbFnAMHHps
- Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated

http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india

- They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory

http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html

- Govt comes out with plan to resolve Tirupur crisis

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
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Third Year
Spring Semester

L-T- P-C

Title of Course: Market research
Course Code: FM 316
Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with research and develop problem aspects.
- To develop and find out more market entry techniques and create new product segments
- To display skills of carrying significant research for different brands, do brands comparison and create new market
- To develop research aptitude for capturing potential markets
- To develop required skills to translate ideas and designs into potential marketing and merchandising features.

Course Content:

UNIT- I
- Research theory: defining purpose of market research

UNIT II
- Research Analysis: Choosing what to research, Selection theme, primary and secondary sources and sources and inspiration and target age group and demographics across the globe.

UNIT III
- Defining Research and Review of Literature

UNIT IV
- Methods and procedures of conducting research and method of analysis

UNIT V
- Compiling research –sketchbook, techniques for drawing, collage, analysis of research and mood boards and designing from research and communicating ideas through various formats

Learning Outcomes:

- To relate easily to the need and importance of market research in field of merchandising.
- To be able explain the process of marketing and relate it to manufacturing and production.
- To carry out market research for various fashion product categories
- To be able derive time plan and action plan for given order execution

- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Reference Books:

- Research and Design Second Edition Simon Seivewright Bloomsbury edition
- Research Methods for the fashion Industry Judy Zaccagini Flynn and Irene M Foster

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

Case studies:

- Emerging Trends in Fashion Marketing: A Case Study of ... - RASCI rasci.in/downloads/2012/Emerging_Trends_Fashion_Marketing_2012.pdf
- Luxury and Premium Fashion Brands Online Marketing, Case Study ... https://www.theseus.fi/bitstream/handle/10024/45356/Nuutinen_Susanna.pdf
- Market Research Case Studies - NPD Group U.K. https://www.npdgroup.co.uk/wps/portal/npd/uk/solutions/case-studies

Videos

- Fashion Market Research Flick Through (1st Class Degree) https://youtu.be/3xvTa5AhnHk
- Market Research | How to Start Your Fashion Company® https://youtu.be/mHuYiKoDxFY

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Third Year

Spring Semester

L-T- P-C

Title of Course: Fashion Trend Forecasting, Promotion and Brand Management
Course Code: FM 326

Pre-requisite(s): Product development Process
Buyers and Buying Organizations

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Content:

UNIT- I

- Understand and apply Range planning and seasonal merchandise mix

UNIT- II

- Work on the Product Development process flow along with costing for the selected market.

UNIT- III

- Launching the brand for the chosen market.

UNIT- IV

- Evaluation of sales and distribution channel for the market.

UNIT- V

- Developing Branding and Promotion plan and designing marketing mix.

Learning Outcomes:

- Able to analyse the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting, Om Books International, New Delhi*
2. Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi
6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing*
7. *Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
8. Peterson, L.K & Cullen, Cheryl Dangel,(2000*),Global graphics: color: a guide to design with color for an international market,* Rockport Publishers, Massachusetts
9. Packard, S., winters, A. & Axelrod, N. (1998), *Fashion Buying& Merchandising*. 2nd Edition, New York, Fairchild Publications
10. O'Hara, G. (1986), *The Encyclopedia of Fashion*. London, Thames & Hudson
11. Brannon, Evelyn L. (2002),*"Entrepreneurship*", Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Submission of brand portfolio and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businesscasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU

BBC Three - Secrets of the Superbrands (Fashion) https://youtu.be/fd7lfcnlb9c

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Third Year

Spring Semester

L-T- P-C

Title of Course: Visual Merchandising _____
Course Code: FM 336

Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of visual merchandising.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of making window display and creating floor layouts for in-store retail merchandising and window displays.

Course Content:

UNIT I

- History of Visual Merchandising, Basics of VM, and role of Visual Merchandiser-activities, visual merchandising of department store, multiple chain store, small retail outlets.

UNIT II

- Methods and techniques for creating successful displays-Store design and study of various retail stores and Windows display-themes, schemes, budgeting, props, signage, graphics, window calendar, mannequins

UNIT III

- Visual Merchandising and planning –set up display shop, store planning and design

UNIT IV

- Areas of Visual Merchandising and display –Point of purchase display, Trade show design-industrial display, Fashion Shows, Trade org and sources

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in visual merchandising
- To learn the techniques and art of creating attractive visual displays.
- To learn from various case studies about the best window displays and in-store interiors
- Interiors

- To develop commercial and service aspects in field of retail.

Reference Books:

- Visual Merchandising Second Edition, Tony Morgan
- Visual Merchandising And Display ,Sixth Edition, Martin Pegler
- The Why of Buy

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Creation of portfolio of techniques and methods of window display
- End Term Examination: 50% weightage (Power Point Presentation, photoshoot and virtual tour of created VM displays).

Other Study Material:

Case studies:

- http://www.smartmerchandiser.com/visual-merchandising-case-studies/
- http://onedoor.com/customer-stories/
- www.whiteghyll.co.uk/case-studies/
- https://www.tutor2u.net/_legacy/assets/retailcafe/unit3/Unit%203%20Resources.pdf
- www.franklinretail.com/ng7la2fahdrxj4q/

Videos

- Visual Merchandising Secrets: How to Design Stores That Delight ...
- Video for visual merchandising▸ 25:58
- https://www.youtube.com/watch?v=RbtekNjTpaM
- What Is Visual Merchandising? - YouTube
- Video for visual merchandising▸ 3:24
- https://www.youtube.com/watch?v=hugOxXQ9dfc
- Visual Merchandising: How To Attract Customers' Attention - YouTube
- Video for visual merchandising▸ 1:35
- https://www.youtube.com/watch?v=my7ECNL_c14
- Silent selling: the art and science of visual merchandising - YouTube
- Video for visual merchandising▸ 49:51
- https://www.youtube.com/watch?v=ICViBwGb--4

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Third Year

Spring Semester

L-T- P-C

Title of Course: Digital Media Marketing _____
Course Code: FM 346
Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of digital media.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of marketing, story board development, layouts for various fast fashion and luxury fashion brands.

Course Content:

UNIT- I
- Evolution of Digital Media Marketing and website creation.

UNIT II
- Blogging and Content Marketing and Search Engine Optimization

UNIT III
- Social Media Marketing and Online Advertising

UNIT IV
- Influencer and Affiliate Marketing

UNIT V
- Create and Manage YouTube Channel

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in digital media marketing.
- To learn the techniques and art of creating attractive digital media.
- To learn from various websites about the best website development interfaces and their designs.
- To develop commercial and service aspects in field of digital media marketing.

Reference Books:

- Digital Marketing for Dummies by Ryan Deiss and Russ Hennesberry, 2017
- Don't Make Me Think Revisited: A Common Sense Approach to Web Usability by Steve Krug
- Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising by Cory Rabazinsky, 2015
- Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog by Jo and Dale Reardon, 2015
- Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017

Evaluation Process:

- Course Work: 50% weightage. It includes Digital media portfolio development.
- End Term Examination: 50% weightage (YouTube development, photoshoot and virtual tour of digital portfolio).

Other Study Material:

Case studies:

- https://www.6smarketing.com/casestudies/
- https://blog.thesocialms.com/9-digital-marketing-case-studies/
- https://www.digitalvidya.com/blog/case-study-on-how-burberry-became-a-digital-luxury-brand/
- https://www.beebyclarkmeyler.com/digital-marketing-case-studies/

Videos

- 19 Digital & Social Media Marketing Trends for 2018
  https://youtu.be/EETCzJdw1Xg
- What is Digital Marketing? Step By Step Digital Marketing Tutorial
  https://youtu.be/WoGgA2ahvoM
- Build A Digital Strategy in 5 Steps
  https://youtu.be/KgwrnjVRHRw

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Third Year

Spring Semester

L-T- P-C

Title of Course: Textile Internship **Total Contact H: 45**

Course code: FM 356

Pre-requisite(s): Completed Two Year studies of BFM, Textile Study

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 45 hours per week during the two weeks (15 days) in semester of January to May, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the textile processing, finishing, sourcing, marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the students will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of textile processing and finishing along marketing/fashion concepts and terms.

2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

16. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
17. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
18. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
19. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
20. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
21. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship and guidelines by project mentor.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

Websites:

https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ

Handouts: As Indicated by course instructor.

- Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London

Case Studies:

- https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

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Third Year

Spring Semester

L-T- P-C

Title of Course: Fashion Product Management _____

Course Code: FM 366

Pre-requisite(s): Product development Process

Course Objectives:

- Acquiring global knowledge about the complex world of fashion and how its market works.
- Knowing about the life process of the fashion product, from its design, to production and sale
- Understanding the important part played by marketing and brand management in fashion.
- Acquiring the necessary tools to be able to apply profitability and efficiency criteria.
- Acquiring the industry's key negotiation and management skills.
- Understanding the role of the commercial department and the different distribution and sales channels.

Course Content:

UNIT- I

- Life cycle of the product, Purchasing plan and Collection structure.

UNIT- II

- Production and suppliers and Demand planning

UNIT- III

- Logistics and distribution channels- Production and management of suppliers in Asia and India.

UNIT- IV

- Behaviour of consumers and trends, Competition and Commercial analysis and price setting, Product categories management.

UNIT- V

• Communication and PR, Sales point and visual merchandising (Personal shopper, buying experience, etc.).

Learning Outcomes:

- To relate easily to the need and importance of fashion product management
- To explain the process of public relations in product management.
- To carry out negotiation and understand the building competition.
- To plan preproduction activities for given situation
- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary product categories related challenges.

Reference Books:

- Media of Idea Searching for Design IDEA SEARCHING FOR DESIGN HOW TO RESEARCH AND DEVELOP DESIGN CONCEPTS By : David Bramston, YeLi David J. Tyler
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000)*,*
- *Modern Production / Operations Management, John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition*,(2005)Apparel Manufacturing: Sewn Product Analysis book*
- *Media of Going Global, GOING GLOBAL THE TEXTILE AND APPAREL INDUSTRY, Grace I. Kunz, Elena Karpova, Myrna B. Garner*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 25 marks
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf

- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf
- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf

Videos

- James · Product Manager Zara.com https://youtu.be/cFvueK-XwmA
- What Is Product Life Cycle in Fashion? https://youtu.be/ON8kozB5yhI
- Fashion Product and Promotion - University of Sunderland video
  https://youtu.be/g6m9QAw4wko
  https://youtu.be/9Rn8bDLVfks
- The Future of Product Management — Janice Fraser https://youtu.be/f116MblyZbQ
- Amazon University Recruiting: Product Management https://youtu.be/68Gh9TzemM4

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Fourth Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	FM 407	Internship # June- July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva (With Report & Power-Point Presentation)	50	-	50
	FM 417	Major Project	-	-	-	40	**10**	Viva (With Report & Power-Point Presentation)	50	-	50
		Sub Total	**-**	**-**	**-**	**88**	**25**				

 # Internship: Students will join internship immediately after closing of Spring Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Fourth Year).

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Fourth Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 402	Dissertation	-	6	14	20 Contact hrs and 35 Independent hrs.	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	FM 404	Portfolio Development	1	2	6	9	**5**	Viva (With Report & Power-Point Presentation)	25	-	75
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

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Fourth Year
Autumn Semester

Title of Course: Internship **Total Contact H: 48**

Course code: FM 407 (Internship)

Online feedback ()

Pre-requisite(s): Completed Three Years studies of BFM **Jury:**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

6. To ensure that students understand a broad range of marketing/fashion concepts and terms.
7. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
8. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
9. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
10. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

22. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
23. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
24. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
25. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
26. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
27. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the DigitalPresentation of Internship and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year

Title of Course: Major Project **Total**
Contact H: 40
Course code: FM 417

Pre-requisite(s): Completed Three Years studies of BFM

Course Objectives:

- *Students have to carry out literature survey, compile text material and pursue project on any specific topic of interest to them. It is expected from the students that they will utilize the allotted hours/ week in library, laboratory or industry as per the requirement of the project. In case of industrial project, student may spend required time in industry in consultation with faculty/ supervisor. Students have to give their presentation in front of board of panel.*

Course Description:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor.

In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.

3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the continuous monitoring and assessment by the mentor.
- 50% weightage is based on the Digital Presentation of Project and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year

Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: FM 402
Pre-requisite(s): BFM Year 1, 2 & 3

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis
  - Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: FM 404
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing aholistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.

- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:

- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/

Academic Curriculum

(2015-16 Onwards)

BACHELORS OF INTERIOR DESIGN

SCHOOL OF DESIGN (SOD)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

B. Interior Design

Foundation Programme								Autumn Semester			
	Course Code	Course Title	Contact Hours Per Week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact hours			CW	MTE	ETE
AUTUMN SEMESTER	FD20.101	Design Concepts-I	1	-	4	5	5	3	50	-	50
	FD20.111	Drawing & Color	1	-	4	5	5	3	50	-	50
	FD20.121	Material and Process	1	-	2	3	4	3	50	-	50
	FD20.131	Communication Design- I	1	-	4	5	3	3	30	20	50
	FD20.141	History of Art & Culture-I	2	-	2	4	3	3	30	20	50
	UC19.101	Social and Professional Ethics	3	-	-	3	2	3	10	40	50
	CBCS						3				
	Sub Total		12	-	16	28	25				

Foundation Programme								Spring Semester			
	Course Code	Course Title	Contact Hours Per Week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact hours			CW	MTE	ETE
SPRING SEMESTER	FD20.102	Design Concepts-II	2	-	6	8	5	3	50	-	50
	FD20.112	Visualization and Representation	2	-	6	8	5	3	50	-	50
	FD20.122	Material-Exploration and Prototyping	2	-	4	6	4	3	50	-	50
	FD20.132	Communication Design - II	1	-	4	5	3	3	30	20	50
	FD20.142	History of Art & Culture-II	2	-	2	4	4	3	30	20	50
	UC19.102	Communication Skill	2	-	-	2	2				
	Sub Total		9		22	31	23				

Second Year **B. Interior Design**

Second Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	BI 211	Design Studio – III, ,Computer Application I, Principles & Elements of Design, & Communication skills	15 (9 +6)	15	0 1500 900 + 600 (450 + 450) (300+300)	50% 50%	0	6
	BI 221	Building Materials & Applications - I	4	4	100 300 150 + 150	50% 50%	3	0
	BI 241	Interior Environmental Analysis	3	3	50 250 125 + 125	50% 50%	2	3
	BI 251	Building Services - I	3	3	100 200 100 + 100	50% 50%	3	0
	BI 281	Space & Furniture Design-I	2	2	0 200 100 + 100	50% 50%	0	3
		Value Added Courses (Foreign Language)	3	6	0 300 150 + 150	50% 50%	0	0
	TOTAL		30	33				12

BI 271 Related Study Programme 2 Credit

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	BI 212	Design Studio – IV, Computer Application II, & Theory of Design	16 (12+4)	16	0 1600 1200 + 400 (600 + 600) (200+200)	50% 50%	0	6
	BI 222	Building Materials & Applications - II	4	4	100 300 150 + 150	50% 50%	3	0
	BI 242	Landscape for Interiors - I	2	2	50 150 75 + 75	50% 50%	2	3
	BI 252	Building Services -II	3	3	100 200 100 + 100	50% 50%	0	3
	BI 272	Space & Furniture Design-II	3	3	100 200 100 + 100	50% 50%	3	0
		Value Added Courses	2	4	0 200 100 + 100	50% 50%	0	0
	TOTAL		30	32				12

Third Year B. Interior Design

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	BI 311	Design Studio – V	16	16	0 1600 800 + 800	50% 50%	0	6
	BI 321	Revitalization of Arts & Crafts	2	2	100 300 150 + 150	50% 50%	3	0
	BI 331	Specification, Quantity & Estimation	3	3	50 250 125 + 125	50% 50%	2	0
	BI 341	Landscape for Interiors - II	3	3	0 300 150 + 150	50% 50%	0	0
	BI 351	Working Drawing and Computer Application	4	4	50 350 175 + 175	50% 50%	2	0
	BI 361	Elective/Workshop	2	4	0 200 100 + 100	50% 50%	0	6
	TOTAL		30	32				12

Third Year B. Interior Design Stage - 2

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External Viva	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	BI 312	Practical Training	28	0	0 2800 1400 + 700+700	50% 50%	0	0

Fourth Year **B. Interior Design**

Fourth Year **Subject to Approval**

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Internal	Sessional External	Weightage Internal	ETE	Exam Duration	Field Trips / Semester
Autumn Semester	BI 411	Design Studio – VII	16	16	0	1600 800 + 800	50%	50%	0	6
	BI 431	Retail Design & Visual Merchandising	3	3	50	250 125 + 125	50%	50%	2	0
	BI 461	Elective/Workshop	2	4	0	200 100 + 100	50%	50%	0	3
	BI 471	Interior Imaging & Branding	3	3	100 50 + 50	200 100 + 100	50%	50%	3	0
	BI 481	Professional practice	3	3	100	200 100 + 100	50%	50%	3	0
	BI 491	Conservation, Restoration & Readaptation	3	3	10 0	200 100 + 100	50%	50%	3	3
	TOTAL		30	32						12

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Internal	Sessional External Viva	Weightage Internal	ETE	Exam Duration	Field Trips / Semester
Spring Semester	BI 412	Dissertation/Thesis	24	24	0	2400 1200+600+600	50%	50%	0	12
	BI 422	Advance Elective -I	3	3	0	300 150 + 150	50%	50%	0	0
	BI 432	Advance Elective -II	3	3	0	300 150 + 150	50%	50%	0	0
	TOTAL		30	30						12

SCHOOL OF DESIGN (SOD)

BACHELORS OF INTERIOR DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts-I **L-T-P-C**
Course Code: FD20.101 **1-0-4-3**

Course Objectives:

- To develop an understanding and appreciate the basic Elements & Principles of Design, Design concepts & Composition as well as introduce the students to the basic concept of design.

Course Description:

UNIT-I

- Study of elements of designs; line, color, shape, texture, patterns and forms.
- Types of line, line art work and application based design development. Psychological implication of lines shapes and forms.
- Study and development of textures of marble, blow, smoke, embossed, salt, sand, collage, fabric, surface enhancement texturing, thread puling etc.
- Study of Negative and positive space and its application in design concepts
- Color theories and schemes. Tint and shades, tones, complimentary, triad, contrast, pastels, dusty pastels and study of color psychology and combinations.
- Understanding of Elements, Principles of Design and their articulation.
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop sense of composition.
- To develop understanding of tangible and non-tangible aspects of elements of design.
- Development of prints, line illusion, impact of prints through lines, shapes and forms on various surfaces.

UNIT-II

- Study of Principle of Design, Concepts and its application in given themes.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, emphasis, proportion scale in 2, 3 & 4.
- Understanding & Articulation of Aesthetic Principles (Visual Order, Movement, Placement, Size, Alignment and Orientation).
- Study of application of Design concepts by National and International Designers, artists and craftmen.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises
- Exhibit, adapt, utilize & investigate the process of design thinking.
- Demonstrate the ability to project their approach to their respective fields.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style,UK October 2014/US December 2014, Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion, UK March 2013/US January 2013, Fairchild Books (also 4th edition January/November 2008)

Reference Books:

- Bloomsbury Academic, Fashion Theory Volume 18 issue 4- The Journal of Dress Body & Culture, UK September 2014. Bloomsbury Academic.
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design,UK September 2012/US November 2012,Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2000, Tuschen publishers.
- G.J Sumathi,Elements of Fashion and Apparel Design, New India 2007, New Age International publisher
- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, .UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF INTERIOR DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Drawing & Color
Course Code: FD20.121 **L-T- P-C**
1-0-4-3

Course Objectives:

- To develop skills of freehand drawing and sketching to cultivate an ability to visualize, analyze, observe and communicate ideas/concepts.
- To understand and communicate through drawing & color studies, the principles governing the visual phenomenon as perceived by the human eye.
- To explore and enhance construction and analytical methods of drawing, sketching and coloring, through diverse methods and techniques.

Course Description:

UNIT-I

- Freehand Sketching and its importance.
- Sketching with various medium like Pencil, Pen, ink, water color, Poster color, Oil Pastel color, Dry Pastel, Charcoal Pencil, Color Pencils etc.
- Perspective drawing.
- Line Contour
- Study of 2 dimensional and 3 dimensional sketching/drawing.
- Study of Color and its application (Primary, Secondary, Tertiary, Intensity, Value, Hue, Tints, Shades, Tones and Color Wheel)

UNIT-II

- Study method and process of shading techniques through scribbling, doodling, stippling and hatching.
- Nature Study and its application in design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of freehand sketching/drawing, its application & color study.
- Apply learning through a development of 2D sketches and drawing
- Exhibit, adapt & utilize the role of drawing& color in design.
- Demonstrate the ability to handle drawing & color application.

Text Books

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing
- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing. Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration- How to develop your own style, UK October 2014/US December 2014, Bloomsbury Academic

Reference Books:

- Jeanne Allen. 1986 Designer's Guide to Color 3. Chronicle Book
- Elisabetta Drudi, Tiziana Paci , Figure drawing for Fashion, 2001,The Pepin Press
- Bina Abling, Fashion Sketchbook, UK June 2012/US April 2012, Fairchild Books.
- Bina Abling, Marker, Rendering for Fashion, Accessories & Home Fashions, UK November 2005/US September 2005. Fairchild Books
- Naoki watanabe, Contemporary fashion illustration techniques, June2009, Rockport publications.
- Danielle Meder, Draw fashion now, 2006, Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015, Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF INTERIOR DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material and Process
Course Code: FD20.131 **L-T- P-C**
1-0-2-2

Course Objectives:

- To develop understanding of behavior, characteristic, properties, dimensionality, physical and visual potential of basic material (solid, sheet, linear and granular).
- To develop an instinct for material and their potential through manipulation.
- Orientation of basic hand tools, precision tools and techniques to manipulate materials.

Course Description:

UNIT-I

- Understanding of material, its behavior, characteristic and properties.
- Material manipulation & exploration (Paper, POP, GI Wire, Clay, Plastic, Metal Sheet etc.).
- Handling of tools & equipment.
- Precision and accuracy, precautions and care.

UNIT-II

- To explore product's construction, finishing and application of basic elements and principals of design on it.
- Introduction to visual elements in the three dimensions with a basic understanding and application of elements and principles of design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Material manipulation &exploration and finishes.
- Apply their learning through hands on approach to skills, mediums and tools. .
- Exhibit, adapt, utilize & investigate the role of material for appropriate application& co relation & precision in design.

Text Books:

- Usha Srikant, Ethnic Embroidery of India, 2000 ,Honesty Publishers & Distributors
- Beverly Lemire, Cotton, March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.
- JJ Pizzuto, Fabric Science, 11th Edition, 2012, Bloomsbury Publication

Reference Books:

- Kimberly Irwin, Surface Design for Fabric-Bundle Book+ studio access card, March 2014, Fairchild Books Holly Harrison (2007) Mixed media collage- An Exploration of contemporary Artists, methods & materials, UK, Quarry Books.
- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, The Country Diary Book of Crafts, 1985, Bloomsburg Books London
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide, ,Feb 2014., Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan, Sourcing and selecting Textiles for Fashion: sourcing and selection, 2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)
BACHELORS OF INTERIOR DESIGN
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-I
Course Code: FD20.141 **L-T-P-C**
1-0- 4- 3

Course Objectives:
The course has an emphasis on how meaning is constructed and communicated through digital media. Students use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic photography, digital image creation and the integration of a variety of media. Digital imaging tools include raster software applications such as Photoshop to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Basic understanding of communication, Significance, effectiveness and importance of different sensory organs.
- Evolution of communication, basic elements of communication, different types of communication, travel of communication and their barriers, important C's of communication.
- Difference between communication & mass communication.
- Comparison and significance of different medium of communication (Newspaper, TV, Cinema).
- Role of communication in society.
- Process from idea to formulation of opinion. Future and trends of communication.

UNIT-II

- Creative Writing – principles and methods of effective writing.
- Exception in mass media writing, use of words, sentences, types of words and construction of sentences.
- Use of tenses in different media writing.
- Photography - Interaction of words and images-explore and examine how words and images interact to create emergent meaning.
- Basics of photography, composition and different aspects of photography.

- Basics of Adobe Photoshop.

Learning Outcomes:

On the fundamental level, by the end of this course student should walk away with:

- A basic understanding of communication.
- An ability to understand your masses.
- Express your utmost creativity through writing.
- Ready to see the world with different perspective through lenses.

Text Book:

- Kumar, Kewal J, Mass Communication in India, Jaico Books, New Delhi.
- George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication,2007.
- Langford, M. (2000). Basic Photography. New Delhi: Focal Press.

Reference Books:

- J.S. Yadava & Pradeep Mathur, Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi
- Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi
- Folts, J. A. and Lovell, R. P. Handbook of Photography.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)
BACHELORS OF INTERIOR DESIGN
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -I
Course Code: FD20.151 **L-T-P-C**
2**-0-2-3**

Course Objectives:

- To introduce students to Oriental/Eastern history of art and culture and interpret the symbols for contextual application.
- Basic knowledge and grasp of the overall context (cultural, socio-economic, political, religious etc.) of important works of Indian/Eastern art, in relation to contemporary practices
- Interpretive response to creative application of materials, techniques, elements and principles of eastern art.

Course Description:
UNIT-I

- History of Oriental Art and costumes forms Prehistoric times till date. Impact of cultures influences on fashion movement.
- Study of Mongolian art and clothing movement and its impact on other cultures.
- Ancient Indian costume study and development of samples. Study of development of accessory line from B.C to A.D to digital age. Study of art movement from Stone, Bronze Age to vedic, Maurya, Gupta, Magdha, Indo Scythians, and rise of Hinduism, Jainism, and Buddhism.

UNIT-II

- Indian Traditional Painting/Artists. Concepts and evolution.
- Buddhist Art, Islamic Art, Hindu Art & Theory of Rasa Shastra.
- Eastern Art, Social & Cultural Revolution in the Indian Context**.**
- Study of Cultural influences.
- Study of color coding for class and society in different dynasties.
- Study of post-colonial and impact of British colonies on Indian culture development.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Eastern/Oriental art & culture
- Apply learning through effective presentations & documentation of Crafts of India.
- Exhibit, adapt, apply, utilize & investigate the role of Oriental art& culture.

Text Books:

- Helen Warner, Fashion on Television- Identity & Celebrity Culture, UK April 2014/US June 2014, Bloomsbury Academic
- Jessica Hemmings, Cultural Threads- Transnational Textiles Today, November 2014, Fairchild Books.
- Susan. B. Kaiser, Fashion & Cultural Studies, , UK November 2012/US January 2013, Berg Publishers

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress- Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)
BACHELORS OF INTERIOR DESIGN
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
First Year - FOUNDATION PROGRAMME

Title of Course: Social and Professional Ethics
Course Code:UC19.101 **L-T-P-C**
3-0-0-3

Course Objectives:

This course input is intended

- To help the students appreciate the essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings
- To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence.
- To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in value education to the young enquiring minds.

Course Description:

UNIT-I

- Understanding the need, basic guidelines, content and process for Value Education.
- Self-Exploration–what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self-exploration
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in harmony at various levels.
- Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
- Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of 'I' and harmony in 'I'
- Appraisal of Physical needs, meaning of Prosperity in detail

- Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship
- Understanding the meaning of Vishwas; Difference between intention and competence
- Understanding the meaning of Samman, Difference between respect and
- differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family!

UNIT-II

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfillment among the four orders of naturerecyclability and self-regulation in nature
- Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence.
- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
    a) Ability to utilize the professional competence for augmenting universal human order
    b) Ability to identify the scope and characteristics of people-friendly and ecofriendly production systems,
    c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
    a) At the level of individual: as socially and ecologically responsible engineers, echnologists and managers
    b) At the level of society: as mutually enriching institutions and organizations

Learning Outcomes:

- The students start exploring themselves; get comfortable to each other and start finding the need and relevance for the course.
- The students start finding that technical education without study of human values can generate more problems than solutions.
- The students become aware of their activities of ‘I’ and start finding their focus of attention at different moments.

Text Books:

- R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2

Reference Books:

- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.
- PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Purblishers.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)
BACHELORS OF INTERIOR DESIGN
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts –II **L-T-P-C**
Course Code: FD20.102 **1-0-4-4**
Pre-requisite(s): Design Concepts-I

Course Objectives:

- To develop skills of visualization, communication and over all understanding of attributes of 3d forms.
- Depicting various qualities and characteristics of materials through rendering such as transparency, high gloss and matt.

Course Description:

UNIT-I

- To study the processes of different mediums while applying elements and principles of design.
- Visualization of Tangible and Non Tangible aspects of 2D & 3D Design (Physical Characteristic, Emotive Quality, Symbolism and Visual Hierarchy, Contextual form, Abstract form, Pictorial and Typographical Elements).
- Understanding of Scaling and enlargement of design.

UNIT -II

- Development of motifs or pattern to apply on various surfaces. Focusing on surface ornamentation.
- Study of color selection implied for different themes.
- Inspiration capturing, collection of inspiration and study of design extractions out of each inspiration.
- Product development process: inspiration, ideation, exploration and Prototyping.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of developing representation skill to aid design ideation & visualization.
- Ability of the student to represent 3D objects along with surface material specification.
- Exhibit, adapt, apply, utilize & investigate the role of design ideation and visualization.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books

- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style, UK October 2014/US December 2014,. Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion. Fairchild Books (also 4th edition January/November 2008), UK March 2013/US January 2013.

Reference Books:

- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design, UK September 2012/US November 2012, Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)
BACHELORS OF INTERIOR DESIGN
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
First Year - FOUNDATION PROGRAMME

Title of Course: Visualization and Representation **L-T-P-C**
Course Code: FD20.112 **1-0-4-4**
Pre-requisite(s): Drawing and Color

Course Objectives:

- To observe, analyze, visualize, understand, communicate and interact with the environment through advanced level of drawings and color study.
- To enhance 3-D quality of an object, space or form through color renderings.

Course Description:

UNIT-I

- Study of various lifestyle products.
- Dissection and cross section of fruits/vegetables.
- Study of basic Geometry and Tessellation.

UNIT-II

- Study of various material rendering (fabric, wood, ceramic, paper, plastics, leather, rag zine, various types of fabrics.)
- Study of Still life from light, composition, space, shade, scale and proportion etc. Representation of 3D through rendered surfaces.
- Study of Human Anatomy and proportions.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of surface rendering techniques.
- Apply learning through a development of all material rendering.
- Exhibit, adapt, apply & utilize the study of light and shade in design.
- Ability of the student to represent 3D objects along with surface and material specification.

Text Books:

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing

- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing,UK October 2008/US August 2008,Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, . UK January 2014/US November 2014, Fairchild Books

Reference Books:

- Jeanne Allen, Designer's Guide to Color ,1986, Chronicle Books
- Elisabetta Drudi, Tiziana Paci, Figure drawing for Fashion,2001, The Pepin Press
- Danielle Meder, Draw fashion now,2006,Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015,Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF INTERIOR DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material-Exploration and Prototyping **L-T-P-C**
Course Code: FD20.122 **1-0-2-4**
Pre-requisite(s): Materials & Process

Course Objectives:
Develop understanding of:

- Variety of materials in raw, process and finished forms and uses (wood, metal, plastics, glass, ceramic, leather & textiles etc.),
- of basic processes to enhance physical characteristic of materials through surface treatment.
- of tools, equipment, machinery, manufacturing process and their limitations as well as applications

Course Description:
UNIT-I

- To develop understanding of basic principles of manufacturing processes, and insight into technology and innovation.
- Familiarization & orientation to raw processes and finished forms of materials (wood, metal, plastic, glass, ceramic, leather, textiles etc) of subtractive (machining) & additive (fabrication, form) process of materials
- Historical study of technology & innovation in context of prototyping.
- To explore materials like Boxboard, Wire, Mount board, Copper, Aluminum etc.

UNIT -II

- To study and explore materials in 3 dimension (Volume, proportions, surface, quality, Characteristic of curve, plane, forms and space).
- Judgment of application, limitation and use of materials & processes.
- Study of development of commercially viable products in respect to different themes provided.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of pre and post production aspects of material.
- Apply learning through hands on experience of exploring tools, equipment & machinery for undertaking the process of design.
- Exhibit, adapt, utilize, and investigate the role of material exploration for design translation through an assimilation of diverse inputs.

Text Books:

- Usha Srikant,Ethnic Embroidery of India,2000,Honesty Publishers & Distributors
- Beverly Lemire, Cotton ,March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.

Reference Books:

- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, the Country Diary Book of Crafts, 1985, Bloomsburg Books London.
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide,Feb 2014, Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan,Sourcing and selecting Textiles for Fashion: sourcing and selection,2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Power Point Presentation.

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SCHOOL OF DESIGN (SOD)
BACHELORS OF INTERIOR DESIGN
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-II **L-T-P-C**
Course Code: FD20.132 **1-0-4-4**
Pre-requisite(s): Communication Design-I

Course Objectives:
The course has an emphasis on how meaning is constructed and communicated through digital media. Students conti to use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic videography, digital image creation and integration of a variety of media. Digital imaging tools include vector software applications such as Adobe Illustrato Corel Draw to explore 2D and time-based presentations.

Course Description:

UNIT-I
- Communication Theory – Introduction of Different communication theory and Models.
- Significance of different theory and models in present scenario.
- Origin and development of Print, electronic & Web Media.
- Basics of Video – Elements of videography. Production process.
- Script writing, story board, log sheet.
- Introduction to editing software.
- Timeline, shot division, effects and transition.

UNIT-II
- Creative Writing II – Translation – meaning, types and principles of translation.
- Rewriting. Types of writing for mass media.
- Difference between web writing, news writing and magazine writing.
- Ingredients of writing for new media. Review – Book, Film & TV programmes.
- Story writing.
- Basic Photography (Practical) – Camera Parts and functions, Lighting, Exposure, Composition, Depth of fiel Rule of third etc.

Learning Outcomes:
- An understanding of how communication works.
- Origin of different mode of communication and human needs.
- Understand the new media and how media change the scenario of communication
- Explore the world of new media along with visuals and photographs.

Recommended Text book:

- Sharma, O.P. Practical Photography. (2003). New Delhi: Hind Pocket Books.
- Thomas S. Kane, Oxford Essentials Guide To Writing.

References:

- Folts, J. A. and Lovell, R. P. Handbook of Photography.
- Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF INTERIOR DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -II **L-T-P-C**
Course Code: FD20.142 **2-0-2-4**
Pre-requisite(s): History of Art & Culture - I

Course Objectives:

- To introduce the students to ancient history with reference to western art & culture. To develop an understanding of the social & cultural revolution that brought significant change in the overall perception of people across the world.
- To point out the various functions western art has served through the ages in different geographical, cultural& socio-economical context.

Course Description:

UNIT-I

- To engage with and explore the concept of cultural studies in the context of western art from prehistory to modern.
- Study of Art movement from Ancient world Greek, Egypt, Roman, to Study of Art and object development during Byzantine, Romanesque, and Gothic.
- Study of Art movement from Renaissance, Baroque, Rococo, Neo Classicism, Romanticism, Art Nouvae.
- Study of object development during 1910 to 2010.

UNIT-II

- To study the impact of development in object's (textures, colors and its reflection in society).
- To explore the relationships between Western culture and the social and political developments of the region (World War I & II, Industrial revolution etc.)
- The study of Western Art, Social & Cultural Revolution in the Indian Context.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of western art & culture
- Apply learning through effective presentations & documentation of the overall research in relation to contemporary art & cultural practices.
- Exhibit, adapt, utilize & investigate the role of Western art & Culture in the Indian context.

Text Books:

- Al Ries, Laura Ries March, 2009. The Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands, HarperCollins e-books

Reference Books:

- Werness Hope D, The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, . January 2000, Oceania & North America, Continuum Publication
- Geczy Adam, Art: Histories, Theories & Exceptions: ,January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg. Dress & Society. UK December 2008/US October 2008. Fairchild Book.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

Second Year B. Interior Design
Academic Curriculum (2016-2017)

Second Year

BI 211	**Design Studio – III**	**16 - 16**

Focus: **A.** Understanding of context and implementation of principles in design
B. Basic of AutoCAD software
C. Basic vocabulary of design.
D. Understanding importance of spoken, written and visual communication.

Objectives

- Understanding the resBIential complexes and apartments.
- Understanding fundamentals of theory of architecture
- Understanding importance of spoken, written and visual communication. basic vocabulary of design
- Studio design project
- Introduction, various terms used
- Interior Designing for ResBIences depending on different concepts
- Need and Importance of interiors in ResBIential buildings
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.
- Reinforcing spoken, written and presentation skills in English.

Content

- Studio projects shall be structured to deal with two (or more) distinctly different contexts with program being BIentical.
- ResBIential project will be introduced.
- Project may emphasis largely on Kitchen and Toilet of the resBIential unit for designing and detailing.
- Advanced English reading and writing exercises through book reviews, business letter writing, and presentation of design projects, group discussions and project reports.

Outcome

- Enable students to learn and understand theory of architecture in depth with practical approach in design.
- Enable students to gain confBIence in spoken and written English language
- Understanding of context and relationship of functions

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) +
  (40 %: 20% Internal continuous assessment + 20% External)}

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.

- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.

- Gary Gordon & Jamco L. Nuckolls - **Interior lighting for Designers**, Third edition - John Wiley & Sons, New York, 1995.

- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.

BI 221	Building Materials & Applications - I	4 - 4

Focus: The course provBles information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective: To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content:

Materials to be studied based on –

Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components. Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.

Masonry – mud, bricks, building tiles i.e roof, floor and wall tiles, stones, clay, lime, sand, mortars, cement and aggregates, concrete, gypsum based plaster etc.

Timber, cane, bamboo – characteristics of good timber, defects, applications of timber like joints, floors, openings, staircases, roof forms etc. Finishes in timber like flooring, paneling etc. Finishes to timber.

Wood – Plywood, block boards, particle board, medium density fibre etc. – their properties, process of manufacture, tools and technology of its application and quality assessment, finishes to reconstituted wood, - lamination, polishing etc. Insulation materials – various insulating materials, their properties and applications. Surface finishes for wood products and derivatives etc., Coatings – clear and pigmented finishes technical or protective coatings etc.

Paints– Protective coating paints, types of paints – water paints, distempers, cement based paints, emulsion paints, anti-corrosive paints etc. – composition, functions, preparation and application method, painting on different surfaces, defects in painting etc.

Varnishes (oil and spirit) – various types – French polish, damp proofing finishes etc. and methods of application

Outcome: Students should do case studies, market surveys, visual presentations, site visits and drawings.
An Understanding of advanced materials, products and methods of construction and in detailing.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and$_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.

- Moxley, R. Mitchell‟s **Elementary Building Construction**, Technical Press Ltd.

- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.

- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.

- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.

- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.

- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

BI 241	Interior Environmental Analysis	2 - 2

Focus: Developing the Analytical skills and understanding of climatology. The focus of the course is to impart scientific building design and site planning as related to climate, particularly to tropical climates as found in India by giving importance for human comfort in interior spaces through natural elements.

Objective:

- Understanding of Climate and its impact on design, fundamentals of climatology and environmental studies, Passive climatic control.
- To apply the principles of Solar Passive Architecture to design of buildings and Interiors.
- Introduction – Climate and built form interaction. Global climatic factors, elements of climate, impact and issues of climatic balance in traditional and contemporary built environments, issues of ecological balance, implications of climatic forces in nature of spaces and forms. Patterns of organization and elements of built form at indivBIual building.
- Thermal comfort and heat flow: Thermal comfort factors, physiological aspects. Body heat balance. Building climatological site analysis, application of comfort diagrams, introduction to basic thermal units, theory of heat flow, heat transmission, thermal properties of materials, human heat balance. Physiological comfort, outdoors and indoors, heat flow within buildings, steady state conditions and periodic flow, thermal performance of building elements.
- Sun and Design process – Solar charts, sun angles and shadow angles, orientation for sun, sun control, design of shading devices, radiation, glare, solar energy and its technical applications. Climate and material choices, color and texture choices for interior spaces.
- To equip the students with the basic understanding of climatic types in India and the impact on requirements of building design and site planning. To introduce them for planning for thermal comfort, day lighting and natural ventilation, familiarize them with the data, methods, principles, standards and tools for planning and designing for climatic comfort.

Content:

- Introduction to passive techniques of cooling such as evaporative cooling, earth tubing, wind scoops, roof ponds, shaded courtyards etc.,
- Two design exercises (in hot dry and warm humBI climate) with an objective to integrate passive cooling systems in the design.

Outcome:

Students will learn to analyze as well as the impacts of climate on design and dealing with them.

The student should be able to predict climatic conditions in a given building and redesign for given parameters.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Koeinsberger, O.H. and others, **Manual of Tropical Housing and Building**. Orient Longman, Chennai, 2003.
- Konya Allan**, Design for Hot Climates**
- Kukreja. C.P. **Tropical Architecture**. Tata McGraw Hill Pub. Co. Ltd. New Delhi, 1978.
- Markus, T.A and Morris. E.N. **Buildings. Climate and Energy**, Pitman Pub Ltd., London, 1980.
- Olgay and Olgay, **Solar Control and Shading Devices**.

BI 251	Building Services I	3 - 3

Focus: Understand building services as essential part of design

Objective

- To impart the knowledge and skills required for understanding the building services of water supply and sanitation and their integration with architectural design.
- Understanding rain water harvesting.

Content

Unit-1: Water supply introduction, sources of water supply, qualitative and quantitative aspects, impurities, purification sedimentation, coagulants, filtration, disinfection, water softening and miscellaneous treatment of water. Sources of water pollution and preventive measures. Public water distribution system, methods of layout of distribution pipes.

- Pipe sizes, fittings, valves, types of taps, wash basins, sink, bath tubs, flushing cistern. Domestic water supply systems mains, ferrules, service pipe, water meter, sump, pumps, overhead tank, distribution pipes, cold water and hot water supply for single and multistoried buildings.
- Provision for fire fighting fire hydrants. Study of solar heating systems, gas and electric geysers.

Unit-2: Sanitation: Introduction, importance and purpose of sanitation, definitions bacteria, invert, sewer, sewerage, types of refuse, collection and disposal of refuse, systems of drainage separate, combined and partially separate system, advantages and disadvantages of each system.

- Sanitary requirements for various types of buildings, types of pipes.
- Man holes drop manholes, manhole with intercepting trap, inspection chambers, self cleansing velocity, drains on sloping sites, sub soil drainage, storm water disposal catch basins, inlets, storm water regulators.
- Importance of pumps and sewage pumping stations, septic tanks soak pit, soak well, design aspects, disposal of effluent.
- House drainage principles, traps-floor trap, multi-trap, gully trap, grease and oil trap, urinals, Indian, European, Anglo Indian type of water closet, squatting urinal, bBIet
- Definitions Siphonage, anti-siphonage pipe, cowl, fresh air inlet, soil and waste pipes, vent pipe
- Systems of plumbing single stack, one pipe, one pipe partially ventilated, two pipe disposal of waste water from buildings typical plan of resBIence with garage showing all the traps, inspection chambers, pipes connected to public sewer line alternatively

connecting the same layout of pipes to septic tank. Testing of drains and drain pipes.

- Brief study - natural methods of sewage disposal by dilution and land treatment, self purification of natural waters, oxBIation, sewage treatment, oxBIation ponds, aqua privy, garage drainage and layout of simple drainage systems, sewers, materials, laying and testing of sewers, ventilation of sewers, surface drains, sewer, cleaning of sewers, re-cycling of sewage water. Rain water harvesting.

- Rural sanitation, biogas, different methods of collection and disposal of dry refuse and night soil

- Site visits Water treatment plant, sewage treatment plant, multistoried apartments for studying water supply and sanitary arrangements.

Unit-3: Electrical services: Importance of electrical services in buildings, introduction to commonly used terminology, Supply and distribution of electricity to buildings substations (including high tension panels, transformers, low tension panels, generators) and overhead versus underground distribution systems, panel boards etc.

- Internal supply and distribution brief description of various cabling types, conduit, PVC casing and capping wiring systems; Earthing and brief description of protective devices fuses, MCBs, ELCB, etc., Electrical load estimation. Introduction to power and lighting circuits. Indian Electricity Rules-Relevant codes of Practice.

Unit-4: Interior lighting: Quality and quantity of light; Methods of lighting: ambient, task and accent lighting, Systems of luminaries: direct, indirect etc., Various types of electrical lamps incandescent, fluorescent/CFL, HBI s, neon lamps and their lighting characteristics, Design consBIerations for different types of occupancies and tasks Preparation of a lighting and electrical scheme.

Outcome:

- Students will understand the importance of building services and their use in building
- Students will learn Rain Water Harvesting in buildings

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Hussain S.K, **T.B of water supply and sanitary engineering**, 3rd ed, Oxford and IBH pub. Ltd., New Delhi, 1994
- Kshirsagar, S. R, **Water supply engineering**, 6th ed, Roorkee publications, 1980.
- Rangwala, S.C. **Water supply and Sanitary Engineering : Environmental Engineering**, 19th ed, Charotar pub house, Anand, 2004.
- **Electrical wiring and contracting** (vol. 1 to vol.4), London. The New era

Publishing
Company.

- Dr Frith Abnwos and others, **Electrical Engineering handbook**.
- William . J. Guinness, **Mechanical and Electrical Systems for Buildings**, New York :Mc Graw Hill.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.
- Wanda jankowski, **Lighting : In Architecture and Interior Design**, pbc intl, 1995.
- Moore Fuller, **Concepts and practice of Architectural Day lighting**, Van Nostrand Reinhold co., New York, 1985.

BI 261	**Elective/Workshop**	**3 - 3**

Focus:
Furniture Workshop and Textile Workshop

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

BI 281 Space & Furniture Design-I	2 - 2

Objectives

To study Way of analyzing furniture forms and designing furniture forms scientifically based on ergonomics materials design and working parameters and visual perception of furniture as a single form and as system in a given interior space.

Contents

Furniture Terminology, Standard Furniture Dimensions, Carpentry Joints, Double Bed and BedsBIe table details with specifications, Upholstered wooden Chair details, Wardrobe internal sections, Sofa Set and Centre Table, Wall Unit/Plasma unit, Study Table, ResBIential Bar, Console/Dresser Mirror Frame.

Outcome

The student will be able to demonstrate the ability to apply furniture design theories and concepts into their own unique designs.
The student will be able to specify appropriate furniture for various interior spaces

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)
-

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.
- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.
- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.
- Ballast, DavBI Kent. (2010). Interior Design Reference Manual. Belmont, CA: Professional Publications Inc.
- Design Museum. (2010). How to design a Chair. London: Octopus Books.
- Fiell, Charlotte and Peter. (2005). 1000 Chairs (Taschen 25). Italy: Benedict Taschen Verlag GmbH.
- Glasgow, Andrew and Hemachandra, Ray. (2009). 500 Tables: Inspiring Interpretations of Function and Style. New York, NY: Lark Books.
- Kim, Young-Yun and Thompson, Rob. (2011). Product and Furniture Design. London: Thames and Hudson.

- McGowan, Maryrose. (2006). Specifying Interiors. Hoboken, NJ: John Wiley and Sons.
- Natale, Christopher. (2009). Furniture Design and Construction for the Interior Designer. New York: Fairchild Books.
- Piotrowski, Christtine and Rogers, Elizabeth. (2007). Designing Commercial Interiors. Hoboken, NJ: John Wilery and Sons.
- Saville, Laurel and Stoddard, Brooke. (2008). Design Secrets: Furniture: 50 Real-Life Projects Uncovered. Minneapolis, MN: Rockport Publishers.
- Thompson, Rob. (2011). Product Prototyping and Low Volume Production. London: Thames and Hudson.

Related Study Program

Objective to observe, document, analyze, traditional and contemporary built environment at scales of dwelling-cluster neighborhood. Institutions and urban fabric so as to understand the lessons of history and to develop data base for research and teaching.

BI 212	Design Studio IV	16 - 16

Focus: A. ResBIential Design project for Interior

B. Basic Design theory

Objective

- To understand the basics of Landscape design and implement them in design project.
- To design studio apartment project.

Content

- The design will focus on interior landscaping solutions for the project
- Designing in specific context. Detailed layouts and site planning for building program.
- Definitions and meaning of design, importance of design. Examples of design from nature.
- Fundamental elements of design in 2-D and their definitions; point, line, shape, form, space, texture, value, color and material.
- Introduction to the principles of design in 2- D and 3-D - unity, balance, symmetry proportion, scale, hierarchy, rhythm, contrast, harmony, focus, etc. use of grBIs, creating repetitive patterns.

Outcome:

Students will learn landscaping for interiors and handling site.

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Joseph D Chiara,ndJulius Panero, & Martin Zelnick, **Time Saver standards for Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A GuBIe to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Mark.W. Lin, **Drawing and Designing with ConfBIence: A step-by-step guBIe**, Wiley and Sons, 1993.
- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.
- Robert F. Erlandson, **Universal and Accessible Design for Products, Services, and Processes,** CRC; 1st edition, 2007.
- Oliver Herwig & L. Bruce, **Universal Design: Solutions for Barrier-free**, **Birkhäuser Basel**; 1st edition, 2008
- Francis D Ching & Corky Bungelli, **Interior Design Illustrated**, 2nd edition, Wiley Publishers, 2004.

BI 222	Building Materials & Applications II	4 - 4

Focus: The course provBIes information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective

To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content

Materials to be studied based on –

- Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components.
- Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.
- Glass and glass products – Composition and fabrication of glass, classification, types of glass- wired glass, fiber glass, rock wool, laminated glass, glass concrete blocks - their properties and uses in buildings. Commercial forms available – their physical and behavioral properties, tools and technology of its application in built forms. Material and workmanship, specifications.
- Rubber – Natural rubber, latex, coagulation, vulcanizing and synthetic rubber- properties and application.
- Plastics – Types, thermosetting and thermo plastics, resins, common types of moldings, fabrication of plastics, polymerization and condensation. Plastic coatings, reinforced plastic, plastic laminates – properties, uses and applications.
- Adhesives – Natural and Synthetic, their varieties, thermoplastic and thermosetting adhesives, epoxy resin. Method of application, bond strength etc.
- Asphalt and Bitumen – Natural and artificial products, forms of asphalt, emulsion, cement mastic bituminous felt, their properties and uses.

Outcome:

Students should do case studies, market surveys, visual presentations, site visits and drawings.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell‟s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.
- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

BI 242	Landscape for Interiors - I	2 - 2

Focus: Introduces students to the knowledge of landscaping design parameters, landscape elements, plant materials etc. to use in the interiors effectively for aesthetic enhancement and visual comfort.

Objective:

To develop a conceptual understanding of landscaping design parameters for various built forms. To develop skills in integrating landscape design with built environments.

Content

- Introduction to landscape architecture and role of landscaping design in the built environment. Types of natural elements – stones, rocks, pebbles, water forms, plants and vegetation. Elements of interior landscape.

- Introduction to study of plants in relation to landscape design and interiors. Types of indoor plants, plant characteristics: i.e., biology, soil, moisture, light nutrient, atmospheric conditions,

- growing medium, pests & diseases. Botanical nomenclature, anatomy and physiology of plant growth. Indoor plants in Indian context. Market survey and costs.

- Design with plants – Basic principles of designs. The physical attribute of plants and relation to design. Appearance, functional and visual effects of plants in landscape design and built environment. Selection and management of plant material in relation to the built environment. Design concepts related to use of sculpture, lightings, garden furniture , architectural feature and grouping them into meaningful composition s for visual and functional effects.

- Landscaping design parameters for various types of built forms- indoor and outdoor linkage to spaces. Landscaping of courtyards- resBIential and commercial forms. Indoor plants and their visual characteristics- color, texture, foliage. Science of maintaining and growing greenery. Flowers- its colors, texture and its visual perception in various indoor spaces and science of flower arrangement. Automatic irrigation costing and installation of micro irrigation systems.

Outcome:

To develop the skill of using and integrating landscape elements and plant materials to transform different interior spaces through interior landscaping.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A GuBIe to Interior Landscapes**, Univ of Minnesota Press, 1990.

Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

BI 252	Building Services II	3 - 3

Focus: Advance services in building industry

Objective

To introduce students to Study about HVAC, Acoustics, the science of sound and lifts. Acoustics and lighting are essential components of user experience of the building and creation of appropriate ambience in accordance with building use.

Content

Unit-1: **Heat Ventilation and Air Conditioning (HVAC)**
Air cooling and air conditioning, planning and design consBIerations, psychometric chart and it's use, Air Condition ducting, latest air conditioning methods.
Behavior of heat propagation, thermal insulating materials and their co-efficient of thermal conductivity.
General methods of thermal insulation: Thermal insulation of roofs, exposed walls.
Ventilation: Definition and necessity, system of ventilation. Principles of air conditioning Air cooling, Different systems of ducting and distribution, Essentials of air-conditioning system.

Unit 2: Elevators, Escalator and Conveyors:
Study of elevators – size, capacity, speed, and Mechanical safety methods, positioning in core under Planning grBI. Types like passenger and freight lifts, dumbwaiters, details of lift cage, lift shaft & other Mechanism. Escalator: Parallel and criss cross escalators, Conveyors: horizontal belt conveyors, horizontal moving walk way – Mechanical safety systems and automatic control, Stairways & Ramps

Unit 3: Fire Fighting Systems in a Building
Introduction to Unit, Fire extinguishing systems installed in a building and within the site, Various Warning and alarm systems, Fire resistant doors, Planning for fire escape for buildings

Unit 4: 1. Sound & Acoustics
Basic Terminology and definitions. Physics of sound, behavior of sound in an enclosed space.
Criteria for acoustic environment- location of building, geometry and shape,
Basic understanding of echo, reverberation time, sound absorption coefficient, Noise rating curves.
Acoustical design process: Predictions of acoustical conditions**,** Approach to designing enclosure for predetermined acoustical responses, corrective of existing deficient enclosures,
Introduction to sound reinforcing system- amplification and distribution. Selection of acoustic materials, construction details and fixing.
Noise: Noise- physiological and psychological effects, transmission loss, flanking of sound, Structure borne sound and noise from different mechanical equipments. Noise control techniques and their application.

Outcome:

Students will learn to incorporate design principles of acoustics, fire fighting & HVAC with understanding of their impact in design

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Poella. L. Leslie, Environmental Acoustics.
- Moore J.E., **Design of good acoustics,** The architectural press, London, 1961. Burris, Harold, Acoustics for Architect.
- Lord, Peter and Tempelton, Duncan, The Architecture of sound; Designing places of
- **Assembly**, Architectural press ltd, London, 1986.
- Egan DavBI, **Architectural acoustics**, Mc-Graw Hill Book company, New york, 1988.
- John.F. Pile, **Interior Design**, 2nd edition, illustrated, H.N.Abrams, 1995.
- DavBI Egan. M. **Concepts in Architectural lighting** Mcgraw Hill Book company, New York,
- 1983.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.

BI 262	**Elective/Workshop**	**2 - 2**

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

BI 272	Space & furniture design-II	3 - 3

Focus: ProvBIes an overview of the relationship between man and space and behavior patterns of human beings in space planning along with furniture.

Objective:

To acquire the knowledge to design a space for the user based on his perception and behavior to the space.

Content:

Space perception: Perception of space through understanding associative aspects relating to space. Understanding cognitive theories and Gestalt principles of psychology related in the field of space making to develop an understanding of place making.

Relationship of spatial elements like floor, column, wall, window, door, stair, roof, light, color, textures to the psychology and perception of space.

Kinesthetic – Understanding perception while in movement and space organization around such a phenomenon.

Analysis of human mind and his/her image of the world - social behavior patterns, traditional thinking and behavior and reflection of social world into physical environment.

Human being and his behavior in various public and private areas – change of patterns in various cultures. Human behavior in a group. Activities and its relationship with grouping of people.

Furniture: Office furnitures variety of modules (open office), Reception Table, CEO Office Table, Credenza, Back unit sectional details with material specifications, Cane furniture, Stone furniture, Wrought Iron furniture, Glass furniture, Plastic/PVC/FRP furnitures, Manufacturing process for Plastic & Glass furniture.

Outcome:

Integration of psychology and user behavior in space & furniture.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space : A source book of Design Reference standards**, Watson - Guptill, 1979.
- Karlen Mark, Kate Ruggeri & Peter Hahn, **Space Planning Basics**, Wiley publishers, 2003.

- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new BIeas**, Harper Collins publishers, 1992.
- Bryan Lawson, **Language of Space,** Architectural Press, 2001.
- Yi- Fu Tuan, Steven Hoelscher, **Space and Place: The perspective of experience,** University of Minnesota Press, 2001.
- Setha. M. Low, Denise Lawrence - Zunigias, **Anthropology of Space and place: Locating Culture**, Wiley - Blackwell publishers, 2003.
- Irwin Altman & Erwin. H. Zube, **Public spaces and places, (Human Behavior and environment),** Springer link, 1989.
- Roger Downs, DavBI Stea, Kenneth. E. Boulding, **Image and environment,** Transaction Publishers, 2005.

Third Year B. Interior Design
Academic Curriculum (2016-2017)

Third Year

BI 311	**Design Studio V**	**16 - 16**

Focus: Commercial Studio

Objectives:

Understanding the Commercial complexes and offices.

Content:

- Introduction, various terms used
- Interior Designing for Commercial complexes on different concepts
- Need and Importance of interiors in Commercial complexes.
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.

Outcome: Students will have exposure to whole new dimension of Interior Architecture and learn to design for Commercial complexes.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

BI 321	Revitalization of Arts and Crafts	2 - 2

Focus:
The course culminates with a module on sensitizing the students of Interior design towards designing with local arts and crafts and incorporate in the design.

Objectives:
To understand Role of Revitalization of Art & Craft forms in Interior Spaces. Understanding of Art & Craft forms as design elements and its relevant application in the modern society.
Modernization of old craft technology for better forms for interior use
Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

Content:

Unit-1: Understanding of Art and Applied Art, Introduction to Indian tradition and culture, Introduction to Cultural heritage.

Unit-2: Different types of Arts in Indian tradition: North eastern states, Jammu Kashmir, Kerala, Madhya Pradesh, Andhra Pradesh, Gujarat**,** Rajasthan

Unit-3: Gujarat – Lacquered furniture, **Barmer Rajasthan –** Carved furniture, **Saharanpur** – Flat saw carving and inlay in wood, **Jammu and Kashmir** – Walnut furniture and paper mache furniture.

Unit-4: South India – Karnataka and Tamilnadu carved furniture in rosewood and sandal wood, **Kerala** – Cane furniture, **West Bengal, Assam and Eastern States** – Cane furniture, Bamboo furniture and Grass woven furniture.

Outcome:
Student will understand Revitalization of Arts and Crafts , which helps in Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

References:

- Fielden.Bernard ,***GuBIelines for Conservation*** ,1989, INTACH, New Delhi.
- Kumar Raj, ***Essays on Indian Art and Architecture***,Discovery pub, New Delhi, 2003
- Sunil Sethi, Angelika Taschen, ***Indian Interiors***, TASCHEN America Ltd; 25th ed. edition, 2009
- Maria Dolors Ros Frijola**, The Art and craft of ceramics**: ***Techniques, projects, Inspiration***, Lark books, 2006
- Susan Bruce, ***The Art of hand built ceramics***, Crowood Press ,2000

BI 331	Specification, Quantity & Estimation	3 - 3

Focus: The course deals with – Methods for working out quantities and costs to make an estimate of the project with all specifications. Management of the projects based on time and budget.

Objective:

To equip the students with the basic understanding of – Working out quantities of different materials and their costs to prepare an estimate of the project before execution. Preparation of schedule of charts for time and budget, to have a control over the project.

Expected skills/ knowledge Transferred:

The student should develop techniques of - estimating and costing related to the interior projects. preparing schedules of time and budget for the projects to execute efficiently.

Content:

- Types of measurements, modes of measurements: methods of taking out quantities preparation of schedule or bill of quantities.
- Specifications , Rate analysis of various items of work: preparation of various items of work in the interior works.
- SI measurements system, SI nomenclature methods. Dimensional and modular coordination, modules and modes of measurements practiced by various agencies. Specification types, specification contents, standards developed by trade and industry, government agencies.
- Estimating interior items manually and through spreadsheet programs. Specification writing proforma, order writing, scheduling etc.
- Introduction to project management – Definitions and meanings, Importance, Reasons or shortfall in its performance, scientific management, life cycle of project.
- Planning and control, Human aspects, Development of project network. Critical path, PERT and CPM. Project organization. Contracting, Procurement and Recruitment budget and fund flow statement. Stabilization and finish. Organization of project: matrix organization, task forces, project teams: monitor and control of project. Project management strategies: Tools and techniques for project management. Classical persuasive and non-persuasive strategies and techniques. New techniques of management by objectives (MBO). Integrated reporting system, flow diagrams, bar charts, milestone charts, CPM and PERT. Techniques of monitoring of development works – standard oriented costs control, turnkey system, vertical production method, inventory cost control techniques and unified status, index techniques.

Outcome:
Students will learn the responsibilities & liabilities of the Profession and understand the process of Contract and Project management.

Examination Pattern:
- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Indian Institute of Architects. H.B. **Professional Practice**, The Architects pub. Bombay.
- Namavati. H. Roshan**. Professional Practice**. 8th ed, Lakshani Book Depot, Bombay, 2001.
- Christine .M. Piotrowski , **Professional practice for Interior Designers**, 3rd edition, Wiley and sons, 2001.
- Cindy Coleman, **Interior Design Handbook practice**, Mc Graw Hill professional, ist ed, 2001
- Ronald Veitch, **Professional practice for Interior Designers**, Peguis Publishers, Limited, 1987.

BI 341	Landscape for Interiors - II	3 - 3

Focus: Landscaping as a medium of design in Interior Design. Understanding of Landscape elements like trees, shrubs, plants, water, rocks and development of landscape planning and application in architectural design.

Objective: To introduce students to the discipline of landscape and to develop basic skills required in handling simple landscape design projects.

Content

- Introduction to landscape architecture for interior and exterior both, definitions.
- Noted landscape architects and their concepts and definitions
- Natural and manmade landscape, urban and rural landscape
- Elements of landscape architecture like vegetation, land forms and water bodies and their application in design
- Introduction to Site planning and site analysis
- Landscape materials and plant materials study, introduction to taxonomy
- Study and analysis of contemporary landscape designs
- Study of existing landscaped areas like courtyards, gardens, urban spaces etc.
- Street and site furniture Application of landscape design for site plans, small gardens, resBIential areas, urban spaces, courtyards etc.

Outcome:

Students develop skills required in handling landscaping project.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A GuBIe to Interior Landscapes**, Univ of Minnesota Press, 1990. Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

BI 351	Working Drawing and Computer Application	2 - 2

Focus: The focus of the course is to impart skills related to the preparation of drawings meant for execution on the site.

Objectives: To impart training in the preparation of working drawings for buildings with specific reference to code of practice and incorporating specifications as complementary to the working drawings.

Content: Preparation of plans – Architectural plans, furniture layout floor plans with clearances, different level floor plans, detailed floor plans of each room.

- Elevations and Sections – Detailed sectional elevations of all the walls in the interior with all the required dimensions and specifications.

- Details of all services – layouts for flooring, ceiling, electrical, plumbing, lighting, firefighting etc., toilet details, kitchen details, staircase details, furniture details, Interior finishing details, material, color and texture details, fixture and fixing and joinery details.

- Specifications writing: Writing detailed clause by clause specifications for materials pre and post execution, tests, mode of measurements, manufacturers details and specifications etc.

- Manufacturer's specifications – Database of manufacturers specifications for the following materials based on surveys – Glass, plywood and laminates, hardware, electrical, wiring, accessories, plumbing fitting and fixtures, flooring, cladding etc.

Outcome:

Preparation of working drawings – Suitable scales of drawings, methods of giving dimensions and standards on plans, sections, elevations, details etc.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Leibing. W. Ralph, **Architectural Working Drawings**, 4th edition, John wiley and sons, New York, 1999.
- Macey. W. Frank, **Specification in detail**, 5th edition, Technical press ltd, London, 1955.
- Shah, M.G.; and others, **Building Drawing: An integrated approach to build environment**, 3rd ed, Tata McGraw Hill Pub. Co. Ltd, New Delhi, 1996.
- Fredd Stitt, **Working Drawing Manual**, McGraw-Hill Professional; 1st edition, 1998.
- Kilmer, **Working Drawings and Details for Interiors**, John Wiley and Sons

BI 361	**Elective / Workshop**	**2 - 4**

STAGE II

BI 312	**Practical Training**	**0 – 28**

Objectives:

To offer students an opportunity to work in an interior designer's office and get acquainted with the demands of the profession.

To carry out independent critical study of a building of interior designing importance, study of an innovative building material and study of observed and drafted details.

Course contents:

The professional training shall be for duration of 16 weeks in various aspects of interiors practice. During this period, the candBIate shall produce four reports viz. -

a) **Training Report:** The Training Report shall consist of the various drawings, observations; technical graphic data, etc. obtained during the process of training
b) **Building Study:** The building study shall be a critical appraisal of one of the buildings preferably designed and supervised by the firm in which the candBIate has taken the training.
c) **Building Material Study:** The Building Material Study shall include pertinent data, characteristics and applications of a contemporary building material.
d) **Detailing study:** The detailing study shall deal with the various aspects of an interesting detail done by the firm, where the candBIate has done the training or any other project of interest.
e) **Sketchbook:** The student shall maintain an A4 size sketchbook consisting of sketches, observations etc. to demonstrate ability to draw, analyze, understand and maintain records.
f) **Log Sheets:** duly filled and signed by the student trainee and the architect under which the training is imparted shall be submitted on weekly basis to the Institute and the same can be referred for any cross-check during assessment.

Note: Practical training will be carried out as per the Practical training rules as prescribed. The practical training shall be supervised and evaluated as part of curricular studies.

A jury comprising of an internal and external examiner shall conduct the final examination (Viva-voce) of the Practical Training completed.

Evaluation:

Sessional: 100% (50 % Internal continuous assessment + 50 % External)

No candBIate shall be eligible for Practical Training unless she successfully completes and declared pass in all the studio oriented subjects of years/semesters preceding the commencement of Practical Training.

Forth Year B. Interior Design
Academic Curriculum (2016-2017)

Forth Year

BI 411	**Design Studio VII**	**16 - 16**

Objective: Understanding the hospitality, health services, performing center principles & design concepts. (Focus: Hospitality projects.)

Contents:

Unit 1: Project Introduction.

- Introduction, various terms used in hospitality projects.
- Basics of Interior Designing for hotel
- Need and Importance of interiors in hotel design.
- Approaches and techniques, interior landscaping, maintenance and management of conserved areas or buildings.

Unit 2: Literature & case studies.

- Literature study on various spaces used in hotels; in terms of standards of areas.
- Case studies of existing hotels to understand various user aspects in terms of services & design.
- To make conclusions based on case studies.

Unit 3: Concept & design development.

- To develop conceptual analysis on given design project.
- Design development based on concept incorporating all required drawings.
- Understanding design development stage with 2D & 3D interior drawings.

Unit 4: Final design proposal

- Final design proposal incorporates all literature & case studies conclusions.
- Set of drawings of all required interior details.
- 3d model showing design concepts

Outcome:

Students will understand the hospitality, health services or performing center design concepts & based on these design concepts they will design interior project.

Evaluation:

Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

References:

- Joseph D Chiara,ndJulius Panero, & Martin Zelnick, **Time Saver standards for**
- **Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A GuBIe to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.

BI 431	Retail Design & Visual Merchandising	3 - 3

Objective: To understand functioning of retail, merchandising spaces like small shops, large shops and mechanism of displaying (Focus: ProvBIes an overview about multipurpose interior design aspects)

Unit 1: Introduction to retail design and visual merchandising

Concept of commercial art and merchandising – Meaning, classification, development – recent trends – art, architecture and display.

Unit 2: Dimensions of retail design

To develop understanding of other related dimensions of architecture and interior design i.e. Real Estate & Redevelopment. Types of Retail Stores , Elements of Store Design, Exterior Design of a Retail Outlet, Store Layouts, Fixtures, Store Displays, Lighting, Color and Design for Disabled.

Unit 3: Advertising and Merchandising

Advertisement – Definition, importance, classification, features of good advertisement, preparation and techniques, advertisement media – selection, classification and types, poster – importance, characteristics – steps and techniques in poster making.

Unit 4: Consumer and Merchandising

Meaning, significance and classification of consumer, Consumer rights and responsibilities, classification of consumer goods, elements involved in merchandising – grading, branding, labeling, packaging and standardization.

Outcome:

Knowledge about the need and use of commercial and visual art. Encouragement to the student to apply theoretical knowledge in designing the interiors of a retail space. Knowledge of the current trends in retail design and visual merchandising.

Evaluation:

Assignments, debates, quiz, class tests, field trips

Suggested Readings:

- Nair, R., **Marketing**, Sultan chand and sons educational publishers (1994), New Delhi.
- Nisra, M.N., **Sales promotion and advertising management**, Himalaya publishing house (1994), Bombay.
- Wolfgang, Preiser **Universal Design Handbook**,
- Wylde, Robbins, **Building for a lifetime**,
- Steven Winner , **Accessible Home Design**,
- Ken Mc Elloy, **The ABC's of Real Estate Industry.**

BI 461	Elective/Workshop (Self-study)	2- 4

Objectives: To prepare student for self-study or a visiting scholar to undertake teaching a course relevant to his/her choice and discipline, thereby giving wBIe exposure to students.

Contents:
This course is an open platform for the student to choose a topic of interest with approval of assigned faculty, initiate research and present it in an audio-visual format followed by a term paper. This is a self-learning module. It can serve for invited Indian or international professor to be on the campus to offer a course.

Unit 1: Introduction to Seminar

- Preliminary discussion on what is seminar, what is expected out of students; choosing a socially relevant topic for in depth study.
- Finalization of topics for students; each student presenting the potential of the topic; brief on selected topic should be discussed in a sequence: Need for the topic; Method of data collection and field visits; literature survey, Format of write up.

Unit 2: Literature review

- Literature study; study of four research papers on the topic of interest; list of books available and accessible; availability of any thesis projects on the topic, etc
- What is the social concern embedded in the topic selection? What are various facets of this concern? How to address such concerns?

Unit 3: Furthering research

- IndivBIual student's presentation in 10 PowerPoint slBIes – first draft and discussion.
- DecBIing the research tools to capture data; literature survey continues; discussion on paper layout.
- Field studies, ethics involved in field studies, how to conduct personal interviews, literature survey continues, progress reporting on email.

Unit 4: Final presentation and term paper

- Presentation of work done in 10 ppt slBIes and submission of draft paper in about 3,000 words consisting of processed pictures, sketches, graphs, etc.
- IndivBIual discussion on research done; review of output expected; directions for appropriate manner and style in which write up is expected. Finalization of write up; discussion on possible publication; method of media communication for submission of written material.

Outcome:
Increased understanding of a new course by an external faculty

Evaluation:
Assignment, quiz, presentations.

Suggested Readings

- HART, C. (2011). **Doing a literature review: Releasing the social science research imagination**. London, SAGE.

BI 471	Interior Imaging & Branding	3 - 3

Objectives:
Focuses entirely on commercial interior styling and teaches to create interior designs that are visually pleasing, coherent and effective of the user's personality.

Contents:

Unit-1: Color physiology for interior design style. Color concept, contrast textures and patterns which help in imaging interior design projects.

Unit-2: Balance window dressing with styling and study of window treatments which provBIe the perfect balance in room with the help of curtains, pelmets, shutters, screens and blinds.

Unit-3: Branding: Learning and understanding functions that includes analysis and planning on how that brand is positioned in the market, which target public the brand is targeted at, and maintaining a desired reputation of the brand.

Unit-4: Visual merchandising and display . Creating memorable space through styling of spaces and application of basic decorating parameters by adding artwork, paintings, craftworks, framed photos, family portraits and books.

Out Come:
Students to complete their personal mood boards/ decorating schemes with usual file of images that expresses their personality.

Evaluation:
Test, Quiz and End-Exam

References:

- Design & Design furniture & lights by Oscar Asensio
- A-Level Product Design, Will Potts.
- Materials and Design : The Art and science of Material Selection in Product Design,Michael Ashby, Kara Johnson.
- Human Factors in Product Design, W.S.Green.

BI 481	Professional practice	3 - 3

Focus:
Introduction to the profession of interior design, its division and sub divisions.

Objective:
To acquaint the students with the norms of professional practice & role of an interior designer with respect to society & works to be executed.

Contents:

Unit-1:
Introduction to professional practice.

Profession: Blea of profession and essential difference among profession, trade and business.

- Profession of interior design, its essential tenets, duties and liabilities.

- Types and extent of services offered by interior designer, scale of fees, stages of payment, and contract between client and interior designer.

Unit-2:
Building Industry: General overview of the industry. Various participants and dimensions of building industry. Finance, statutory controls, construction procedures, enforcement issues related to building industry and the role of interior designer, employer, and contractor.

Unit-3:
Indian institute of designers (IIBI) & its code of conduct, contract documents.

Unit-4:
Contract Management: Overview of procedures in contract management with a focus on interior designer's role.

Outcome:
The students understand the roles & responsibilities of a Professional Interior Designer.
Learn the procedures of Professional conduct & client expectations.
Role of IIBI as a Professional body.
Tender & Contract documents.
Mode of payment for professional services offered.

Evaluation:
Exercises, Assignments, Quiz, Field Visits, Involvement in class interactions

References:

Instructional Materials: Presentations, Books, Models of Examples
Books:

- Handbook of Professional Practice – DavBI Haviland

- Professional Documents by Council of Architecture
- Beginnings of Interior Environments by Phyllis Sloan Allen, Lynn M. Jones, Miriam F. Stimpson
- Interior Design by Ahmed A. Kasu.

BI 491	Conservation, Restoration & Readaptation	3 - 3

Objectives:

Explore the history, philosophy and science of architectural conservation through lectures and seminar discussions. Encourage appropriate methodologies and tools for recording, documentation and inventorying of heritage structures. Develop sensitivity to design in heritage environment. (Focus: This course gives a brief introduction to the subject of Architectural Conservation. It discusses the history, theory and best practices in Architectural conservation. Moving from basic theories, the course touches upon the technical aspects and ethics of conservation. The course culminates with a module on sensitizing the students of architecture towards designing in historic environments.)

Contents:

Unit I Introduction to Architectural Conservation:

Definition of Conservation and its socially accepted Meanings, Why Conservation? Justification for conservation, Development of Theory of conservation and various charters of International importance like Venice charter, Burra charter, Bombay Heritage Act, etc, Concepts of Values, Significance, Authenticity and Integrity, Ethics in Conservation.

Unit II Research in conservation:

Importance of Research in conservation, Sources of information like books, archival photographs and maps, folklores, mythology, oral tradition and memories.

Unit III Documentation:

Introduction to Heritage Database and Surveys for conservation, Listing and Inventories Measured Drawing: Techniques of Measurement, Drawing and Presentation,Photographic Documentation

Unit IV Degrees of intervention in historic buildings and monuments & decay and remedies:

Prevention of deterioration, Preservation of the existing state, ConsolBlation of the fabric, Restoration, Rehabilitation, Reproduction, Reconstruction

Introduction to Decay in Cultural property, Materials and Structural failures, Internal and External environment of historic buildings, Climatic causes of decay, Botanical, biological and microbiological causes of decay, Insects and other pests as causes of decay, Man-made causes of decay.

Outcome:

Understanding of conservation techniques and artifacts for re – design and restoration of old building for re-use.

Evaluation:

Assignments, tests, quiz and end term exam.

References:

• Fielden,Bernard, ***Conservation of Historic Buildings*** , 2003, Architectural Press.

• Fielden,Bernard***, GuBIelines for Conservation***,1989, INTACH, New Delhi.

• Historic England, Practical ***Building Conservation: Conservation Basics***, 2013, Routledge.

• Salvador Munoz-Vinas ,***Contemporary Theory of Conservation*** , 2005, Elsevier.

• Letellier, Robin, ***Recording, Documentation, and Information Management for the Conservation of Heritage Places- GuBIing Principles 2007***, Getty Conservation Institute. Los Angeles.

• Jukka Jokilehto ,***A history of architectural Conservation*** ,1999,butterworth Heinemann.

BI 412	Dissertation / Thesis	0 - 24

Objective: A project is carried out in a manner in which it is done in the relevant professional practice. The project is intended to evaluate the student's capability and maturity in the field of Interior Design. The project should reflect knowledge gained from all the courses undertaken by the student in all the previous semesters. (Focus: To carry out an independent study in order to design an interior project involving a set of complex issues.)

Unit 1: Introduction
History and theory of chosen topic, its application/valBIity to present day context.
Topic's language in various culture, art and craft forms and its relevance into interior spaces. Material and data search for the chosen topic.

Unit 2: Data Collection
The study in the chosen field would be completed in two stages:
(A) Data collection & analysis and
An in-depth investigation into the aspects of the chosen area.
Analysis of data, inferences to establish underlying principles
Review of existing practices/theory in view of current contexts
(B)Design
Project Preparation
Design on basis of part A.

Unit 3: Case study
Analysis, Methodological approach to research inferences

Unit 4: Design
Application of findings to a project

Outcome:
Dissertation report in hardbound written form as per requirements, including presentation drawing of the project undertaken.

Evaluation:

Three stage internal / external reviews of the dissertation project

Viva voce by internal and external jury members as End Term Examination

Reference:

- Linda N. Groat, DavBI Wang, **Architectural Research Methods**, 2nd Edition, Wiley publications, March 2013.
- John Zeisel, **Inquiry by Design- T**ools for Environment-Behavior Research (Environment and Behavior), CambrBIge University Press, 1984.

BI 422	a. Advanced Elective I (Sustainable Passive Design)	3 - 3

Objective:

- To learn basics of passive design techniques and its impact on interior design, fundamentals of passive architecture.

- To study passive design principles in old & new buildings of India.

Content:

Unit 1: Concept of passive building design.
Introduction.
Need of passive architecture.
Energy and Global environment, Energy use and Climate change – Its impact, Types of Energy.
Introduction to passive and sustainable building designs.
Summary & conclusion of unit

Unit 2: Passive techniques
Introduction.
Global warming & heat Island effect.
Heating cycle, Solar gains, Solar Geometry & Shading.
Various passive heating techniques & passive cooling techniques.
Day lighting & ventilation passive techniques.
Summary & conclusion of unit

Unit 3: Sustainable building materials & construction.
Introduction.
Impact of Construction on environment.
Techniques of sustainable construction - technologies, methods of effectiveness
Alternative materials and construction methods.
Summary & conclusion of unit.

Unit 4: Green Building Rating systems
Introduction.
Green architecture and various international rating systems for sustainability.
Indian systems – TERI GRIHA rating, LEED India rating, IGBC.
Case studies.
Summary & conclusion of unit.

Expected Outcome:
Increased understanding of the concept of passive design & its impact on built environment.

Evaluation:
Assessments in form of written test, quiz, assignment, notebook assessment.

References:

- N.K. Bansal;**Passive Building Design**
- D.K. Ching; **Green Building illustrated**
- SPIEGEL 3rd edition ;**Green Building Materials**
- Keith Robertson and Andreas Athienitis; **Solar Energy for Building**
- A. K. Athienitis and Mat Santamouris; **Thermal Analysis and Design of Passive Solar Buildings**
- Martin Evans ;**Housing, Climate and Comfort**
- Maxwell Fry ; **Buildings in the tropics**
- Arvind Kishan, Baker & Szokolay ; **Climate Responsive Architecture**;
- C. P. Kukreja ;**Tropical architecture.**

BI 422	**b. Advanced Elective I (Life style and Accessories Design)**	**3 - 3**

Objectives:
Imparts the knowledge of various styles, systems and products available in the market. Enhances the aesthetic perception, materials, design and working parameters in designing products and life style accessories. Develops systematic design approach and integration of designed accessories with the interior. (Focus: The course provBIes a framework in understanding the socio-cultural and historical aspects that influence the design of accessories and products based on their life style.)

Contents:

Unit I: Introduction
Insight of various products and lifestyle accessories in the interiors. Role of accessories in interiors. Integration of accessories in interior design. Design approaches in product and lifestyle accessories design with a focus on functionality, ergonomics, aesthetics, multiple usages etc.

Unit II: Stylistic Development
Stylistic development of decorative accessories from the past to present with insight into technological advances and the influences of social, economic and political factors on their design. Brief study of period room settings with the context of decorative accessories complementing the architecture and interior design.

Unit - III
Study of materials and processes adopted in accessories design. Basic understanding of construction principles, anthropometrics, principles of sizes and proportions, modeling, rapBI prototyping, color, texture etc. with broad orientation to socio-cultural and historical context of the sector. Orientation to Indian as well as global context of interiors, trends and market.

Unit - IV
Design approach with limited constraints inherent in accessory products. Evolving the strategy of design with integration of technical complexities and lifestyle influences. Development of the design of products and accessories to specific interiors and prevailing trends. Broad based approach towards innovative design and application to multi products and multi materials in manufacturing interior products and lifestyle accessories.

Outcome:
Increased understanding about lifestyle and accessories design related to interior design.

Evaluation:
Written tests, quiz, assignments, notebook assessment etc.

Reference Books:

- Laura Slack, **What is product Design?** Roto Vision publishers, 2006
- Treena Crochet and DavBI Vleck, **Designer‟s GuBIe to Decorative Accessories,** Prentice Hall, Ist edition, 2008.
- Michael Ashby, Kara Johnson, **Materials and Design: The Art and Science of material selection in product design,** Butter Worth Heinemann, 1st edition, 2002.

- International Design Yearbook, 1995**: Furniture, Lighting, Tableware, Textiles and Products,** Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, **Product Design and Development, McGraw-Hill Education Singapore**; 4th edition, 2007
- William LBIwell, Kritina Holden, Jill Butler**, Universal principles of Design, Rockport publishers**, 2003

BI 432	**a. Advanced Elective II (Lighting & Colour in Interior Design)**	**3 - 3**

Objectives:
To help the student understand day lighting and technology of artificial lighting. To equip the student to understand and successfully apply lighting techniques with colour effects. (Focus: Students should acquire knowledge of the various types of lightings to effectively communicate their designs and understand the effect of various lights on colours and textures.)

Content:

Unit I: Introduction to Day Lighting
Nature of light - Wavelength, Photometric quantities - intensity, Flux, illumination and luminance, visual efficiency, sources of light, day light factor concept, design sky concept, day lighting requirements.

Unit II: Artificial Lighting
Electric lamps - incandescent, fluorescent, sodium vapour, mercury, halogen and neon. Different types of lights in interior and exterior - task lighting, special purpose lighting. Calculation of artificial lighting, guBIelines for lighting design, Glare in artificial lighting.

Unit III: Effect of Color in Lighting **8**
Colors, color schemes - Monochromatic, analogous, complementary colour schemes, triadic and tetradic schemes, effects of color in different areas, color temperature, psycological effects of colour in interiors, factors affecting colour, Prang theory - Colour wheel, Munsell system and Oswald system.

Unit IV: Luminares & Fixtures
Definition, different luminaries for lighting, lighting control system- benefits & application, Impact of lighting, fixture types - free standing or portable, fixed, light fixture control.
Lighting accessories- switches, sockets, fused connection units, lamp holders, ceiling roses etc.

Outcome:
Increased understanding about lighting, luminance and their importance in interior design.

Evaluation:
Tests, quiz, assignments, notebook assessment

References:

- Randall whitehead, **The Art of living**
- Source book-Randall whitehead, **Lighting design**
- M.K.Halpeth, T.Senthil kumar, G.Harikumar, **Light right**
- Torquil Barker, **Concepts of lighting, lighting design in Architecture**

BI 432	b. Advanced Elective II (Interior Design Photography)	3 - 3

Objectives:
To help the student understand the principles and technology of photography. To enable the student to understand the applications of photographs in interior (Focus: To expose the students to the basic principles of photography in interiors)

Content:

Unit I Principles of Composition
Rule of thirds, perspective-worm's eye view, normal eye view, bird's eye view, one-point perspective, two-point perspective, three point perspective, exercises in composition, Golden section

Unit II Principles of Photography
Technical definitions, understanding a camera**,** anatomy of a SLR camera, technical setting in a SLR camera, different types of lenses their applications.

Unit III Principles of Interior Lighting
Technical definitions, lighting sources, types of lighting fixtures, types of lamps, calculating lighting levels, flash photography, types of flashes, controlling lighting levels with flash photography. Exercise in interior lighting photography with artificial light and black and white photos, table top photography

Unit IV: Special effects
Color rendering in photographic medium, color rendering in photographs under different lighting condition, lighting colors and its effect on a photograph, color filters in a camera. Exercise on color photography of interiors, UV filter, polaroBI filter, star filter etc.

Outcome:
Skill to visualize better through interior design photography.

Evaluation:
Test, quiz, assignments, notebook assessment

References:

- Point view- **The art of architectural photography** , E.Manny A Ballan, VNR
- Professional photography -**Photographing buildings**, DavBI Wilson, Rotovision

Academic Curriculum

(2015-16 Onwards)

Master of Design (M. Des)

SCHOOL OF DESIGN (SOD)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year

Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	MM 101	Introduction to Fashion	2	-	2	4	**3**	3	25	25	50
	MM 111	Fashion Design Process	2	-	4	6	**4**	Viva with Report	50	-	50
	MM 121	Basics of Pattern Making & Draping	2	-	6	8	**5**	3	50	-	50
	MM 131	Garment Construction	-	-	6	6	**3**	3	50	-	50
	MM 141	Fashion Figure Drawing	1	-	4	5	**3**	3	50	-	50
	MM 151	Sourcing for Fashion Products	1	-	2	3	**2**	3	50	-	50
	MM 161	Historical Development of Indian Fashion Industry	2	-	2	4	**3**	3	50	-	50
	MM 171	Computerized Fashion Design- Introduction	1	-	2	3	**2**	3	50	-	50
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Practice hours required per week

- Fashion Design Process: **2 Hrs.**
- Basics of Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Fashion Figure Drawing: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2 Hrs.**

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 102	Merchandising Functions in an Organization	2	-	2	4	**3**	3	25	25	50
	MM 112	Merchandiser's Roles & Responsibilities	3	-	2	5	**4**	3	25	25	50
	MM 122	Types of Buyers & Buying Organizations	2	-	2	4	**3**	3	25	25	50
	MM 132	Fashion Economics	2	-	2	4	**3**	3	25	25	50
	MM 142	Fashion Marketing	2	-	2	4	**3**	3	25	25	50
	MM 152	Fashion Brand Management	2	-	2	4	**3**	3	25	25	50
	MM 162	Fashion Culture	2	-	2	4	**3**	3	25	25	50
	MM 172	Fashion Communication	2	-	2	4	**3**	3	25	25	50
		Sub Total	**17**	**-**	**16**	**33**	**25**				

Practice hours required per week

- Merchandising Functions in an Organization: **2 Hrs.**
- Merchandiser's Roles & Responsibilities: **2 Hrs.**
- Fashion Economics: **2 Hrs.**
- Fashion Brand Management: **2 Hrs.**
- Fashion Culture: **2 Hrs.**

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Introduction to Fashion **30-0-30-3**
Course code: MM 101
Pre-requisite(s): Basic knowledge of commerce or business.

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design and their articulation **(04-04)**
- Processes of design thinking, Formal visual properties of line, shape, form, Pattern, value, texture and sequence. **(06-06)**
- To develop a sense of composition. **(04-04)**
- To develop understanding of tangible and non-tangible aspects of elements of design. **(04-04)**
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dementia organization **(06-06)**
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry **(04-04)**
- Fashion trends and forecasting. WGSN **(02-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. *The Design Process*. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. *Structure & Form in Design*. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. *Designing- An Introduction*. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. *Beautiful Thing- An Introduction to Design*. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. *Basic Fashion Design 05-Fashion Drawing.* Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. *Creative Fashion Illustration-How to develop your own Style*. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. *Key Concepts for the Fashion Industry.* Bloomsbury Academic
8. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. *The World of Fashion*. Fairchild Books (also 4th edition January/November 2008)
9. Michele M. Granger. UK September 2007/US July 2007. *In Fashion-The Industry & Its Careers*. Fairchild Books.
10. Sandra J. Keiser. UK August 2012/US June 2012. *Beyond Design-the Synergy of Apparel Product development*. Fairchild Books
11. Yuniya Kawamura. UK December 2004/US December 2004.*Fashion-ology-An Introduction to Fashion Studies*. Berg Publishers

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websiteshttp://www.skillshare.com/classes/fashion/The-First-Steps-of-Fashion-Design-From-Concept-to-Illustration/1101394042, http://www.slideshare.net/simiraaj/introduction-on-fashion-designing-concepts-in-fashion ,http://www.scribd.com/doc/21065978/Basic-Concept-of-Fashion-Designing#scribd, http://www.ehow.com/info_10055511_basic-concepts-fashion-design.html, http://www.design-concepts.com/, http://605.wikispaces.com/Composition+and+Layout
- Handout: As indicated by course instructor
- Magazines: http://www.newschool.edu/parsons/aas-fashion-design-programs/ http://new.artinstitutes.edu/areasofstudy/Fashion-Design/detail/51, Fashion, Vogue, Elle, Cosmopolitan, Glamour, Collezioni, Marie Claire, In Style, Bazaar, Vanita Fair, Seventeen, Teen Vogue Fashion.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Design Process **30-0-60-4**

Course code: MM 111

Pre-requisite(s): Basic knowledge of Business or Commerce

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future. **(2-4)**
- Understanding that managing fashion business (technical, aesthetic & industrial) is being aware of consumer demands and catering to it. **(3-4)**
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking. **(3-4)**
- Journey of experience & opportunity that skillfully combines theory with important partnerships. **(2-4)**
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach. **(3-8)**
- Internal approval-tech packs creation- product sampling-sample approval-production-delivery. **(2-4)**
- Emerging clothing brand inventing a new category of 'performance professional apparel' **(1-4)**
- Customer-focused ethos/customer centric product design process **(2-4)**
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client) **(2-4)**
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch **(3-4)**
- Design Process & new technologies **(1-4)**
- Design & production processes as well as corresponding trends. **(2-4)**
- Research & Analysis- study trends, market, consumer brands. **(2-4)**

- Bringing product design process to retail **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- 66Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. *Changing Fashion- A Critical Introduction to Trend Analysis & Meaning.* Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. *Designers Guide to Fashion Apparel*. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. *Fashion & the Consumer*. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. *Fashion Entrepreneurship- Retail Business Planning*. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. *The Dynamics of Fashion*. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.*The Why of the Buy- Consumer Behavior & Fashion Marketing*. Fairchild Books.
9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend Forecasting to Shop Floor.* Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.*Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. *Ethics in Fashion Industry*. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. *Social Responsibility in the Global Apparel Industry*. Fairchild Books.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Basics of Pattern Making & Draping **30-0-90-5**

Course code: MM 121

Pre-requisite(s): Basic math and creative approach.

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets. **(02-03)**
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve. **(06-30)**
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc. **(06-30)**
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke. **(06-12)**
- Closures- Zip, Buttons, Hooks &drawstring. **(02-03)**
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs. **(08-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books

3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion Draping 3rd Edition*. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
11. Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1) Websites https://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Garment Construction **0-0-90-3**

Course code: MM 131

Pre-requisite(s): Basic hand stitches and handling fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches) **(00-24)**
- Garment construction methods and techniques:
  a) Seams and Seam Finishes, Edge Finishes, Hem Finishes. **(00-12)**
  b) Circular lines and Angular lines in corner finishes. **(00-12)**
  c) Plackets, Pockets, Cuffs, Collar. **(00-12)**
  d) Waist Finishes, Darts, Pleats, Tucks and Gathers. **(00-12)**
  e) Fasteners. **(00-06)**
  f) Assembling a skirt and bodice with sleeve attachment. **(00-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
3. Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing

5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

4) Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
5) Handouts: As indicated by course instructor.
6) Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Figure drawing **15-0-60-3**

Course code: MM 141

Pre-requisite(s): Basic drawing and coloring

Course Objectives:

- Practical understanding of the rhythms, proportions, movement, character & anatomical structure of the human form.
- In class study and outside sketchbook practice of human figure drawing.
- Render the fabrics and work on fashion figures with reference to design aesthetics.

Course Description:

- Drawing different poses, faces, hair styles, arms, legs, silhouette, neckline, collars, sleeves and cuffs **(2-8)**
- Rendering the fabrics, blouses, skirts, pants coats, accessories **(2-8)**
- Background for the figures. **(0-4)**
- Drawing flat sketches. **(2-8)**
- Sketching with various mediums with attention to drape and garment behavior. **(2-4)**
- Developing range of women's wear for a concept. **(2-8)**
- Types and techniques of illustrations **(2-8)**
- Basic anatomy- proportions (men, women, children) **(2-8)**
- Emphasis on developing the ability to visualize & adapt the human form for use in their design & related disciplines. **(1-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance ofrendering &sketching human figure & fabric's in the study of fashion design.
- Apply learning through drawing flat sketches through various mediums.
- Exhibit, adapt, utilize & investigate complete methodology of the development of a rendered garment concept range.

Reference Books:

1) Elisabetta Drudi, Tiziana Paci- 2001. *Figure drawing for Fashion*. The Pepin Press

2) Ruth Austin 1945. *Elementary Costume illustration*. Mc Graw Hill Book Company
3) Ar Pranav Bhatt, Ms Shantita Goenka 1990. *Foundation of Art & Design*. Prakashan Publishers & Distributors.
4) Tom Tierney. 2002. *Fashion Parade. Paper dolls- 4 decades of Great designs from 1960-2000.* Dover Publication
5) Julian Seaman. 1996. *Fashion Illustration*. BT Batsford
6) Author unknown. Year of publication unknown. *Illustrating Fashion- Concept to Creation.*
7) Bina Abling. UK June 2003/US May 2003. *Model Drawing*. Fairchild Books.
8) John Hopkins. UK November 2009/US December 2009. *Basics Fashion Design 05: Fashion Drawing*. Ava Publishing
9) Bina Abling. UK June 2012/US April 2012. *Fashion Sketchbook*. Fairchild Books.
10) Bina Abling. UK November 2005/US September 2005.Marker, *Rendering for Fashion, Accessories & Home Fashions*. Fairchild Books
11) Anderson Felsner & Ronald Reed. UK January 2014/US November 2014.*Color Studies*. Fairchild Books
12) Wynn Armstrong, Jemi Armstrong, Corrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen tool-Understanding and Creating the Digital Fashion Image*. Fairchild Books

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio.

Other Study Material:

- Websites:http://www.gutenberg.org/files/14264/14264-h/14264-h.htm, http://www.gageacademy.org/program/color-portrait-drawing-finnerty/, https://www.google.co.in/search?newwindow=1&q=Drawing+%26+Color+study+DIY&oq=Drawing+%26+Color+study+DIY&gs_l=serp.3...243170.247113.0.248774.12.12.0.0.0.4.466.1947.0j4j2j1j1.8.0.msedr...0...1c.1.64.serp..11.1.167.AEM6reOl3n0
- Handouts: As indicated by course instructor
- Magazines: Palette, Drawing, the New Yorker, Color & Light, Colors, Sketch, Draw.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Sourcing for Fashion Products **15-0-30-2**

Course code: MM 151

Pre-requisite(s): Basic knowledge of business or commerce

Course Objectives:

- understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers

Course Description:

- Analyze & experience retail, how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation. **(3-4)**
- Understanding management of soft goods related to inventory and logistics from factory to stores. **(2-4)**
- Case studies of sourcing and supply chain management policies of major apparel producers and retailers. **(2-6)**
- Use of related software programs for planning, forecasting, replenishment, and consumer response. **(2-4)**
- Written, computer, and oral projects. **(2-4)**
- Comprehensive study of issues involved in global sourcing, including the scope, trends, and sustainability of current practices. **(2-4)**
- Analysis of cultural, political, ethical, and economic perspectives related to global sourcing, production, trade and distribution of textiles and apparel products. **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. *Sustainable Fashion Supply Chain Management: From Sourcing to Retailing*. Springer Edition
2. Jung. E. Brookshire. February 2014. *Global Sourcing in the Textile & Apparel Industry (Fashion Series).* Prentice Hall
3. Naomi Thompson. June 2012. *Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks*. Pavilion.
4. Fashion Dex Incorporation. March 2015. *Apparel Production Source Book 2015- Solving your domestic production sourcing needs*. Fashion Inc.
5. Pamela Ravasio. February 2011. *Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry*. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. *A Guide to Business/Principles & Practices* Watson Guptill Revised edition, edition
7. Doris H Kincade & Fay Y Gibson. Feb 2009. *Merchandising of fashion products Study guide for Merchandising of Fashion*. Prentice Hall
8. Marlon Zama, Brian Webber, Charles Dagher. November 2004. *Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries*. Publisher not known

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
2. Handouts: As indicated by course instructor.
3. Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
4. Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
5. Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
6. Case Studies: http://www.gep.com/knowledgebank/case-studies

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Historical Development of Indian Fashion Industry 30-0-30-3
Course code: MM 161
Pre-requisite(s): Basic knowledge of Indian History

Course Objectives:

- Overview of history of costume &fashion in India from ancient times to modern
- Origins of clothing (overview of world history of costume & fashion)
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern **(4-4)**
- How clothing is used as a universal means of symbolizing roles and social positions. **(8-8)**
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period. **(8-8)**
- Gain greater perspective on the overall historical, social, economic and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends. **(6-6)**
- General overview of world costume history in context to Indian traditional dress and contemporary fashion trends. **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize &investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Author/Year unknown. UK. *20th century fashion. The Gallery of English Costume.* Catalogue.
2. A. Biswas. January 1985. *Indian Costume*. Ministry of Information & Broadcasting, Patiala House, Government of India
3. B. N Goswamy- Association with Kalyan Krishna &Tarla Dundh. 2000. *Indian Costumes (in collection of Calico Museum of Textiles)*. Published by Calico Museum of Textiles, Sarabhai Foundation.
4. Author/Year unknown. *History of Textiles & Costume*. Publication unknown.
5. Dorris Flynn. Year unknown. *Costumes of India*. Oxford & IBH Publishing.
6. T. R Bhanot. Year unknown. Children's Picture work book 1 (International & Indian Costumes). Dreamland publications
7. Karl Aspelund. UK July 2009/US My 2009. *Fashioning Society- Hundred years of Haute Couture*. Fairchild Books
8. Bonnie English. UK July 2007/ US July 2007. *A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk*. Berg Publishers
9. Lee Bender. UK February 2009/ US February 2009. *Bustop& the Influence of the 70's on Fashion Today*. Berg Publishers
10. *Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus* UK October 2011. Berg Publishers
11. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. *Survey of Historic Costume*. Fairchild Books
12. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. *Fashioning Bollywood- The Making & Meaning of Hindi Film Costume.* Bloomsbury Academic.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio and Power Point Presentation.

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.
4. Costume & Design Museums: Victoria & Albert Museum, Metropolitan Museum of Art and Costume Institute, Fashion & Textile Museum London, Kyoto Costume Institute, Calico Museum of Textiles, Ahmedabad, Crafts Museum, Delhi.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C
16-0-32-2

Title of Course: Computerized Fashion design-Introduction
Course code: MM 171
Pre-requisite(s): Basic Computer Skills

Course Objectives:

- Understand the use of software technology in computers for fashioning garments.
- Visualization & Presentation of Fashion product development through CAD software.
- Exposure to diverse range of technologies/ equipment and resources used by Fashion Industry in current scenario.

Course Description:

- **Introduction to Industrial Fashion product development process & usage of CAD:** Overview of contemporary apparel/ product development process and application of CAD tool and technology in the same. **(2-02)**
- **Introduction to the usage of contemporary technology & resources in Fashion Industry:** Brief introduction about the software and equipment in current Fashion Industrial setting. **(2-03)**
- **Basics of digital Fashion Illustration techniques using Adobe Photoshop:** Visualizing and presenting Design ideas using Photoshop tools. Rendering and fabric placements on fashion figures for garment simulation. **(3-10)**
- **Basics of Flat Drawing and Tech Pack/ Specification Sheets using Adobe Illustrator:** Creating flat drawing of basic garments keeping size/ measurements/ trims/ details etc. as guideline. formation of tech-packs for a fashion product. **(3-10)**
- **Developing Digital Art Boards:** Introduction to Fashion graphics and introduction to fashion product look book. **(3-04)**
- **Brief introduction to digital Pattern making:** Creating Basic bodice and skirt pattern using Adobe Illustrator. **(3-03)**

Learning Outcomes:

- Demonstrate an understanding of CAD software usage in visualization and presentation of Fashion products.

- Exhibit, adapt, utilize & investigate the role of computer as a more sophisticated methodology as compared to traditional methods of hand drawing or illustration.
- Exhibit awareness and understanding about the usage of contemporary technology/ equipment/ digital media resources in current fashion setting.

Reference Books:

- Lynda M. Cushman. UK October 2004/US August 2004. *Using Computerized Spreadsheets- Mathematics for Retail buying*. Fairchild Books
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image*. Fairchild Books
- Laura Nugent.UK November 2008/US September 2008. *Computerized Patternmaking for Apparel Production*. Fairchild Books
- Stacy Stewart Smith. UK April 2013/US February 2013. *CAD for Fashion Design & Merchandising*. Fairchild Books.
- Kathryn. E. Koch & Tanya Domina. UK January 2005/US November 2004. *U4ia for Apparel Design*. Fairchild Books
- Julia Sharp & Virginia Hencken Elsasser. UK July 2007/US May 2007. *Introduction to Accumark, Pattern Design & PDM*. Fairchild Books.
- Catherine Black. UK January 2008/US May 2007. *Modaris & Diamino for Apparel Design*. Fairchild Books
- Paula J Myers-Mc Devitt. UK September 2009/ US July 2009. *Complete Guide to Size Specification &Technical Design 2nd Edition*. Fairchild Books.

Evaluation Process

- Course Work: 50% weightage. Compilation of classroom assignments and research in digital format.
- End Term Examination: 50% weightage. Viva with Practical Examination.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=17YaD9YhjtA&list=PLEVjIMC1aCtAAcbQ4JXdM5_pvIqz4eeVf
- https://www.youtube.com/watch?v=UbWiLa8Db8c
- https://www.youtube.com/watch?v=0H84vIhCQr4
- https://www.youtube.com/watch?v=WXor6j6zrIo
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Merchandising Functions in an Organization
Course code: MM 102
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Functions of a Merchandise Manager in an organized set up.
- Understand and analyze the role of a retailer in meeting with the demand and wants of the target audience

Course Description:

- Understanding of the organization, operation and trends of industries engaged in producing & distributing fashion products. **(5-6)**
- Reveal how the basic principles of theories of fashion merchandising apply to and are manifested in the organizational world. **(5-4)**
- Research contemporary fashion companies, their products & consumer and demonstrate how they operate and succeed within a wider market. **(5-6)**
- Factors affecting Merchandising functions: size of the organization, type of store, type of Merchandise, organization structure **(4-4)**
- Functions of Merchandise Manager- planning, handling, directing, coordinating, controlling, and selling. **(5-4)**
- Merchandise planning: Developing sales forecast, determining the merchandise requirements, methods of inventory planning **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of merchandising functions in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's merchandising structure.
- Exhibit, adapt, utilize &investigate the role of Merchandise and its functions in an organization.

Reference Books:

1. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
2. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics.* Fairchild Books
3. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
4. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books
5. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books
6. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books
7. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
8. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
9. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
10. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
11. Anne Marie Fiore. UK June 2010/US April 2010. *Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
12. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

7) Websites;http://study.com/directory/category/Business/Specialized_Sales/Fashion_Merchandising.html,https://bigfuture.collegeboard.org/majors/business-sales-marketing-fashion-merchising,http://middlesexcc.libguides.com/content.php?pid=197037&sid=1649583, http://gulnazahmad.hubpages.com/hub/A-Step-by-Step-of-Garment-Manufacturing, http://www.businessoffashion.com/articles/basics/the-basics-part-7-production
8) Handouts: As Indicated by course instructor.
9) Magazines: Harper's Bazaar, Hint, Vogue, Apparel, Display & Design ideas, Drapers, Fashion Trend Setters, Textile World, Footwear news, Retail Merchandising, Stores, Visual Merchandising & Store Designing, Women's Wear Daily.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
45-0-30-4

Title of Course: Merchandiser's Roles & Responsibilities
Course code: MM 112
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the retail sector.
- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market)e and ensuring organizational profitability,
- Monitoring stock levels and performance range as well as promotional strategies.

Course Description:

- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market) **(5-4)**
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors. **(6-4)**
- Maintaining comprehensive library of appropriate data **(2-2)**
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display **(5-2)**
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity. **(5-4)**
- Develop sales Forecast: trends, websites plan stock levels, monitor performance. **(5-4)**
- Understanding potential customers: Challenge Apparel & Manufacturers & retailers in meeting consumer demands for the right product, at the right prices and at the right times. **(6-4)**
- Using Technology: for retail buying and working with foreign markets, internet connections as promotional tools. Impact of technology and social media on all facets of product development. **(6-4)**
- Control the time line for the production process- from raw material to finished goods. **(5-2)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring organizational profitability.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Study Material:

1. Websites: https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
2. Handouts: As indicated by course instructor
3. Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London,House & Garden.
4. CaseStudies:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/, https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Types of Buyer's & Buying Organizations
Course code: MM 122
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying. **(4-4)**
- Concept, practices, procedures, calculations and interpretations of figures that relate to the many factors' that produce profit. **(4-4)**
- Activities, process and people involved from the perspective of the fashion buyer. **(2-2)**
- Brand Personality, life cycle costs, operating lease, organization buying behavior Relationship management, value analysis, customer interaction approach **(4-4)**
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a six month merchandise plan, mathematical formula, buying strategy, developing sales forecast **(4-4)**
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY. **(6-6)**
- Merchandise plan is forecast into the future and how it is implemented at the actual purchase level. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.

- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

1. Helen Goworek. 2001. *Fashion Buying*. Blackwell Science
2. Richard Clodfelter. UK October 2002/US August 2002. *Making Buying decisions 2nd edition- using the computer as a tool*. Fairchild Books
3. Richard Clodfelter. UK September 2008/US July 2008. *Making Buying decisions 3rdedition- using the computer as a tool*. Fairchild Books
4. Bette K Tepper. UK November 2001/US September 2001. *Mathematics for retail buying 5th edition*. Fairchild Books
5. John Donellan. UK February 2002/US December 2001. *Merchandising Buying and Management. 2nd edition*. Fairchild Books.
6. Linda Cushman. UK October 2004/US August 2004. *Using computerized spreadsheets- Mathematics for retail buying*. Fairchild Books
7. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend forecasting to shop floor*. Fairchild Books
8. Richard Clodfelter. UK September 2012/US July 2012. *Retail Buying (From Basic's to Fashion).* Fairchild Books.
9. Dana Connel. UK December 2009/ US October 2009. *A Buyer's Life- A Concise guide to retail planning and forecasting*. Fairchild Books.
10. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
11. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
12. John Donellan. UK November 2013/US September 2013. *Merchandise Buying & Management*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Economics
Course code: MM 132
Pre-requisite(s): Basics of Business Economics

Course Objectives:

- Understanding the nature and scope of the economic system of fashion industry.
- Developing theoretical & practical understanding of the economic structure, working, performance, problems and solutions in the Fashion industry.

Course Description:

- Nature & Scope of Fashion Economics: Definition, Nature & Scope, Micro-Macro Economics, Workings of Economic systems, Economic cycles, Inflation & Recession. **(4-4)**
- Foundations of the Fashion economic analysis of business problems, price theory, production theory, trade theory, with reference to the global economy with special emphasis on the function and determination of market prices in production and consumption. **(6-6)**
- Understand and apply the concepts of supply and demand equilibrium, costs and benefits and their multiple applications, consumer equilibrium, and factors that shift supply and demand to analyze the behavior of real markets when conditions change. **(4-4)**
- Appreciate the role of: money in the economy, dangers of inflation, importance of free trade, limits of regulation, effects of taxes and subsidies of different types, workings of the market system in determining earnings (interest, profits, wages, salaries and rents), modern business firm, its function and boundaries. **(6-6)**
- Difference between monopoly markets and competitive markets. Nature of production in the modern economy. Identify the profit maximizing price and the relationship between different types of cost. **(4-4)**
- Overview of Statistics: Definition, Functions, Techniques, Law & limitations of Statistics. Primary & Secondary Data Collection, Classified & Tabulations of Data **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of understanding the economics of world fashion industry
- Apply learning through data collection on existing businesses; analyze the mechanisms of fashion market and its economic strategies.
- Exhibit, adapt, utilize & investigate the production and distribution of fashion goods as well as the human behavior linked to economic conditions and developments.

Reference Books:

1. Brian Moe Ran & Ana Alacovska. UK November 2011/US October 2011. *Creative Industries- Critical Readings*. Berg Publications
2. Deverly Kemp, Gatterson & Barbara. L. Stewart. UK Nov 2008/US September 2008. *Apparel- Concepts & Practical Applications*. Fairchild Books.
3. Harvey Shoemack & Patricia Mink Rath. UK October 2014/US August 2014. *Essentials of Exporting & Importing- US Trade Policies, Procedure's & Practices*. Fairchild Books.
4. Bette K. Tepper. UK November 2001/US September 2001. *Mathematics for Retail Buying 5th Edition.* Fairchild Books
5. Rosalie J. Regini & Jimmie G Anderson. UK December 2008/US October 2008. *Entrepreneurship in Action- A Retail Store Simulation*. Fairchild Books.
6. Patricia Mink Rath, Richard Petrizzi & Penny Gill. UK July 2012/ US May 2013. *Marketing Fashion- A global perspective*. Fairchild Books.
7. Michele .M. Granger & Tina Sterling. UK October 2011/US August 2011. *Fashion Entrepreneurship- Retail Business Planning.* Fairchild Books.
8. Patrizia Caietato. Translated by Lisa Adams. UK April 2014/US June 2014. *Luxury- Fashion, Lifestyle & Excess.* Bloomsbury Academic
9. Leslie Davis Burns, Kathy K. Mullet & Nancy O. Bryant. UK October 2011/US August 2011. *The Business of Fashion- Designing, Manufacturing & Marketing*. Fairchild Books.
10. Connie Ulsawicz & Janet Hethorn. UK June 2008/US April 2008. *Sustainable Fashion: Why Now? A conversation exploring issues, practices & possibilities*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websites;http://www.conejousd.org/Portals/49/Departments/Social%20Science/Freed/Unit%201%20Summary%20%28For%20Posting%20Online%29.pdf, https://wiki.nus.edu.sg/display/Fashion/Economic+Analyisis+of+Fashion+Retail
- Handouts: As indicated by course instructor
- Magazine: text book Principles ***of Economics*****, 3rd edition, by Timothy Taylor,** published by TEXTBOOK MEDIA**.** http://www.textbookmedia.com/.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Marketing
Course code: MM 142
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Insight into the business of fashion for grooming into a complete industry ready profession.
- Tailored to blend creative fashion knowledge with a solid grounding in business & marketing

Course Description:

Basics of Marketing:

- **Introduction to Marketing:** Definition & functions of marketing, core concepts of marketing, consumer behavior, marketing environment, market segmentation, marketing mix, marketing planning, marketing organization, market evaluation and controls, social responsibility of marketing organizations. **(6-6)**
- **Strategic Fashion Marketing:** concept of strategy as applied to the fashion business & its marketing function, understand strategy , types of strategy, its determinants and how it is formulated for fashion business **(6-6)**
- **Fashion Marketing Systems and Processes:** Concept of marketing function in the context of fashion business, conceptually describe, understand marketing mix functions and how they get formulated for fashion business **(6-6)**
- **Advanced Marketing Research:** Advanced research techniques and methodologies as applied to the fashion business and its marketing function, comprehend statistical analysis tools and develop deep analytical skills. **(6-6)**
- **Professional Practice:** Fashion business firms; relate all prior learning in fashion marketing discipline to practical professional world, exposure to prevalent commercial and industrial practices &standards. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of strategic fashion marketing.
- Apply learning through researching case studies of professional standard practices with business firms.

- Exhibit, adapt, utilize & investigate prevalent commercial and industrial practices, standards and market systems in the fashion industry.

Reference Books:

1. Uma Iyer, Publishing year not known. *The Business of Marketing Fashion*. Publisher not known.
2. Marianne Bickle. 2010. *Fashion Marketing, Theory, Principles & Practices.* Fairchild Books.
3. Patricia Mink Rath, Richard Petrizzi & Penny Gill. Uk July 2012/US May 2012. *Marketing Fashion- a Global Perspective*. Fairchild Books
4. Gerald J Sharman &Sar Perlman. UK July 2014/US May 2014. *The Real World Guide to Fashion Selling& Management*. Fairchild Books.
5. Brian Moeran. UK January 2010/US January 2010. *Advertising- Critical Readings*. Berg Publishers.
6. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
7. Mike Easey. Oct 2008. *Fashion Marketing (wiley desktop edition).*John Wiley & sons 3rd edition, edition
8. Glencoe & Mc Craw Hill. Feb 2005. *Fashion Marketing (Glencoe marketing).* Publication Glencoe & Mc Graw Hill student
9. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
10. Dottie Olkiers. March 2003. *Fashion Marketing.* Publication south western
11. Joel Le Bon. Oct 2014. *Fashion Marketing: Influencing Consumer choice and loyalty with fashion products.* Publication Business expert press

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

1. Websites
   http://www.businessoffashion.com/articles/basics/the-basics-part-8-marketing
   http://www.optitex.com/en/news_and_events/articles/fashion_marketing/Fashion_Marketing_101,http://study.com/articles/Fashion_Marketing_Manager_Job_Description_Duties_and_Requirements.html
2. Handouts: As indicated by course instructor.
3. Magazines: Style Bubble, Collezioni, Marie Claire, Vogue, Edit, Bazaar, Top Shop, Interview, Elle, Women's Health, Mega, Notch, Muse, Cosmopolitan, Fashionbi Magazine, Glamour, In Style, Beautiful, Fashion.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Brand Management
Course code: MM 152
Pre-requisite(s): Introduction to Fashion Industry and basic knowledge of Brands

Course Objectives:

- The Fashion brand manager should be able to develop a brand identity to match the spirit of the period and play a leading role in managing brand labels.
- Principles & practices of Fashion brand management and their application in fashion companies, consulting firms, trade associations, fashion, and luxury and lifestyle trends.
- Fashion Futures: trends and visions, trend-setting, buy ology, retail trends,

Course Description:

Fashion brand management composed by three interlaced units:

1. **Vision:** design and trend based. Brand identity, buy ology, research, innovation and heritage, tuning between human, society and industry, visionary and concrete, creative and managerial, innovative but well rooted in the industry know-how, competitive and beyond competition, art directing, spirit of time, strategic branding, brand identity, rebranding, business models, macro to micro trend analysis. **(12-12)**

2. **Management:** business of fashion. strategy and concreteness, marketing and merchandising, retail and administration, law and logistics, processes from production, sales and profits , brand marketing communications , new world branding, social media applications and impact, brand management analytics, measuring value of brand **(10-10)**

3. **Communication:** brand outputs, materials, events, advertising, writing, the digital world and video making. **(8-8)**

Learning Outcomes:

- Demonstrate complete knowledge, skills and understanding of the importance of brand management.
- Apply learning in the field of marketing, communication and event planning, brand management, retail, visual merchandising, e-commerce and the search for new trends

- Exhibit, adapt, utilize &investigate the key role of brand identity & futuristic fashions.

Reference Books:

1. Yamuna Ambika Chopra. Year unavailable. *IIAFT. Fashion Management*. Publisher unknown
2. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
3. Gilles Auguste & Michel Gutsatz. March 2013. *Luxury Talent Management: Leading & Managing a luxury brand.* Publication Palgrave Mac Macmillan.
4. Giles Auguste & Michel Gutsatz. March 2013. *Luxury Fashion Branding: Trends, Tactics, Techniques*. Publication Palgrave Mac Macmillan
5. Uche Okonkwo. May 2007.*Luxury Brand Management- A World of Privilege.* Publication Palgrave Macmillan
6. Michel Cheualier & Gerald Mazzalovo. *Luxury Marketing & Management: Tools & Strategies to manage luxury products in a profitable and sustainable fashion.* John Wiley & Sons
7. Glynn Atwal & Douglas Bryson. Feb 2014. *Luxury Brands in Emerging Markets.* Publication Palgrave MacMillan
8. William D'Arienzo. March 2016. *Brand Management Strategies- Luxury & Mass Markets.* Fairchild Books
9. Julia Wimmers. September 2013. *ESPRIT- A Lifestyle Brand aiming to become the European Leader in the Fashion Industry*. Grin Verlag Publication.
10. Martha Vandijk. November 2009. *Luxury Fashion Management: Brand & Marketing Management in an ever changing luxury fashion industry*. Publication VDM Verlag.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
   a. http://www.iconixbrand.com/management.asp
   b. http://www.meltmanagement.com/#/welcome/
   c. http://www3.sympatico.ca/synergy1/Armani.pdf
2. Handouts: As indicated by course instructor.
3. Magazines: Teen Vogue Fashion, Bazaar, Style warehouse, Wellness, De Fuze, EGL, Aura, Celebrate, WSJ, Cosmopolitan, Dazed, Fashion, Savannah, You, Berlin Fashion Magazine, Nylon, Vogue, Lucky

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Culture
Course code: MM 162
Pre-requisite(s): Fashion Design Process

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- **Analyze and interpret fashion as both a creative industry and as a cultural phenomenon:** explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources. **(6-6)**
- **Reflect critically on the historical, social, cultural and global dimensions of fashion.** Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day. **(8-8)**
- **Understanding development of the field of fashion studies, theoretical viewpoints.** Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc. **(10-10)**
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives **(6-6)**

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.
- **Reference Books:**
    1. French Lunning. UK February 2013/US April 2013. *Fetish Style*. Bloomsbury Academic
    2. Maria Mellins. UK August 2013/US September 2013. *Vampire Culture*. Bloomsbury Academic.
    3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. *Fashion & Museums- Theory & Practice.* Bloomsbury Academic.
    4. Janice Miller. UK July 2011/US Sept 2011. *Fashion & Music*. Berg Publishers
    5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. *Dress Sense- Emotional & Sensory Experiences of the Body & Clothes*. Berg Publisher
    6. Pamela Church Gibson. UK December 2011/US December 2011. *Fashion & Celebrity Culture.* Berg Publishers
    7. Susan B Kaiser. UK November 2012/US January 2013. *Fashion & Cultural Studies*. Berg Publishers.
    8. Stephanie Talbot. UK January 2013/US May 2013. *Slogan T-Shirts (cult & culture).* A & C Black Visual Arts.
    9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. *Dress & Society*. Berg Publishers
    10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. *Berg Publishers.* Appearance & Power.
    11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. *The Visible Self - Global Perspectives on Dress, Culture & Society*. Fairchild Books.
    12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. *Global Perspectives on Dress, Culture & Society*. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
    a) http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
    b) http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
    c) http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
    d) http://thoughteconomics.blogspot.in/2012/09/fashion.html
2. Handouts: As indicated by course instructor
3. Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Communication
Course code: MM 172
Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios, visual merchandising, display, exhibition design, public relations and creative writing.
- Use mass communication to promote fashion. Communicate with masses or consumer by means of advertisement, promotions, films, video's, print etc
- Emerge as professionals who offer effective communication solutions for the fashion & lifestyle industry.

Course Description:

- Inputs in fundamentals of communication and fashion design through different tools of theory, exploration and application. **(4-4)**
- Informed, responsible fashion promotion, writing, observation, critical to the industry's future. Include study of fashion terminology, fashion studies, design aesthetics **(6-6)**
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry. Work with public opinion, research data on industry derived projects & cases, plan and write proposals for publicity and public relations programs. **(6-6)**
- Journalism. Developing communication plans, preparing press releases & press kits, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media. **(6-6)**
- Locate, understand and critically evaluate information from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. **(4-4)**
- Establish reference systems, paraphrasing, applying the principles of effective communication and the professional presentation of researched documents **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.

- Apply their learning through analytical and writing and presentation skills.
- Exhibit, adapt, utilize & investigate the role of fashion communication.

Reference Books:

1. Fashion theory. Volume 18 Issue 4- UK September 2014. *The Journal of Dress Body & Culture.* Bloomsbury Academic.
2. Vikki Bell. UK March 2007/US March 2007. *Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory*. Berg Publishers
3. Polly Guern. UK October 2004/US August 2004. *Creative Fashion Presentations 2nd Edition*. Fairchild Books
4. Peter Mc Neill & Sanda Miller. UK October 2014/US December 2014. *Fashion Writing & Criticism- History, Theory, Practice*. Bloomsbury Academic
5. Helen Warner. UK April 2014/US June 2014. *Fashion on Television- Identity & Celebrity Culture*. Bloomsbury Academic
6. Roland Barthers. UK October 2013/US December 2003. *The Language of Fashion*. Bloomsbury Academic.
7. Grace Lees-Maffei Lees-Maffei. UK December 2011/US January 2012. *Writing Design-Words & Objects*. Berg Publishers
8. Michael Clarke.UK December 2007/US Jan 2008. *Verbalizing the Visual- Translating Art & Design into words*. Ava Publishing

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites

a) http://www.acrwebsite.org/search/view-conference-proceedings.aspx?Id=9700,

b) http://scholar.google.co.in/scholar?q=Fashion+Communication+research+papers&hl=en&as_sdt=0&as_vis=1&oi=scholart&sa=X&ei=exYVfaGBcPmuQSV0IC4AQ&ved=0CBsQgQMwAA, https://ideas.repec.org/p/bon/bonsfa/462.html

2. Handouts: As indicated by course instructor
3. Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	MM 203	Internship # June-July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva, Power-Point Presentation & Report)	50	-	50
	MM 213	Retail Structure & Different Retailing Techniques	2	-	2	4	**3**	3	25	25	50
	MM 223	Production Planning & Control	2	-	2	4	**3**	3	25	25	50
	MM 233	Global Issues & Ethical Trading	1	-	2	3	**2**	3	25	25	50
	MM 243	Branding, Trend Forecasting, Promotion	1	-	2	3	**2**	3	30	20	50
		Sub Total	**6**	**-**	**8**	**62**	**25**				

Practice hours required per week

- Retail Structure & Different Retailing Techniques: **2 Hrs.**
- Production Planning & Control: **2 Hrs.**
- Global Issues & Ethical Trading: **2 Hrs.**
- Branding, Trend Forecasting, Promotion: **2 Hrs.**

 # Internship: Students will join internship immediately after closing of Spring Semester (First Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Second Year).

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 204	Dissertation	-	6	14	20	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	MM 214	Portfolio Development	1	2	6	9	**5**	Viva (With PPT & Document)			
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

Title of Course: Internship **Total Contact H:48**
Course code: MM 203 **(Internship)**
Online feedback (16-16)
Pre-requisite(s): Completed One Year studies of MFM **Jury: 16**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues*. Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

- Websites; https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:. Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Retail Structure and & Different Retailing Techniques
Course code: MM 213
Pre-requisite(s): MM 110 Fashion Marketing

Course Objectives:

- This course aims to establish the importance of retail industry, which has been changing at a rapid speed. Retail Structure and different Retailing techniques provides the opportunity to learn concepts of Managing merchandise, brands, retail stores and Consumer Behavior
- To enable the students to understand key definitions and terminology used in fashion retailing, working of retail structure and Visual Merchandising.
- To understand the economic influence of retail sector and appreciate the management process in retailing.

Course Description:

- Introduction to Types of different Retail Formats **(04-04)**
- Introduction to Roles and Responsibilities of staff and managers in different retail formats **(03-03)**
- Developing an understanding of Store Operations and promotions **(03-03)**
- Understanding Visual Merchandising **(03-03)**
- Retail structure and its relevance **(03-03)**
- Understanding of Retail Geography **(02-02)**
- Develop Retail Decision Making **(03-03)**
- Introduction to Retail mathematics and its applications **(03-03)**
- Understanding Modern Retailing Techniques **(03-03)**
- Overview of Customer Relationship Techniques **(03-03)**

Learning Outcomes:

- Underline the importance of understanding the basics of retail market with respect to fashion business.
- Understand the different retail formats and their processes in professional manner.
- Exhibit comprehensive knowledge of Fashion Retail and applying the principles in the real business world.
- Demonstrate a strong sense of decision making.
- Demonstrate understanding of different basic and advance tools used in fashion retailing and appropriate skills and knowledge for the broader context of subject such as retail geography, mathematics, visual merchandising, etc.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Gopal, V. V (2005), *Retail management - perspectives and cases*,ICFAI University Press, Hyderabad
2. Gupta, S. L. (2007), *Retail Management: An India in perspective text & cases*, Wisdom Publications, Delhi
3. Lamba, A J (2003), *Art of retailing*, Tata McGraw-Hill, New Delhi
4. Ogden, James R and Ogden, Denise T. (2005) *Integrated retail management: Indian adaptation*
5. *Biztantra*, Dreamtech Press, New Delhi
6. Rao, T. Srinivasa (2006), *Changing lifestyle and Consumer Behavior*, Deep & Deep Publications Pvt. Ltd., New Delhi
7. Solomon, M R. and Robolt, Nancy J. (2004) *Consumer Behavior in fashion* Dorling Kinderley (India) Pvt. Ltd., New Delhi
8. Tybout, Alice ed. and Calkins, Tim ed. (2005) *Kellogg on branding: the marketing faculty of Kallogg School of Management*, John Wiley & Sons New Jersey
9. Simon &Schuster 2000 *why we buy: The science of shopping*, Underhill, New York
10. Kurt Salmon Associates, *Vision and perspective of Consumer Behavior and trends in clothing: a global study, I.W.T.O. (International Wool Textile Organization),*.

Other Study Material: Websites:

- http://elearning.nokomis.in/uploaddocuments/Retail%20Merchandising%20& %20Buying/Chap%204-Types%20of%20Retail%20Formats/PPT/chap%204.pdf
- http://www.iimahd.ernet.in/publications/data/2004-08-05pksinha.pdf
- http://www.axis.com/rbte/files/store_productivity.pdf
- https://www.business.qld.gov.au/business/running/retail-design/creating-effective-retail-displays/principles-visual-merchandising
- www.sciencepub.net/nature/0301/06-yaofengge.doc
- http://www.handelsradet.nu/wp-content/uploads/2016/01/2014-Geography-and-the-retail-industry.pdf
- https://www.oss.unist.hr/sites/default/files/dokumenti/courses/specialist/business_trade/DTP021_ Contemporary_Retail_Techniques.pdf
- https://www.sas.com/content/dam/SAS/en_us/doc/analystreport/rsr-modern-merchandising-107753.pdf
- http://iveybusinessjournal.com/publication/best-practices-customer-relationship-management/

Case studies :

STRATEGY & MARKETING CONSULTANTS:
http://www.simon-kucher.com/sites/default/files/designing_a_promotional_strategy_that_works_for_apparel_retailers_simon-kucher.pdf
UNDERSTANDING ORGANIZED GARMENT RETAILING BUSINESS IN INDIA: http://www.ijesi.org/papers/Vol%202(6)/Version-1/J0261061070.pdf
OVERVIEW OF RETAILING:
http://www.pondiuni.edu.in/storage/dde/downloads/markiii_rm.pdf
CONSUMERS & CHANGING RETAIL MARKETS:

- https://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/ca02096.html

MULTI-CHANNEL DISTRIBUTION IN THE APPAREL INDUSTRY

- http://www.mmh.com/wp_content/sdi_wp_content_073013.pdf

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Production planning and control
Course Code: MM 223
Pre-requisite(s): MM 101 Introduction to Fashion.**MM 102** Merchandising Functions in an Organization
Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of production, planning to a real-world work environment.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skillsto enhance their competency in knowing the process flow and planning in garment manufacturing and improving productivity of manufacturing facility by co-ordination of various departments internally with the help of production planning and control.

Course Description:

- Introductions to different types of manufacturing processes and developing their basic idea along with focus on advantages and disadvantages of different types of production systems. **(03-03)**
- Understanding terminologies associated with apparel production and planning and quiz on understanding of terms and their usage.. **(03-03)**
- Study of terminologies and their formulaes and calculation involved along with real time situations for facing practical situations in industry. **(04-04)**
- Learn about inter departmental process flow and identify activities related to production planning and control works **(03-03)**
- Study some of the manufacturing systems being used and analysis of their of the process flow.**(03-03)**
- Generate reports on manufacturing systems and their use in different types of apparel products**(03-03)**

- Kinds of manufacturing system-Familiarize and Differentiate with different manufacturing system associated with apparel production viz. Make through system, Assembly system, Progressive bundle system, Unit Production system, Modular production system. **(04-04)**
- Terminology for apparel production and planning-Explain the terminologies associated with apparel production and planning-Terminologies associated with apparel production and planning like Production, SAM and SMV,WIP ,Bottle neck ,critical operations, productivity, line efficiency, throughput time, Lead time and Pitch time. **(04-04)**
- Apparel production planning and control-Explain the need and importance of apparel production planning and control - Importance of apparel production planning **(03-03)**

Learning Outcomes:

- To relate easily to the need and importance of apparel production planning and control
- To explain the process of manufacturing and production.
- To carry out production planning and work allocation for given situation
- To plan preproduction activities for given situation
- To derive time plan and action plan for given order execution

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examination of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and digital Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf (DATA BASE & INTRANET F0R SAFER COMMUNITIES)
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf (INFRASTRUCTURE SERVICES)
- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL (NISSAN SUNDERLAND PLANT SETS LATEST PRODUCTION MILESTONE)
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf (KEY SUCCESS: FACTORS FOR THE APPAREL MANUFACTURING INDUSTRY-A CASE STUDY AT COMPANY X)

- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf ((IMPLEMENTATION OF CELLULAR MANUFACTURING SYSTEMS IN GARMENT INDUSTRY: A CASE STUDY)
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf (STITCH WORLD: TECHNOLOGY & MANAGEMENT IN SEWN PRODUCT INDUSTRY

Videos

- American Apparel - Factory Tour - Production Planning
  https://youtu.be/Lnpm2T9OcKQ
- Master Garment Manufacturing Ltd Eng Ver.
  https://youtu.be/9Rn8bDLVfks
- Material Flow Systems Introduction
  https://youtu.be/uzxfAiAIVa0
- Material Handling for Manufacturing Unit - Eton Unit Production System | Al Brj
  https://youtu.be/os054n8NRI0
- Eton Systems – Innovation
  https://youtu.be/KD5SLhf5IpY

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-30-2

Title of Course: Global issues and ethical Trading
Course code: MM 233
Pre-requisite(s): MM 101 Introduction to Fashion
MM 108 Fashion Economics
MM 110 Fashion Marketing

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackleenvironmental and social issues present in garment industry at national and international level**.**

Course Description:

- **Global Issues and Ethical trading** gives students the opportunity to explore and understand keytheories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances. **(03-06)**
- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA ,Quota Allocation and elimination,GATT,FTA **(03-06)**
- The international market with regard to products, services and intellectual property and how those challenges affecteconomic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade. **(03-06)**
- Present global Issues- Explain the present scenario of apparel industry and moving trends towards sustainability and other labour related issues- International and national issues including-Green facilities,ETP,Dyes,Labour Issues **(03-06)**
- **Ethical Trading-** Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification. **(03-06)**

Learning Outcomes:

- Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry*,Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*
6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd90585257375006623f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_NenaBode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)

- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY)

Videos

- **General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA)** https://youtu.be/KMZGbaXYq58
- **The Fiber Side of Textile Recycling**https://youtu.be/CJka9tHkxjs https://www.youtube.com/watch?v=pEbFnAMHHps
- **The Full Story of the Rana Plaza Factory Disaster.**https://youtu.be/pEbFnAMHHps
- **Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated** http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india
- **They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory** http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html
- **Govt comes out with plan to resolve Tirupur crisis** https://youtu.be/4zkCo17cUQk

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-26-2

Title of Course: Branding, Trend Forecasting, Promotion
Course code: MM 243
Pre-requisite(s): MM 111 Sourcing for Fashion Products
MM 112 Fashion Branding Management

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Description:

- Understand and apply Range planning and seasonal merchandise mix **(02-04)**
- Work on the Product Development process flow for the selected market. **(02-04)**
- Work on the Costing of the merchandise developed. **(02-04)**
- Launching the brand for the chosen market. **(01-02)**
- Evaluation of sales and distribution channel for the market. **(02-04)**
- Developing Branding and Promotion plan. **(02-04)**
- Designing marketing mix. **(02-04)**
- Managing growth and other challenges of the brand launched. **(02-04)**

Learning Outcomes:

- Able to analyze the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting, Om Books International, New Delhi*
2 Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi

6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
7. Peterson, L.K & Cullen, Cheryl Dangel,(2000*),Global graphics: color: a guide to design with color for an international market*, Rockport Publishers, Massachusetts
8. Packard, S., winters, A. & Axelrod, N. (1998),*Fashion Buying& Merchandising*. 2nd Edition,New York, Fairchild Publications
9. O'Hara, G. (1986),*The Encyclopedia of Fashion*. London, Thames & Hudson
10. Brannon, Evelyn L. (2002),*"Entrepreneurship*",Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businescasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU
- **BBC Three - Secrets of the Superbrands (Fashion)** https://youtu.be/fd7lfcnlb9c

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: MM 204
Pre-requisite(s): MFM Year 1&2

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis
  - Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: MM 214
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing a holistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.
- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:
- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/

Academic Curriculum

(2015-16 Onwards)

BACHELORS OF DESIGN

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Foundation Programme									**Autumn Semester**		
	Course Code	**Course Title**	**Contact Hours Per Week**				**Credits**	**ETE Duration Hrs.**	**Weightage (%)**		
			L	**T**	**P**	**Total Contact hours**			**CW**	**MTE**	**ETE**
AUTUMN SEMESTER	FD101	Design Concepts-I	1	-	4	5	3	3	50	-	50
	FD111	Drawing & Color	1	-	4	5	3	3	50	-	50
	FD121	Material and Process	1	-	2	3	2	3	50	-	50
	FD131	Communication Design- I	1	-	4	5	3	3	30	20	50
	FD141	History of Art & Culture-I	2	-	2	4	3	3	30	20	50
	FD151	Environment & Waste Management	3	-	-	3	3	3	50	-	50
	FD161	Social and Professional Ethics	3	-	-	3	3	3	50	-	50
	Sub Total		12	-	16	28	20				

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First Year - FOUNDATION PROGRAMME

Foundation Programme									**Spring Semester**		
	Course Code	**Course Title**	**Contact Hours Per Week**				**Credits**	**ETE Duration Hrs.**	**Weightage (%)**		
			L	**T**	**P**	**Total Contact hours**			**CW**	**MTE**	**ETE**
SPRING SEMESTER	FD102	Design Concepts-II	2	-	6	8	5	3	50	-	50
	FD112	Visualization and Representation	2	-	6	8	5	3	50	-	50
	FD122	Material- Exploration and Prototyping	2	-	4	6	4	3	50	-	50
	FD132	Communication Design - II	1	-	4	5	3	3	30	20	50
	FD142	History of Art & Culture-II	2	-	2	4	3	3	30	20	50
	Sub Total		9		22	31	20				

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Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts-I **L-T-P-C**
Course Code: FD101 **1-0-4-3**

Course Objectives:

- To develop an understanding and appreciate the basic Elements & Principles of Design, Design concepts & Composition as well as introduce the students to the basic concept of design.

Course Description:

UNIT-I

- Study of elements of designs; line, color, shape, texture, patterns and forms.
- Types of line, line art work and application based design development. Psychological implication of lines shapes and forms.
- Study and development of textures of marble, blow, smoke, embossed, salt, sand, collage, fabric, surface enhancement texturing, thread puling etc.
- Study of Negative and positive space and its application in design concepts
- Color theories and schemes. Tint and shades, tones, complimentary, triad, contrast, pastels, dusty pastels and study of color psychology and combinations.
- Understanding of Elements, Principles of Design and their articulation.
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop sense of composition.
- To develop understanding of tangible and non-tangible aspects of elements of design.
- Development of prints, line illusion, impact of prints through lines, shapes and forms on various surfaces.

UNIT-II

- Study of Principle of Design, Concepts and its application in given themes.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, emphasis, proportion scale in 2, 3 & 4.
- Understanding & Articulation of Aesthetic Principles (Visual Order, Movement, Placement, Size, Alignment and Orientation).
- Study of application of Design concepts by National and International Designers, artists and craftmen.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises
- Exhibit, adapt, utilize & investigate the process of design thinking.
- Demonstrate the ability to project their approach to their respective fields.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style,UK October 2014/US December 2014, Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion, UK March 2013/US January 2013, Fairchild Books (also 4th edition January/November 2008)

Reference Books:

- Bloomsbury Academic, Fashion Theory Volume 18 issue 4- The Journal of Dress Body & Culture, UK September 2014. Bloomsbury Academic.
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design,UK September 2012/US November 2012,Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2000, Tuschen publishers.
- G.J Sumathi,Elements of Fashion and Apparel Design, New India 2007, New Age International publisher
- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, .UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Drawing & Color
Course Code: FD121 **L-T- P-C**
1-0-4-3

Course Objectives:

- To develop skills of freehand drawing and sketching to cultivate an ability to visualize, analyze, observe and communicate ideas/concepts.
- To understand and communicate through drawing & color studies, the principles governing the visual phenomenon as perceived by the human eye.
- To explore and enhance construction and analytical methods of drawing, sketching and coloring, through diverse methods and techniques.

Course Description:

UNIT-I

- Freehand Sketching and its importance.
- Sketching with various medium like Pencil, Pen, ink, water color, Poster color, Oil Pastel color, Dry Pastel, Charcoal Pencil, Color Pencils etc.
- Perspective drawing.
- Line Contour
- Study of 2 dimensional and 3 dimensional sketching/drawing.
- Study of Color and its application (Primary, Secondary, Tertiary, Intensity, Value, Hue, Tints, Shades, Tones and Color Wheel)

UNIT-II

- Study method and process of shading techniques through scribbling, doodling, stippling and hatching.
- Nature Study and its application in design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of freehand sketching/drawing, its application & color study.
- Apply learning through a development of 2D sketches and drawing
- Exhibit, adapt & utilize the role of drawing& color in design.
- Demonstrate the ability to handle drawing & color application.

Text Books

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing
- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing. Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration- How to develop your own style, UK October 2014/US December 2014, Bloomsbury Academic

Reference Books:

- Jeanne Allen. 1986 Designer's Guide to Color 3. Chronicle Book
- Elisabetta Drudi, Tiziana Paci , Figure drawing for Fashion, 2001,The Pepin Press
- Bina Abling, Fashion Sketchbook, UK June 2012/US April 2012, Fairchild Books.
- Bina Abling, Marker, Rendering for Fashion, Accessories & Home Fashions, UK November 2005/US September 2005. Fairchild Books
- Naoki watanabe, Contemporary fashion illustration techniques, June2009, Rockport publications.
- Danielle Meder, Draw fashion now, 2006, Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015, Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

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Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material and Process

Course Code: FD131 **L-T- P-C**
1-0-2-2

Course Objectives:

- To develop understanding of behavior, characteristic, properties, dimensionality, physical and visual potential of basic material (solid, sheet, linear and granular).
- To develop an instinct for material and their potential through manipulation.
- Orientation of basic hand tools, precision tools and techniques to manipulate materials.

Course Description:

UNIT-I

- Understanding of material, its behavior, characteristic and properties.
- Material manipulation & exploration (Paper, POP, GI Wire, Clay, Plastic, Metal Sheet etc.).
- Handling of tools & equipment.
- Precision and accuracy, precautions and care.

UNIT-II

- To explore product's construction, finishing and application of basic elements and principals of design on it.
- Introduction to visual elements in the three dimensions with a basic understanding and application of elements and principles of design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Material manipulation &exploration and finishes.
- Apply their learning through hands on approach to skills, mediums and tools. .
- Exhibit, adapt, utilize & investigate the role of material for appropriate application& co relation & precision in design.

Text Books:

- Usha Srikant, Ethnic Embroidery of India, 2000 ,Honesty Publishers & Distributors
- Beverly Lemire, Cotton, March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.
- JJ Pizzuto, Fabric Science, 11th Edition, 2012, Bloomsbury Publication

Reference Books:

- Kimberly Irwin, Surface Design for Fabric-Bundle Book+ studio access card, March 2014, Fairchild Books Holly Harrison (2007) Mixed media collage- An Exploration of contemporary Artists, methods & materials, UK, Quarry Books.
- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, The Country Diary Book of Crafts, 1985, Bloomsburg Books London
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide, ,Feb 2014., Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan, Sourcing and selecting Textiles for Fashion: sourcing and selection, 2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

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Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-I
Course Code: FD141 **L-T-P-C**
1-0- 4- 3

Course Objectives:
The course has an emphasis on how meaning is constructed and communicated through digital media. Students use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic photography, digital image creation and the integration of a variety of media. Digital imaging tools include raster software applications such as Photoshop to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Basic understanding of communication, Significance, effectiveness and importance of different sensory organs.
- Evolution of communication, basic elements of communication, different types of communication, travel of communication and their barriers, important C's of communication.
- Difference between communication & mass communication.
- Comparison and significance of different medium of communication (Newspaper, TV, Cinema).
- Role of communication in society.
- Process from idea to formulation of opinion. Future and trends of communication.

UNIT-II

- Creative Writing – principles and methods of effective writing.
- Exception in mass media writing, use of words, sentences, types of words and construction of sentences.
- Use of tenses in different media writing.
- Photography - Interaction of words and images-explore and examine how words and images interact to create emergent meaning.
- Basics of photography, composition and different aspects of photography.

- Basics of Adobe Photoshop.

Learning Outcomes:

On the fundamental level, by the end of this course student should walk away with:

- A basic understanding of communication.
- An ability to understand your masses.
- Express your utmost creativity through writing.
- Ready to see the world with different perspective through lenses.

Text Book:

- Kumar, Kewal J, Mass Communication in India, Jaico Books, New Delhi.
- George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication,2007.
- Langford, M. (2000). Basic Photography. New Delhi: Focal Press.

Reference Books:

- J.S. Yadava & Pradeep Mathur, Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi
- Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi
- Folts, J. A. and Lovell, R. P. Handbook of Photography.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -I
Course Code: FD151 **L-T-P-C**
2**-0-2-3**

Course Objectives:

- To introduce students to Oriental/Eastern history of art and culture and interpret the symbols for contextual application.
- Basic knowledge and grasp of the overall context (cultural, socio-economic, political, religious etc.) of important works of Indian/Eastern art, in relation to contemporary practices
- Interpretive response to creative application of materials, techniques, elements and principles of eastern art.

Course Description:

UNIT-I

- History of Oriental Art and costumes forms Prehistoric times till date. Impact of cultures influences on fashion movement.
- Study of Mongolian art and clothing movement and its impact on other cultures.
- Ancient Indian costume study and development of samples. Study of development of accessory line from B.C to A.D to digital age. Study of art movement from Stone, Bronze Age to vedic, Maurya, Gupta, Magdha, Indo Scythians, and rise of Hinduism, Jainism, and Buddhism.

UNIT-II

- Indian Traditional Painting/Artists. Concepts and evolution.
- Buddhist Art, Islamic Art, Hindu Art & Theory of Rasa Shastra.
- Eastern Art, Social & Cultural Revolution in the Indian Context**.**
- Study of Cultural influences.
- Study of color coding for class and society in different dynasties.
- Study of post-colonial and impact of British colonies on Indian culture development.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Eastern/Oriental art & culture
- Apply learning through effective presentations & documentation of Crafts of India.
- Exhibit, adapt, apply, utilize & investigate the role of Oriental art& culture.

Text Books:

- Helen Warner, Fashion on Television- Identity & Celebrity Culture, UK April 2014/US June 2014, Bloomsbury Academic
- Jessica Hemmings, Cultural Threads- Transnational Textiles Today, November 2014, Fairchild Books.
- Susan. B. Kaiser, Fashion & Cultural Studies, , UK November 2012/US January 2013, Berg Publishers

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress- Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

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Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Environment & Waste Management
Course Code: FD 161 **L-T-P-C**
3-0-0-3

Course Objectives:

- To familiarize students with basics of environmental sciences , disaster & waste management.

Course Description:

UNIT-I

- **General:** Definition, Scope & Importance, Need For Public Awareness- Environment definition, Type of Ecosystem, Balanced ecosystem, Human activities – Food, Shelter, Economic and social Security. Effects of human activities on environment, agriculture, Housing, Industry, Mining and Transportation activities, Bio diversity & its conservation
- **Renewable & Non-renewable resources:** Natural Resources- Forest resources Water Resources , Mineral resources , Energy resources , Land resources - Availability and Quality aspects. Energy–Hydro Electric, Nuclear, Solar , Hydrogen as an alternative future source of Energy. Biomass and Bio-gas
- **Environmental Pollution and their effects**: Water pollution, Land pollution. Noise pollution, Public Health aspects, Air Pollution**.** Current Environmental Issues of importance, population Growth, Climate Change and Global warming- Effects, Urbanization, Automobile pollution, acid rain, Ozone Layer depletion, Animal Husbandry, Salient features & amendments of Enviromental Protection Act , Water Prevention & Control Act , Air prevention & control of pollution Act , Salient Features of Environmental Summit – Paris 2015 .
- **Disaster Management**: Introduction on Disaster Different Types of Disaster : A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures(Building and Bridge), War & Terrorism etc. causes, effects and practical examples for all disasters.

UNIT-II

- **Disaster Preparedness and Response Preparedness:** Disaster Preparedness: Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of

Government, International and NGO Bodies. Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management.

- **Waste Management:** Municipal Solid Waste Management, Waste Collection, Storage and Transport. Waste Disposal - Key issues and features. Waste Processing Techniques. Source Reduction, Product Recovery and Recycling. Recovery of Biological Conversion Products: Composts and Biogas. Composting and Biogasification Technology. Hazardous Waste: Management and Treatment. Integrated Waste Management (IWM).
- **Solid Waste Management Act** :Municipal Solid waste (Management & Handling) Rules 2000, Waste Management Rules 2016 (Amendments)

Learning Outcomes:

- Under this the students will be able to identify different dimensions of environmental studies; problems related to the environmental degradation & will be able to take remedial steps.
- Disciples will learn about different type of disaster that occur in nature consequently learning to develop the preparedness and remedial techniques.
- Upon learning the problems related to environmental waste students will be able to segregate the waste in different categories and will learn its effective management techniques

Text Books:

- Management: A Global Perspective, Weihrich, H. and Koontz, H., New York, McGraw Hill 2006
- Disaster Management: A Disaster Managers Handbook, Carter, W.N., Manila, ADB. 2006
- Disaster Management Handbook for Bangladesh, Parts I-IV. Dhaka, BDPC and PACT, Rahman, M.S 2005
- Management, Stoner, J.A.F. and Freeman, R.E., Prentice-Hall, New Delhi 2004

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress- Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

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First Year - FOUNDATION PROGRAMME

Title of Course: Social and Professional Ethics
Course Code: FD 171 **L-T-P-C**
3-0-0-3

Course Objectives:

This course input is intended

- To help the students appreciate the essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings
- To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence.
- To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in value education to the young enquiring minds.

Course Description:

UNIT-I

- Understanding the need, basic guidelines, content and process for Value Education.
- Self-Exploration–what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self-exploration
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in harmony at various levels.
- Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
- Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of 'I' and harmony in 'I'
- Appraisal of Physical needs, meaning of Prosperity in detail

- Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship
- Understanding the meaning of Vishwas; Difference between intention and competence
- Understanding the meaning of Samman, Difference between respect and
- differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family!

UNIT-II

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfillment among the four orders of naturerecyclability and self-regulation in nature
- Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence.
- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
    a) Ability to utilize the professional competence for augmenting universal human order
    b) Ability to identify the scope and characteristics of people-friendly and ecofriendly production systems,
    c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
    a) At the level of individual: as socially and ecologically responsible engineers, echnologists and managers
    b) At the level of society: as mutually enriching institutions and organizations

Learning Outcomes:

- The students start exploring themselves; get comfortable to each other and start finding the need and relevance for the course.
- The students start finding that technical education without study of human values can generate more problems than solutions.
- The students become aware of their activities of ‘I’ and start finding their focus of attention at different moments.

Text Books:

- R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2

Reference Books:

- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.
- PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Purblishers.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

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First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts –II **L-T-P-C**
Course Code: FD102 **1-0-4-4**
Pre-requisite(s): Design Concepts-I

Course Objectives:

- To develop skills of visualization, communication and over all understanding of attributes of 3d forms.
- Depicting various qualities and characteristics of materials through rendering such as transparency, high gloss and matt.

Course Description:

UNIT-I

- To study the processes of different mediums while applying elements and principles of design.
- Visualization of Tangible and Non Tangible aspects of 2D & 3D Design (Physical Characteristic, Emotive Quality, Symbolism and Visual Hierarchy, Contextual form, Abstract form, Pictorial and Typographical Elements).
- Understanding of Scaling and enlargement of design.

UNIT -II

- Development of motifs or pattern to apply on various surfaces. Focusing on surface ornamentation.
- Study of color selection implied for different themes.
- Inspiration capturing, collection of inspiration and study of design extractions out of each inspiration.
- Product development process: inspiration, ideation, exploration and Prototyping.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of developing representation skill to aid design ideation & visualization.
- Ability of the student to represent 3D objects along with surface material specification.
- Exhibit, adapt, apply, utilize & investigate the role of design ideation and visualization.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books

- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style, UK October 2014/US December 2014,. Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion. Fairchild Books (also 4th edition January/November 2008), UK March 2013/US January 2013.

Reference Books:

- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design, UK September 2012/US November 2012, Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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First Year - FOUNDATION PROGRAMME

Title of Course: Visualization and Representation **L-T-P-C**
Course Code: FD 112 **1-0-4-4**
Pre-requisite(s): Drawing and Color

Course Objectives:

- To observe, analyze, visualize, understand, communicate and interact with the environment through advanced level of drawings and color study.
- To enhance 3-D quality of an object, space or form through color renderings.

Course Description:

UNIT-I

- Study of various lifestyle products.
- Dissection and cross section of fruits/vegetables.
- Study of basic Geometry and Tessellation.

UNIT-II

- Study of various material rendering (fabric, wood, ceramic, paper, plastics, leather, rag zine, various types of fabrics.)
- Study of Still life from light, composition, space, shade, scale and proportion etc. Representation of 3D through rendered surfaces.
- Study of Human Anatomy and proportions.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of surface rendering techniques.
- Apply learning through a development of all material rendering.
- Exhibit, adapt, apply & utilize the study of light and shade in design.
- Ability of the student to represent 3D objects along with surface and material specification.

Text Books:

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing

- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing,UK October 2008/US August 2008,Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, . UK January 2014/US November 2014, Fairchild Books

Reference Books:

- Jeanne Allen, Designer's Guide to Color ,1986, Chronicle Books
- Elisabetta Drudi, Tiziana Paci, Figure drawing for Fashion,2001, The Pepin Press
- Danielle Meder, Draw fashion now,2006,Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015,Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material-Exploration and Prototyping **L-T-P-C**
Course Code: FD 122 **1-0-2-4**
Pre-requisite(s): Materials & Process

Course Objectives:
Develop understanding of:

- Variety of materials in raw, process and finished forms and uses (wood, metal, plastics, glass, ceramic, leather & textiles etc.),
- of basic processes to enhance physical characteristic of materials through surface treatment.
- of tools, equipment, machinery, manufacturing process and their limitations as well as applications

Course Description:
UNIT-I

- To develop understanding of basic principles of manufacturing processes, and insight into technology and innovation.
- Familiarization & orientation to raw processes and finished forms of materials (wood, metal, plastic, glass, ceramic, leather, textiles etc) of subtractive (machining) & additive (fabrication, form) process of materials
- Historical study of technology & innovation in context of prototyping.
- To explore materials like Boxboard, Wire, Mount board, Copper, Aluminum etc.

UNIT -II

- To study and explore materials in 3 dimension (Volume, proportions, surface, quality, Characteristic of curve, plane, forms and space).
- Judgment of application, limitation and use of materials & processes.
- Study of development of commercially viable products in respect to different themes provided.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of pre and post production aspects of material.
- Apply learning through hands on experience of exploring tools, equipment & machinery for undertaking the process of design.
- Exhibit, adapt, utilize, and investigate the role of material exploration for design translation through an assimilation of diverse inputs.

Text Books:

- Usha Srikant,Ethnic Embroidery of India,2000,Honesty Publishers & Distributors
- Beverly Lemire, Cotton ,March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.

Reference Books:

- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, the Country Diary Book of Crafts, 1985, Bloomsburg Books London.
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide,Feb 2014, Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan,Sourcing and selecting Textiles for Fashion: sourcing and selection,2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Power Point Presentation.

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COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-II **L-T-P-C**
Course Code: FD 132 **1-0-4-4**
Pre-requisite(s): Communication Design-I

Course Objectives:
The course has an emphasis on how meaning is constructed and communicated through digital media. Students continue to use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic videography, digital image creation and the integration of a variety of media. Digital imaging tools include vector software applications such as Adobe Illustrator/ Corel Draw to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Communication Theory – Introduction of Different communication theory and Models.
- Significance of different theory and models in present scenario.
- Origin and development of Print, electronic & Web Media.
- Basics of Video – Elements of videography. Production process.
- Script writing, story board, log sheet.
- Introduction to editing software.
- Timeline, shot division, effects and transition.

UNIT-II

- Creative Writing II – Translation – meaning, types and principles of translation.
- Rewriting. Types of writing for mass media.
- Difference between web writing, news writing and magazine writing.
- Ingredients of writing for new media. Review – Book, Film & TV programmes.
- Story writing.
- Basic Photography (Practical) – Camera Parts and functions, Lighting, Exposure, Composition, Depth of field, Rule of third etc.

Learning Outcomes:

- An understanding of how communication works.
- Origin of different mode of communication and human needs.
- Understand the new media and how media change the scenario of communication

- Explore the world of new media along with visuals and photographs.

Recommended Text book:

- Sharma, O.P. Practical Photography. (2003). New Delhi: Hind Pocket Books.
- Thomas S. Kane, Oxford Essentials Guide To Writing.

References:

- Folts, J. A. and Lovell, R. P. Handbook of Photography.
- Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -II **L-T-P-C**
Course Code: FD 142 **2-0-2-4**
Pre-requisite(s): History of Art & Culture - I

Course Objectives:

- To introduce the students to ancient history with reference to western art & culture. To develop an understanding of the social & cultural revolution that brought significant change in the overall perception of people across the world.
- To point out the various functions western art has served through the ages in different geographical, cultural& socio-economical context.

Course Description:

UNIT-I

- To engage with and explore the concept of cultural studies in the context of western art from prehistory to modern.
- Study of Art movement from Ancient world Greek, Egypt, Roman, to Study of Art and object development during Byzantine, Romanesque, and Gothic.
- Study of Art movement from Renaissance, Baroque, Rococo, Neo Classicism, Romanticism, Art Nouvae.
- Study of object development during 1910 to 2010.

UNIT-II

- To study the impact of development in object's (textures, colors and its reflection in society).
- To explore the relationships between Western culture and the social and political developments of the region (World War I & II, Industrial revolution etc.)
- The study of Western Art, Social & Cultural Revolution in the Indian Context.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of western art & culture
- Apply learning through effective presentations & documentation of the overall research in relation to contemporary art & cultural practices.
- Exhibit, adapt, utilize & investigate the role of Western art & Culture in the Indian context.

Text Books:

- Al Ries, Laura Ries March, 2009. The Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands, HarperCollins e-books

Reference Books:

- Werness Hope D, The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, . January 2000, Oceania & North America, Continuum Publication
- Geczy Adam, Art: Histories, Theories & Exceptions: ,January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg. Dress & Society. UK December 2008/US October 2008. Fairchild Book.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 203	Textile Study - I	2	-	2	4	**3**	3	25	25	50
	FD 213	Basics of Pattern Making & Draping	2	-	4	6	**4**	4	30	20	50
	FD 223	Basics of Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 233	Fashion Illustration & Presentation (Women's Wear- Casual)	1	-	4	5	**3**	3	50	-	50
	FD 243	Fashion Materials and Explorations	1	-	2	3	**2**	3	30	20	50
	FD 253	Fashion Studies- I (Women's Wear- CASUAL)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	6	6	**3**		50*	-	50#
	FD 263	Introduction to Computerized Fashion Design	1	-	2	3	**2**	2	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

Note: - Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Textile Study I **34-0- 30- 3**

Course Code: FD 203

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES: (08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES: (08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS**:** Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING: (08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING: (06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY: (04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. **Learning Outcomes**:

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

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

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

- Handouts: As instructed by subject teacher

- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Basics of Pattern Making & Draping **34-0- 30- 3**

Course Code: FD 213

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES:** **(08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES:** **(08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS**:** Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING:** **(08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING:** **(06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY:** **(04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. Learning Outcomes:

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

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

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

- Handouts: As instructed by subject teacher

- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

Title of Course: Basics of Garment Construction **L-T-P-C**
Course code: FD 223 **0-0-96-3**
Pre-requisite(s): Basic hand sewing, handling of sewing machine and fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation.
- Understand the idea of a relationship between pattern making and sewing.
- Apply technique and method of construction and draping with context to material, form manipulation in a creative manner.
- Apply basic garment construction skill in process of design realization.

Course Description:

Machine Sewing: Operation, Stitch Practice and Types of Stitches. **(00-10)**
Garment Construction Methods and Techniques
1) Basic Bodice, Basic Skirt, Basic Sleeve and Basic Trouser Foundation, Torso Foundation **(00-21)**
2) Seams (Plain, French, Mock French, Flat Fell)
3) Seam Finishes (Pinked, Overlock, Bias-Bound, Turn& Stitch, and Hong Kong Bound.), Hem Finishes. **(00-10)**
4) Circular lines and Angular lines and corner finishes. **(00-10)**
5) Plackets, Pockets (Patch & Side), Cuffs, Collar (One pcs, Peter pen). Zip (Visible with Flap) **(00-15)**
6) Waist Finishes, Waistband (Elasticized or Drawstring), Facing, Opening Fasteners. Darts, Pleats, Tucks, and Gathers. **(00-10)**
7) Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic skirt Assembling a skirt and bodice with sleeve attachment. **(00-20)**
8) Construction of a casual Wear Garment

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.
- Construction of a casual wear Garment

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
3 .Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing
5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown

Evaluation Process:

Course Work: 50% weightage. Practical laboratory course work.
End Term Examination: 50% weightage, Practical examination conducted for the Laboratory assignments.

Other Study Material:

Direct reading and interest based resource: Trend forecast magazine like Donna collezioni and Bambini, technical magazine like stitch time, and Trend Forecast and Fashion and Trend side: WGSM on web
Visit to design studio, workshop garment units and garment fair/exhibition, Fashion Week in India
Attending workshop organized by promotional bodies and fashion forums

Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824,
http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

Handouts: As indicated by course instructor.

Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year

Autumn Semester

L-T- P- C

16-0-64-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Casual)
Course Code: FD 233
Pre-requisite(s): Basic understanding of human Anatomy

Course Objectives:

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

Course Description:

- Human (women) body types, anatomy-(face, hair, hands & feet) and body movements. **(4-10)**
- Comparative study between human & fashion figure proportion. **(2-10)**
- Flat sketching, garment details and draping on body. **(2-14)**
- Doodle sheets as per inspiration taken for Women's Casual wear category. **(2-05)**
- Specification sheets for required designs. **(2-10)**
- Range Development. **(4-15)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual communication and presentation.

Reference Books:

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

- Takamura, Zeshu. Fashion Illustration Techniques: A Super Reference Book for Beginners, Pageone, 2012
- Abling, Bina. Fashion Sketchbook. FairchildBooks, 2012.
- Lee, Jaeil. Steen, Camille .Technical Sourcebook for Designers. FairchildBooks, 2014.

Evaluation Process:

- *Class Works*: **60% weightage**: It includes the compilation of all classroom assignments.
- *End Term Examination*: **40% weightage**: Range development sheet and flat drawing of the final garment.

Other Study Material:

- Handouts: As indicated by course instructor.

Website references:

- https://fashionary.org/
- http://www.fashionarium.com/post/539040090/step-by-step-fashion-illustration-tutorial-with
- http://www.ralphpink.com/tutorials/cad-fashion-illustration/
- https://www.youtube.com/watch?v=30VuFOym59U
- https://www.youtube.com/watch?v=mGhl18A4Ky0
- https://www.youtube.com/watch?v=2Ws28_OiMNQ
- https://www.youtube.com/watch?v=Zs5ORdQconc
- https://www.youtube.com/watch?v=Iqg5fLBhqfo
- https://www.youtube.com/watch?v=Wr5z5tbwALg

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Fashion Materials & Exploration **16- 0-32-2**

Course Code: FD 243

Pre-requisite(s): Textile Study II & Material Study II

Course Objectives:

- To enable the students to develop core skills in the understanding & identification of Fiber/Textiles & other materials used in Garment design.
- Innovative and experimental ways of exploring fabrics for fashion
- Sensitive to the concept of fabric and its manipulation in design & fashion.

Course Description:

- Decorative Materials & Trims **(01-02)**
- Fabrics for Fashion **(02-06)**
- Creative Draping, pattern cutting and construction **(01-04)**
- Fabric Manipulation **(01-06)**
- Experimental Methods of using fabrics/fibers **(01-04)**
- Innovative silhouettes **(02-04)**
- List of fashion fabrics **(03-02)**
- Fashion material awareness **(02-02)**
- Build sensitivity towards all of the above **(03-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding and identification of Fabrics and other materials used in garments.
- Apply design learning through innovative and experimental ways of exploring fabrics
- Exhibit, adapt, utilize & investigate the process of building a sensitive approach towards fashion fabrics

Evaluation Process:

- Class Work: 30% weightage. It includes Class Assignments on fiber/fabric/form explorations with documentation.
- Mid Term Examinations: 20% weightage. Two Examinations (Practical) of 20 mark each.
- End Term Examination: 50% weightage on Viva Voce with the Product & Portfolio.

References:

- Akshay Tholia (Year)*Live Textiles- A Practical Approach to Understand Fabrics Vol 1& 2* SARV International 2nd Edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publising

- Braddok Clark Sarah & Omahony Marie (Year 2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson Publishing
- Cadigan, Erin (Year 2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publ India Private Ltd
- Anne Morrel (Part A, B, C, D) 1999, 2000, 2001, 2003 *Indian Embroidery Techniques at the Calico Museum of Textiles, A working guide*, Published by Calico Museum of Textiles Sarabhai Foundation, Ahmedabad
- Colin Gale & Jasbir Kaur,(Jan 2011), *Fashion & Textiles (an overview)*, Berg Publishing/CBS 1st Edition
- Jenny Udale, 2008, *Textiles & Fashion*, Ava Academia Publishing Switzerland
- Gail Baug, 2011,12, *The Fashion Designers Textile Director (The Creative Use of Fabrics in Design)*, Thames & Hudson

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: https://www.behance.net/gallery/16990915/Materials-Exploration-Final
  https://in.pinterest.com/iamshoshannaros/materials-exploration-inspiration/
  https://www.google.co.in/?gfe_rd=cr HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"ei=4D8CV7UFhZbxB-7yiKAE HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"gws_rd=ssl#q=fashion+materials+fabrics,
  https://www.youtube.com/watch?v=UeYtKhE-58I
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off,

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Second Year

Autumn Semester

Title of Course: Fashion Studies-I (Women's Wear-Casual) **L-T- P- C**

Course Code: FD 253 **37-0-128-5**

Pre-requisite(s): Foundation Course in Design, Knowledge of Pattern Making, Draping and Garment Construction.

Course Objectives:

- Apply understanding of Fashion Design Process along with Fashion Forecasting and trend study in the Women's wear Casual segment
- Provide advance knowledge in pattern cutting for Casual wear.
- Enable students to address a design brief with relevance to casual clothing.

Course Content:

Design Brief:

Design casual wear for women between 18-22 years for Spring-Summer wear 2017. The inspiration should be taken from Nature following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.

Design:

- Brainstorming with the segment category casual wear **(05-06)**
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Casual wear ensembles, details trims and finishes, Client research. **(05-02)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development **(05-16)**
- Derivations, Scrap book, Doodles. **(06-10)**
- Fabric sourcing and surface development for Casual wear. **(05-02)**
- Selection of the Range and Ensemble to be stitched. **(02-10)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(02-02)**
- Full design process documented **(03-12)**

Design Studio:

- Illustration with Front & Back selected **(00-10)**
- Specification Sheet **(00-02)**
- Material & Cost sheet **(00-02)**
- Pattern making & draping for Casual Wear. **(00-10)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Casual wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-10)**
- Design Realization of one chosen ensemble from a range of five. **(04-14)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (casual) for Spring Summer (S/S)2017
- Apply design learning through construction of a range of chosen ensemble

- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Casual Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.
- Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
- Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
- Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
- Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.
- Jack Handford (2003) Professional Pattern Making for Designers, Women's wear & Men's Casual wear , Fairchild Books, Spi edition (15 March 2003)
- Author/Year unavailable .*Fashion Source Book*. Blackwell Science Publication
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown
- Marian L Davis 1987. *Visual Design in Dress*. Prentice Hall (2 copies)
- Marilyn J Horn. 1968. *The Second Skin- An Interdisciplinary Study of Clothing*. Houghton Mifflin Company, Boston.
- Margaux Tartauotti. Year unknown. *The Fine Art of Dressing*. Publisher unknown.
- Kathryn Mc Kelvey & Janine Munslow 2003. *Fashion Design, Process, Innovation, & practice*. Blackwell Publishing

Other Study Materials:

- Handouts: As indicated by subject teacher
- Websites: www.fdci.org , www. **HYPERLINK "http://www.casualclothing.dk/"casualclothing** HYPERLINK "http://www.casualclothing.dk/".dk/ , www.the **HYPERLINK "http://www.thecasualsdirectory.com/"casual** HYPERLINK "http://www.thecasualsdirectory.com/"sdirectory.com/ , www.dorothyperkins.com/en/dpuk/.../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"clothing** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092".../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"casual** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"- **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"wear** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"-2097092
- Magazines: Bazaar, Elle, Sweet, Very, JJ, Burda, Fudge, Grazia

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Second Year

Autumn Semester

L-T-P-C

16-0-32-2

Title of Course: Introduction to Computerized Fashion Design
Course Code: FD 263
Pre-requisite(s): Basics of Adobe Photoshop and Illustrator

Course Objectives:

- Learning and understanding of digital design development process and representing ideas that contributes to good design using digital media.
- The aim of the course is to give the students good knowledge about the fundamentals of technical drawings and digital rendering tools/ techniques.

Course Description:

- **Digital Fashion drawing and rendering techniques using Adobe Photoshop CC:** Digitizing fashion illustrations and usage of digital tools to render a fashion product using virtual fabric placement and application of light effects. **(5-13)**

- **Digital flat drawings and specification sheet development using Adobe Illustrator CC:** Creating Flat/ Technical drawing of the basic women's wear (casual) category. Drafting a specification sheet along with garment measurements/ trim details/ color codes/ stitching and finishing details etc. **(5-14)**

- **Visual composition and presentation using digital tools and techniques:** Usage of raster and vector graphic tools to visualize the product and presentation of the same in visually appealing manner. Creation of mood/ inspiration/ color/ silhouette/ Range board/ look book etc. **(6-05)**

Learning Outcomes:

- Demonstrate competence in basic digital fashion illustration techniques and graphic skills for visual communication and presentation using both raster and vector software.
- Apply learning through creation and representation of design ideas and technical specifications using Photoshop & Adobe illustrator CC.

Reference Books:

- Tallon, Kevin. Digital Fashion Illustration with Photoshop and Illustrator, Batsford, 2008
- Centner, Marianne. and Vereker, Frances. Fashion designer's handbook for adobe

illustrator. Oxford, UK: Blackwell Publishing, 2007
- Lleonart, Aitana. and Santos, Daniela.Fashion illustration: flat drawing.Bath,UK: Parragon,2007
- Tallon, Kevin. Creative Fashion Design with Illustrator-Digital fashion Design Course. Pavilion Books 2013
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image. Fairchild Books.

Evaluation Process:

- **Course Work: 60% weightage**: It includes the compilation of all classroom assignments in digital format.
- **End Term Examination: 40% weightage**: Spec sheet of final garment (Front/ Back) using adobe illustrator.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=XLk5eaOCz9c
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM
- https://www.youtube.com/watch?v=aBfWE45-sCc
- https://www.youtube.com/watch?v=GBbL9_4ktKw
- https://www.youtube.com/watch?v=M-3prytho5M
- https://www.youtube.com/watch?v=zdhcJPutu6k
- https://www.youtube.com/watch?v=FylI1xQUD2o
- https://www.youtube.com/watch?v=SMlLuvJE0Xs

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Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FD 204	Textile Study - II	1	-	2	3	**2**	3	25	25	50
	FD 214	Advance Pattern Making & Draping	1	-	6	7	**4**	4	30	20	50
	FD 224	Advance Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 234	Fashion Illustration & Presentation (Women's Wear- Indian Wear)	1	-	4	5	**3**	3	50	-	50
	FD 244	Form Realization	1	-	2	3	**2**	3	30	20	50
	FD 254	Fashion Studies- II (Women's Wear- Indian Wear)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	4	4	**2**		50*	-	50#
	FD 264	Fashion Design Computer: Photoshop	1	-	2	3	**2**	2	50	-	50
	FD 274	Traditional Textiles & Crafts	1	-	2	3	**2**	Viva	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Note:- Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Textile Study - II: **2 Hrs.**

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Second Year

Spring Semester

L-T- P-C
13-0-26- 02

Title of Course: Textile Study II
Course Code: FD 204
Pre-requisite(s): Textile Study I

Course Objectives:

- Finishing Process (Preparatory, Stabilizing, Textural, Functioning effects)
- Dyeing processes (Finishing with Color)
- Printing (Color, Design & Ornamentation)

Course Description:

- **Kinds of Finishing process**:
  1) PREPARATORY: Singeing or Gassing, Bleaching
  2) STABILIZING: Mercerizing, Ammoniating, Shrinking
  3) CHEMICAL TREATMENT: Resin, Fulling, Tentering, Crabbing
  4) TEXTURAL PROCESS: Temporary/permanent Stiffening, Weighting, Calendaring, Glazing Schreinerizing, Embossing, Moireing, Cireing, Beetling, Raising, Napping, Sanding, Gigging, Tigering, Electrofying, Shearing, Crinkled effects, Burn out (etched effects)
  5) FUNCTIONAL EFFECTS: Shape-Retentive, Wrinkle Resistant, Wash & Wear, Permanent Press, Durable Press, Water Repellency, Semi Durable, Durable & Non-Durable, Water Proofing, Absorbency, Soil Repellency/Release, Stain Resistance, Frame Retardants, Anti-Bacterial, Mildew Proofing, Slip Resistance, Antistatic, Heat Refectant, Foam Laminating, Fabric to fabric bonding. **(05-09)**

- **Dyeing:**
  1) Selection of Dye: Natural Dyes, Synthetic Dyes, Oxidation Basis, Acid (Anionic) Dyes, Acid -Milling Dyes, Acid-Premetalized dyes, Mordant or Chrome, Substantive Direct , Developed Dyes, Azoic Dyes , Disperse Dyes , Vat Dyes , Reactive Dyes, Pigment Dyes, Optical Brighteners (Colorless Dyes). Principal Classes of Synthetic Dyes and their Characteristics. **(02-04)**

  2)Dyeing Methods: Stock Dyeing, Yarn Dyeing, Top Dyeing, Skein (Hank) Dyeing, Package Dyeing, Warp-Beam Dyeing, Space Dyeing, Piece Dyeing, Beck Dyeing, Jig Dyeing, Pad Dyeing, Cold Pad-Batch Dyeing, Vacuum Impregnation, Foam Dyeing, Solvent Dyeing, Dope Dyeing, Chip Dyeing and Garment Dyeing**.** Identifying Dyeing Defects**:** Test to determine color fastness, Fastness to washing, Fastness to Pressing, Fastness to Light, Fastness to Perspiration, Fastness to Crocking, Fastness to Gas Fading. **(02-04)**

- **Printing:**

Distinguishing Printing from Dyeing, Dyes for Printing, Methods of Printing: Direct , Discharge Printing, Block Printing, Resist Printing , Roller Printing, Duplex Printing, Stencil Printing , Flat Screen Printing, Rotary Screen Printing, Transfer Printing, Dry Heat Transfer Printing, Blotch Printing , Tak Dyeing, Jet Spray Printing, Polychromatic Dyeing, Photo printing, Electrostatic, Warp, Differential, Batik, Tie Dyeing, Plangi Dyeing, Air Brush Painting, Composition or Paste Designing, Flocking. **(04-09)**

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Learning Outcomes:

- Demonstrate complete knowledge and understanding of Fabric finishing , Dyeing & Printing processes
- Exhibit, adapt, utilize & investigate the complete process and method of Fabric finishing, dyeing and Printing in laboratory as well as Industry.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments on Tie dye techniques and Printing. Swatch collection of other Printing techniques.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher,
- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition.
- Johnson, (Year 2013)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser, Mary *World Textile: A Concise History*. Thames & Hudson
- McDonald, Fiona, (2011) *Textiles, A History* , Remember when Publishers.
- Cadigan, Erin (2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Pvt Ltd
- Young, Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publishing India Pvt Ltd, 2nd revised edition

Other Study Materials:

- Website Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

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Second Year

Spring Semester

L-T-P-C
13-0-78-4

Title of Course: Advance Pattern Making & Draping
Course code: FD 214
Pre-requisite(s): FD 203 Basics of Pattern Making & Draping

Course Objectives:

- Advance pattern making blocks to understanding 2D Women's Wear (Indian wear)
- Advance pattern making blocks appropriate Draping understanding
- Tools, Terminology, Specification & Technical sheets.

Course Description:

- **Terminology:** Specification Sheets, Special Advance Information(Layout Plan, Cutting, Cost Sheet, Design Specification Sheet etc.) **(02-05)**
- **Pattern Making:** Dart Manipulation(with Pivotal tech. and slash - spread technique)Variation of Basic Torso Foundation, Basic Princess line Foundation, Bodice Block Basic Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation & Cowls Variation. **(04-18)**
- **Basic Bodice Contouring:** Principle, Corset, Strapless Foundation, **(02-17)**
- **Advance Draping:** Understanding of 3D designing Bodice Block variation **(02-10)**
- **Skirt variations:** (Gored, Gathered, Flared, Circular, Handkerchief, Peg, Godets etc.) **(02-18)**
- **Workshop:** on Poshak and Indian wear detailing & Fasteners **(01-10)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body Measurement, drafting, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.
- Pattern making of Women's Wear(Indian Wear)

Reference Books:

- Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
- Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books
- Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
- Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
- Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
- Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion*

Draping 3rd Edition. Fairchild Books
- Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
- Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
- Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
- Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
- Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
- Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course work: 30% weightage. It includes Class Assignments on dart manipulation.
- Mid Term Examinations: 20% weightage. Two Mid Examinations (Practical's)of 20 mark each.
- End Term Examination: 50% weightage. Final Examination (Practical) with Portfolio submission.

Other Study Material:

- Websiteshttps://www.pinterest.com/julieinleeds/draping/,http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"kpid=9332518114 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"tag=googinkenshoo-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/

- Handouts: As indicated by Course Instructor.

- Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch

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Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C

0-0-78-3

Title of Course: Advance Garment Construction
Course code: FD 224
Pre-requisite(s): FD 206 Basic Garment Constructions

Course Objectives:

- Familiarize students with Advance Garment Construction with SNLS (single needle lock stitch) machine and its operation,
- Understanding the relationship between Pattern Making and Sewing.

Course Description:

- **Machine Sewing:** Operation, Stitch practice and Types of stitches **(10)**
- **Garment construction methods and techniques**: Basic Torso Foundation, Princess Line Foundation, Bodice Block Basic **(15)**
- **Bodice Block variation:** Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation& Cowls. Neckline **(15)**
- **Basic Bodice Contouring**: Corset, Strapless Foundation, **(15)**
- **Skirt variations**: Gathered Flared, Circular, Handkerchief, Peg, Godets etc. **(15)**
- Workshop on Indian Wear detailing &Fasteners (Poshak) **(08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments Women wear (Indian wear)
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing

- Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown

Evaluation Process:

- Class Work: 50% weightage. It includes laboratory work and variations of basic blocks.
- End Term Examination: 50% weightage. Practical Examination on the laboratory work.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

- Handouts: As indicated by course instructor.

- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
13-0-52-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Indian Wear)
Course Code: FD 234
Pre-requisite(s): Basics of Analog Fashion Illustration Techniques.

Course Objectives:

- To further develop an understanding of visualization and presentation process in context to the women's Indian wear category.
- Further demonstrate an ability to communicate design ideas through flat, 2-D drawings.
- Developing individual style of illustration and presentation.
- Exploring mix media techniques for effective visual communication.

Course Description:

- Stylization of fashion figure in context to Indian Women's Wear Category. **(4-15)**
- Comprehensive study of Indian wear silhouettes, embellishments, details, prints and Fabrics etc. **(4-15)**
- Exposure to traditional handmade/ mix media rendering techniques & exploring textile prints, fabric rendering, body form through traditional miniature art practice **(1-03)**
- Doodle development sheets for the selected inspiration. **(1-03)**
- Specification sheets for required designs (working on details). **(2-06)**
- Range Development using mix media techniques. **(1-10)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual Communication and presentation.

Reference Books:

•*Watanabe, Naoki.* Contemporary Fashion Illustration Techniques, Rockport Publishers

•Seaman, Julian.Foundation in fashion design and illustration. London: Batsford, 2001

•Riegelman, Nancy. Colors for modern fashion. Los Angeles: Nine heads media, 2006

•Riegelman, Nancy. Nine heads : guide to drawing fashion.-- Los Angeles, US: 9 Heads, 2006.

•Blackman, Cally. Hundred years of fashion illustration.-- London: Laurence King, 2007

• Alkezi , Roshen. Ancient Indian Costume. National book trust, 2014.

Evaluation Process:

- ***Course Works*: 60% weightage**: It includes the compilation of all classroom assignments.
- ***End Term Examination*: 40% weightage**: Range development board and flat drawing of the final Indian wear garment.

Other Study Material:

- Handouts: as indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=S2iwZPdcdaQ
- https://www.youtube.com/watch?v=uZDY2PwqtQ8
- https://www.youtube.com/watch?v=RbHFC-P9n4A
- https://www.youtube.com/watch?v=J4io30FtTuo
- https://www.youtube.com/watch?v=FERQVe55hIs
- https://www.youtube.com/watch?v=TYs6LSRUSZQ
- https://www.youtube.com/watch?v=Pa81P40rDIQ
- https://www.youtube.com/watch?v=Imy83iE5ADE
- https://www.youtube.com/watch?v=twT0WgoBp0A
- https://www.youtube.com/watch?v=8u86gylarUA

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
11-0-28-02

Title of Course: Form Realization
Course Code: FD 244
Pre-requisite(s): 3D Design Concepts & Composition

Course Objectives:
To understand the relationship between fabric , body & garment, fashion design process, development of relevant design aesthetics, application of basic elements & principles, skills of visualization, presentation and actualization to body types, adding fullness, contour draping, realizing form, movements in context to women's wear.

Course Description:

- Body Types and form, Form aesthetics in fashion **(02-02)**
- Form exploration, experimentation and manipulation. **(02-06)**
- Creative draping technique on dress form. **(03-04)**
- Creative pattern making **(00-04)**
- Design analysis, Creative elements of each design & help determine draping techniques required to develop patterns **(03-04)**
- Transform 2D explorations into 3D forms **(03-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the relationship between fabric, body & garment through development of relevant design aesthetics.
- Apply learning through a knowhow of creative pattern making & draping
- Exhibit, adapt, utilize & investigate the process of form exploration, body types, movement and contour in women's wear

Evaluation Process:

- Course Work: 30% weightage, It includes practical class assignments for form realization, Design process of form Realization and various explorations with different fabrics.
- Mid Term Examinations: 20% weightage. Two Examinations of 20 mark each.(Time bound Exercise)
- End Term Examination: 50% weightage, Practical Examination & file presentation of the class work with documented processes in the digital format.

References:

- Armstrong H.J (2009*), Pattern making for Fashion Design*, New York, Prentice Hall.
- Zarapkar, K. R. (2005), *Zarapkar System of Cutting, India*, Navneet Publications
- Aldrich, W. (2008), *Metric Pattern Cutting for Women's Wear*, Oxford, Willey Blackwell Publication
- Drudi, E. (2003), *Wrap and Drape Fabric: History, Design and Drawing*, Amsterdam, Pepin Press.

- Nakamichi, T. (2010), *Pattern Magic*, London, Lawrence King Publishers.
- Nakamichi, T. (2011), *Pattern MagicII*, London, Lawrence King Publishers.
- Hilde Jaffe, *Draping for Fashion Design* , Pearson Education
- Karolyn, Draping: *The Complete course* , Laurence King Publishing, PAP/ DVD edition.
- Hisako, Sato, (2012) *Drape Drape*, Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 2* Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 3* Laurence King Publishing
- Helen Joseph Armstrong, *Draping for Apparel Design*, Bloomsbury Publishing India Pvt ltd, 3rd revised edition Edition
- Zarida Zaman, (2014), *Fashion Pattern Cutting: Line, Shape, Volume* , A & C Black Publishers Ltd
- Crawford, Amaden, Connie (2012) *The Art of Fashion Draping*, Bloomsbury Publishing India pvt Ltd; 4th revised edition edition
- Donnanno Antonio, (2017), *Fashion Pattern making*, Promopress
- Gilewska, Teresa, (2013) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- Gilewska, Teresa, (2011) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- San Martin, Macarena, (2009) Pattern in Fashion with CD, Taschen GmbH; Pap/Cdr edition

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.fdci.org, www.style.com
- Magazines: Collezioni, Vogue, Elle

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Second Year

Spring Semester

L-T-P-C
26-0-52-4

Title of Course: Fashion Studies-II (Women's wear-Indian)
Course Code: FD 254
Pre-requisite(s): Basics of Analog Fashion illustration techniques
Course Objectives:

- Apply understanding of fashion Design Process along with Fashion Forecasting and trend study in Women's Wear-Indian Wear Segment.
- Enable the students to address a market oriented design brief with Indian aesthetics.

Course Content:

Design Brief:

Taking inspiration from the Brand that caters to Indian Wear Segment for women between 20- 25 Years. Spring-Summer wear 2018. The inspiration should be taken from the Brands that cater Indian Wear (Brands based in Jaipur) Anokhi, Soma, Cottons, Kilol, FAB India, Zari, Vasanshi, RANA, RASA, the category is Bridge. Study and research the product line of the brand, their USP, and other salient features. Give an Innovative design approach to them enhancing their USP as well as present product line. This should be done with rigorous market survey, understanding the Indian wear category, their clientele following a Proper Design process.

Design:

- Brainstorming with the segment category Indian wear **(02-02)**
- Research on market, trends, Forecasts, brands for specific Indian wear ensembles. **(02-00)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board Fabric and Technique Board, Range Development (five)) **(02-08)**
- Derivations , Scrap book , Doodles **(06-04)**
- Research on Indian wear details, trims and finishes, client research. **(04-00)**
- Fabric sourcing and surface development for Indian wear (Explorations developed) **(02-02)**
- Specific research on Indian market, trends, Forecasts, brands for specific Indian wear ensembles **(04-00)**
- Selection of the Range and Ensemble to be stitched. **(00-04)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(00-02)**
- Full design process documented **(02-06)**

Design Studio:

- Illustration with Front & Back selected **(00-04)**
- Specification Sheet **(00-02)**

- Material & Cost sheet **(00-02)**
- Pattern making & draping for Indian Wear. **(00-04)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Indian wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-04)**
- Design Realization of one chosen ensemble from a range of five. **(02-08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (Indian)
- Apply design learning through construction of a range of chosen ensemble
- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Indian Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Bhandari, V. (2005). *Costume, Textile and Jewellery of India: Traditions in Rajasthan*, California, Mercury Books.
- Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal*, New Delhi, Wiley Eastern.
- Kumar, R. (1999). *Costume and Textile of Royal India*, U.K., Christie's.
- Bhatnagar, P. (2005). *Decorative Design History in Indian Textile and Costume*, New Delhi, Abhishek Publications.
- Prakash, K. (2004). *Indian Fashion Designs*, New Delhi, English Edition Publishers.
- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.

7. Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
8. Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
9. Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
10. Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites:www.fdci.org,http://www.ritukumar.com/home, http://www.buyindianwear.com/,http://www.kalkifashion.com/, http://www.payalsinghal.com/indian-wear, http://www.indianweddingsaree.com/
- Magazines: Grazia, Bazaar, Cine Blitz, Femina, Cosmopolitan, Asiana, Marie Claire, Savvy, New Woman, Woman's Era

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Second Year

Spring Semester

L-T-P-C

13-0-26-2

Title of Course: Fashion Design Computer: Photoshop
Course Code: FD 264
Pre-requisite(s): Computer Application 1 & 2

Course Objectives:

- Developing advance skills in Adobe Photoshop for Fashion presentation and Fashion graphics.
- Exploring advance digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Developing Individual/ Unique style of Visual Communication.

Course Description:

- **Advance digital Fashion drawing rendering and graphic techniques using Adobe Photoshop CC:**
  Developing individual style of Visual presentation and creating high impact imagery for fashion communication using custom tools settings. Creating art plates based on specific themes and introduction to advance digital photo manipulation and editing. **(6-13)**

- **Advance visual composition and presentation using digital tools and techniques:**
  Creating high-end textile prints and surfaces, using mix media techniques.
  Introduction to basic animation effects and 3d rendering in Photoshop.
  Introduction to digital painting using Photoshop. **(7-13)**

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Centner, Marianne. and Vereker, Frances. *Fashion designer's handbook for adobe illustrator.Oxford*, UK: Blackwell Publishing, 2007.
- Hess, Jay. *Graphic Design for Fashion*. Hardback, 2010.
- Shaoqiang, Wang.*Fashion Graphics*,Paperback, 2010.
- Blankchard, Tamseen. *Fashion and Graphics*, Paperback, 2004.
- Tallon, Kevin. *Digital Fashion Illustration with Photoshop and Illustrator*, Batsford,

2008
- Fiell, Pater. and Charlotte. *Graphic design: now*. London: Taschen, 2005.
- Walton, Roger (ed.)*Big book of graphic design*. New York: Collins Design,2007.

Evaluation Process:

- *Course Works*: **60% weightage**: It includes the compilation of all classroom assignments in digital format.
- *End Term Examination*: **40% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://spraygraphic.com
- http://www.linkism.com
- http://www.4wall.co.uk/
- http://www.insideugly.co.uk/
- http://apeonthemoon.com/
- http://paperfashion.wordpress.com/
- http://www.hongkiat.com
- http://carbonmade.com
- https://g14pool.files.wordpress.com/2013/11/advanced_photoshop_2013-no-105.pdf
- https://drive.google.com/file/d/0ByQx1BW_tW3YLUs0WW1QRDN0TmM/view

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Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T-P-C

13-0-26-2

Title of Course: Traditional Textiles & Crafts
Course Code: FD 274
Pre-requisite(s): Textile Study-I & basic knowledge of Indian Crafts

Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- Traditional Textiles & Crafts of different states of India **(03-04)**
- History, Origin, Raw Material & Processes **(04-00)**
- Textile Dyeing & Printing techniques (Batik, Block Printing esp. natural dyeing i.e Ajrakh, Dhabu etc.) **(02-04)**
- Traditional resist printing techniques, Tie & Dye (Ikat, Patola, Pochampalli etc.) **(02-04)**
- Traditional painting techniques- Warli, Madhubani, Miniature and Kalamkari painting. **(02-04)**
- Weaving techniques- Banaras brocades, Kanchipuram, Chanderi, Jamavar, Kullu Shawls, Paithani, Mekhla Chadar **(02-04)**
- Traditional embroideries of India- Phulkari, Chikankari, Kasuti, Kutch & Saurashtra, Kantha, Zardozi, Gota Patti, Banjara, Crewel, Kashida Kari, Chamba Rumal, Pipli, Tharu, Khatwa etc **(02-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India
- Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.
- Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.

Evaluation Process:

- Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.
- End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.

References:

1. Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal,* New Delhi, Wiley Eastern.
2. Gillow, J. and Barnard, N. (1991). *Traditional Indian Textiles,* London, Thames and Hudson.
3. Bhatnagar, P. (2008). *Decorative Design History in Indian Textiles and Costumes,* New Delhi, Abhishek Publications.
4. Askari, N. and Crill, R. (1997). *Colors of the Indus: Costume and Textiles of Pakistan,* London, Merrell Publishers Ltd.

5. Ghosh, G.K. (2011). *Indian Textiles: Past and Present,* New Delhi, Abhishek Publications.
6. Mathur, A. (2006). *Woven Wonder: the Tradition of Indian Textiles,* New Delhi, B.P.I. India.
7. Naik, S.D. (2010). *Traditional Embroideries of India,* New Delhi, Ashish Publishing House.
8. Ranjan & Ranjan , 2009, *Handmade in India A Geographic Encyclopedia of India Handicrafts,* Abbeville Press, Inc US 1st Edition
9. Rta Kapur Chishti & Rahul Jain , (2000), *Handcrafted Indian Textiles,* Roli Books, 1st edition
10. Crill, Rosemary , (1998) *Indian Ikat Textiles,* Weather Hill Publ.
11. Pepin Press, (1999), *Indian Textile Prints* with CD , PAP/Cdr edition.
12. Catherine Legrand , (2013), *Indigo-The color that changed the world* , Thames & Hudson 1st edition
13. Edwards Eiluned, (2011), *Textiles & Dress of Gujarat*- Grantha Corporation Publ.
14. Usha Srikant, (2005), *Ethnic Embroidery of India- 1& 2,* OM Books

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com www.premiervision.fr, www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India www.indiaheritage.org/creative/creative_textiles.htm www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles www.nopr.niscair.res.in/bitstream/123456789/10310.pdf

- Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK

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Third Year- Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 305	Pattern Making & Grading (Men's Wear)	1	-	4	5	**3**	3	30	20	50
	FD 315	Garment Construction for Men's Wear	-	-	6	6	**3**	5	50	-	50
	FD 325	Fashion Illustration & Presentation (Men's Wear)	1	-	4	5	**3**	3	50	-	50
	FD 335	Merchandising & Production Methods	2			2	**2**	**3**	30	20	50
	FD 345	Fashion Design Computer: Illustrator	-	-	6	6	**3**	2	50	-	50
	FD 355	Fashion Studies- III Part A (Men's Wear Project)	1		6	7	**4**	Jury	50*	-	50#
	FD 365	Fashion Studies- III Part B (Men's Wear Project)	1	-	6	7	**4**		50	-	50#
		Sub Total	**6**	**-**	**32**	**38**	**22**				

T-Theory
P- Practical

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

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Third Year SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	FD 306	**Electives B** [+]	1	-	2	3	**2**		50	-	50[#]
	FD 316	Pattern Development Software	-	-	4	4	**2**	3	50	-	50
	FD 326	Basics of Portfolio Development^	-	-	4	4	**2**	Viva	50	-	50
	FD 336	Kids Wear- Part A (Boys/Girls/Toddler Age 3-9)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
Spring	FD 346	Kids Wear- Part B (Boys/Girls/Toddler	1	-	6	7	**4**	Jury conducted of Semester	50*	-	50[#]
	FD 356	Evening Wear Part A (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
	FD 366	Evening Wear Part B (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
		Mody University Elective (select any One)[$]	3	-	-	3	**3**				
		Sub Total	**8**	**-**	**34**	**42**	**25**				

Electives B [+]

	Course Code	Course Title	L		T	P	Credits				
	FD 306-1	Costume Designing	1	0	2	3	2		Jury conducted at the end of Semester		
	FD 306-2	Fashion Styling	1	0	2	3	2				
	FD 306-3	Creative Textiles	1	0	2	3	2				
	FD 306-4	Fashion Critique	1	0	2	3	2				

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

5/^ Compulsory elective only for batch 2015-16. It will be eliminated later for other batches. +- Minimum enrolment 40%- This is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

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Third Year

Autumn Semester

L-T- P-C
1-0-4- 3

Title of Course: Pattern Making & Grading (Men's Wear)
Course Code: FD 305
Pre-requisite(s): Advance Pattern Making and Grading

Course Objectives:

The course is designed to inculcate the skills of making patterns for the men's wear which is expected to grow in Indian market in terms of exports and domestic market. Students would be encouraged to make their unique sketches and make the patterns for the same.
To familiarize the students with the concept of grading for fashion.

Course Content:

UNIT- I

- Making patterns of Basic shirt.
- Making patterns of slim fit and conversions to other variations

UNIT-II

- Collars- (shirt collar, stand collar, roll collar, notch collar), cuffs, plackets.
- Basic trouser and Jeans block and variation to baggy and cigarette pants.

UNIT-III

- Pattern Development of Basic Jacket with Lining
- Pattern Development of basic waist coat
- Conversions of coat to dinner jackets and Tuxedo

UNIT-IV

- Standardization of measurements: fundamentals of grading and grading terminology.
- Practice for shirt and trouser grading from size "S" to Size "XXL".

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Men's garment methods of drafting.
- Exhibit, adapt, utilize & investigate the requirements in understanding the design and present the details and accuracy with industry standards.

Evaluation Process:

- Course Work: 30%. It includes hard copy presentation of pattern developed and maintained in a file.
- Mid Term Examinations: 20%. It is practical examination.
- End Term Examination: 50% practical examination.

Text books:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010. Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, Pattern Making for Men's Wear: Classic to Contemporary, I. and Kim, M. 2014. New York, Fairchild Books.

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.
2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.
3. Price, J., Grading Techniques for Fashion Design, 1996. New York, Fairchild Books.

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Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

L-T- P-C
0-0-6- 3

Title of Course: Garment Construction for Men's Wear
Course Code: FD 315
Pre-requisite(s): Advance Garment Construction and Pattern Making

Course Objectives:

The course is designed to inculcate the skills of Men's Wear garment construction techniques, with focus on fit and details.

Course Content:

UNIT-I

- Stitching of Executive shirt with front one pocket on muslin, Lenin or cotton fabric.
- Stitching of Slim fit shirt block on muslin. Attachment of Collars, cuffs and plackets
- Stitching of Trouser with zip fly, cross and back pocket with technical details on belt attachment, loop attachments on twill, or Lenin fabrics.

UNIT-II

- Trouser conversion block to cigarette and baggy on muslin.
- Jacket block with lining attachment.
- Specification Sheet and Costing of each garment stitched.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of stitching requirements for men's clothing.
- Exhibit, adapt, utilize & investigate the process and quality requirement, and understanding of sewing machines types and designs detailing.

Evaluation Process:

- Course Work: 50%. Toile stitched garments presentations.
- End Term Examination: 50% Practical exam for stitched garment presentation and Viva.

Text Books:

1. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
2. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
3. Cabrera, R., Classic Tailoring Techniques: A Construction Guide for Men's Wear, 2009. New York, Fairchild Books.

References:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010, Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, I. and Kim, M., Pattern Making for Men's wears: Classic to Contemporary, 2014. New York, Fairchild Books.

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Third Year

Autumn Semester

Title of Course: Fashion Illustration & Presentation (Men's Wear) **L-T-P-C**

Course Code: FD 325 **1-0-4-3**

Pre-requisite(s): Fashion Illustration & Presentation

Course Objectives:

The course is a study of illustration of different garments for men. To sketch fashion figures using Photoshop and Adobe Illustrator. The students would be able to translate their designs using the software. Communicate visually and verbally the design development process, illustration and technical process.

Course Content:

UNIT-I

- Illustration of men's poses, 3/4th, front, back and half view.
- Illustration of men's features- Face, hair, garments hands and feet
- Illustration of men's, different poses, importance of the background.

UNIT-II

- Illustrating men's figures in different mediums.
- Live model drawing.
- Creating silhouettes; creating croqui; color and color adjustments; fabric rendering etc.

UNIT-III

- Flat sketches and Garment Details.
- Fabric rendering in different medium.

UNIT-IV

- Theme based illustration. Front and back illustration, five sheets for five themes, sportswear, leisure wear, formal wear, cocktail and tradition wear.
- Compositions

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Anatomy of male and its illustrations.
- Exhibit, adapt, utilize & investigate the skills to present accuracy in rendering and illustrations.

Evaluation Process:

- Course Work: 50% it is hard copy presentation of prescribed topics.
- Mid Term Examinations: NIL
- End Term Examination: 50% Practical exam

Text Books:

1. Wayne, C., Essential Fashion Illustration – Men, 2009. U.K., Rockport Publishers.
2. Mitchell, J., Men's Fashion Illustration from the Turn of the Century, 1990. New York, Dover Publications.
3. Drudi, E., Figure Drawing for Men's Fashion, 2011, Amsterdam, Pepin Press.

References:

1. Allen, A. and Seaman, J., Fashion Illustration: Basic Techniques, 2003. Oxford, Batsford.
2. Ireland, P.J., Fashion Design Illustration: Men, 1996. Oxford, Batsford.
3. Ireland, P.J., Fashion Design: Drawing and Presentation, 1998. Oxford, Batsford.

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Academic Curriculum (2015-16 Onwards)

Third Year

L T P C

Title of Course: Merchandising and production methods **2-0-2-3**

Course code: FD 335

Pre-requisite(s): Not Applicable

Course Objectives:

- Understand, define and apply basic concepts of apparel manufacturing and merchandising as its component.
- Understanding basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.
- Understand role of merchandising in retail and export formats and co-ordination with other departments and vendors.
- Develop in-depth understanding of production (computerized methods and mass production techniques and their significance).
- Create awareness in respect of marketing through brand creation and promotion.

Course Description:

UNIT-I

- Definition of merchandising, types of merchandising, difference between apparel, fashion, visual and retail merchandising.
- Role and function of Apparel merchandiser, communication channel and documentation procedures.
- Basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.

UNIT-II

- Overview of apparel manufacturing Industry
- Set up in export houses with respect to raw material storage, spreading, cutting, sewing and involvement of merchandising activities.
- Understanding the process of sampling and scheduling-their types, approvals of design and samples for product development, CPM and TNA preparation.

UNIT-III

- Understanding the process of costing, aims of costing, difference between estimating and costing, elements of cost, Material cost component, fabric consumption calculation and its application.
- Bill of Material, sourcing, Material evaluation, vendor evaluation, purchase order and material planning.

UNIT-IV

- Different types of retail and export formats involved in selling of product.
- Export documentation-Export procedures-FOB, CIF and C&F, Certificate of Origin, Letter of Credit, Bill of Lading.
- Basics of production planning, its importance and execution.

Learning Outcomes:

- Demonstrate a comprehension of garment production and export with respect to manufacturing techniques and inter-departmental working.
- Learning importance of different stages of sampling and effect of scheduling on market influx.
- Understand sourcing strategies appropriate to various models of fashion business practice.
- Able to analyze customer focused range plans in relation to profit, cost, selling price, product design, garment life cycle and the selling environment.

Textbooks:

1. Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
2. Anne Marie Fiore. , Understanding Aesthetics for the Merchandising & Design Professional. . UK June 2010/US April 2010. Fairchild Books
3. Grace I Kunz, Merchandising: Theory, Principles & Practice. UK October 2009/ US August 2009. Fairchild Books

References:

1. Jeremy A. Rosenau & David. L. Wilson. Apparel Merchandising- the Line starts here. UK April 2014. Fairchild Books
2. John Donnellan. Merchandise Buying & Management. UK November 2013. Fairchild Books
3. Rosalie J Regni & Jimmie G Anderson. Entrepreneurship in Action- A retail store in simulation. UK

Evaluation:

- Course Work: 30% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 20% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage with document.

Other Study Material:

1. Websites:http://www.britannica.com/EBchecked/topic/1706624/fashion-industry/296477/Fashion-retailing-marketing-and-merchandising, http://retailminded.com/3-retail-merchandising-tips-never-to-ignore/ http://www.retailstorewindows.com/2011/01/10-commandments-of-visual-merchandising.html
2. Handouts: As indicated by course instructor
3. Magazines: GURL the mag, DKNY, VM, Vogue, WSJ, Apparel, Apparel online, Elle, New York, Retailer, Essence, Retail Minded, Style.com, Accessories.
4. Case Studies for Merchandising & Retailing: http://www.smartinsights.com/social-media-marketing/google-plus-marketing/case-study-using-google-for-fashion-retail-marketing/, http://www.ijeeee.org/Papers/031-Z0014.pdfhttp://www.fineimpressions.com/custserv_content.jsp?pageName=caseStudies

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BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course: Fashion Design Computer: Illustrator **L-T-P-C**

Course Code: FD 345 **0-0-6-3**

Pre-requisite(s): Fashion Design Computer (Photoshop)

Course Objectives:

- To develop advanced skills in Adobe Illustrator, Fashion Graphics, Motif and layouts for vector based fashion presentation.
- To develop advanced skills in vector based digital drawing and rendering tools/ techniques.
- To develop Individual/ Unique style of Visual Communication.
- To introduce the basic specs sheet techniques with all technical details
- To develop advance skills in vector base software's Adobe Illustrator and Photoshop for Vector Based Flat sketch & Specs sheets.
- To explore advance digital drawing and rendering tools/ techniques to create professional digital flats sketches and specs.

Course Description:

- Learning advanced level Adobe Illustrator and its tools techniques.
- Developing skills in Adobe Illustrator, Fashion Graphics, Motif Creation and layouts for vector based fashion presentation.
- Exploring advanced digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Learning Individual/ Unique style of Visual Communication.
- Developing Digital Flat sketches and Specs sheets rendering and graphic techniques using Adobe Illustrator CC and Adobe Photoshop CC.
- Developing individual style of Visual presentation and creating high impact imagery for Flat Sketches and Specs sheets using custom tools settings.
- Creating Flat sketches and specs based on specific themes and introduction to techniques of flats sketches and specs sheets.
- Developing advance visual composition and presentation using digital tools and techniques.
- Creating a high quality flats sketches with textile prints and surfaces, using mix media techniques.

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software in relation to Visual Communication.
- Reflect a unique style of visual communication through a series of fashion Illustrations
- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software's.
- Reflect a unique style of visual communication through a series of artworks

Textbooks:

1. Fashion Designer's Handbook for Adobe Illustrator by Centres, M
2. Fashion Illustration Flat Drawing by Maite Lafuente
3. Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.

2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.

3.Price, J., Grading Techniques for Fashion Design,1996. New York. Fairchild Books.

Evaluation Process:

- Course Works: 50**% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- http://veerle-v2.duoh.com/blog/comments/the_new_adobe_icons_and_branding
- http://adobeforfashion.com/illustrator-tutorials/
- https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion-Design-Drawing-Flats/115431-2.html
- http://theswatchbook.offsetwarehouse.com/2015/02/16/what-do-fashion-designers-use-adobe-illustrator-for/
- https://design.tutsplus.com/tutorials/how-to-create-a-colorful-fashion-illustration-in-adobe-illustrator-part-1--vector-15559

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BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course – Fashion Studies III Part A (Men's Wear Project) **L-T-P-C**
Course code: FD 355 **2-0-6-0**
Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Menswear Range.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Men's wear for Spring-Summer 2018. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion-combinations, linings, stiffening fabrics etc.

Evaluation Process: (Design & Design Studio)

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course – Fashion Studies III Part B **L-T-P-C**

(Men's Wear Project) **2-0-6-0**

Course code: FD 365

Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I Design:

- Brainstorming with the segment category Men's wear
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Men's wear ensembles, details trims and finishes, Client research.
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development
- Derivations, Scrap book, Doodles.
- Fabric sourcing and surface development for Men's wear.
- Selection of the Range and Ensemble to be stitched.
- Specification Sheets, Cost Sheet, Technical Sheets.
- Full design process documented

UNIT-II Design Studio:

- Illustration with Front & Back selected
- Specification Sheet
- Material & Cost sheet
- Pattern making & draping for Men's Wear.
  Selection of seam and seam finishes, sheet showing all technical details appropriate to Men's wear details, trims, fasteners and construction technique (stitch length, SPS)
- Design Realization of one chosen ensemble from a range of five.

Evaluation Process:

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

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BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Electives B* (Costume Designing) **L-T-P-C**
Course code: FD 306-1 **2-0-2-3**
Pre-requisite(s)-Fashion Studies III

Course Objectives

- To know the history of Indian costume and its clothing.
- To learn about different eras of India
- Understand about different states and their traditional outfits.

Course Description:

Development and understanding drafting of costumes from

1 Indus valley civilization
2 Mauryan and Sunga dynasty.
3 Satvahana period
4 Kushan period
5 Gupta period
6 Mughal era/ Medieval period
7 State costumes- Traditional and modern

Learning Outcomes:

- To learn and understand the origin of clothing.
- Costumes and accessories of different periods
- Traditional costume and contemporary

Evaluation Process:

End Term Jury and Display

Textbooks:

1. Roshan Alkazi., Ancient Indian Costume. 2014., National Book Trust India.

References:

1 Vandana Bhandari, “Costume, Textiles and Jewellery of India – Traditions in Rajasthan”, New Delhi, 2004.Prakash Books.
2 Anamika Pathak, Indian Costumes, 2008, New Delhi, Roli Books.
3 Ritu Kumar, Costumes and Textiles of Royal India, 2006, U.K., Antiqe.

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BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Fashion Styling L-T-P-C
Course code: FD 306-2 **2-0-2-3**
Pre-requisite(s) - Fashion Trend and Forecasting

Course Objectives:

Acquire an understanding of the concepts that go into creating a comprehensive look for either 2D or 3D media. Understand techniques, processes and contexts in creating an image for clients according to the given brief. The module in Fashion Styling mainly deals with the basic concepts of wardrobe styling, fashion styling and image consulting.

Course Content:

- Terminology and Job definitions.
- Fashion Looks.
- Components of fashion.
- Figure types and visual corrections.
- Accessories, hair and makeup.
- Backdrops and props.
- Basics of branding.
- Analyzing client requirements.
- Creating looks for various occasions.
- Creating looks for 2D (print media).
- Creating looks for 3D (TV, music videos etc.)

Learning Outcomes:

- To learn the techniques for fashion presentations and creative ways as required for shoots.
- To get hands on the ability to produce and think creatively for number of ways for personality presentations.

Evaluation Process: End Term Jury and Presentation

Textbooks:

1. Widows, l. and Mc Guinness, J. Image Makers- Styling, Hair and Make-up, 1997. Oxford, Batsford.
2. Piras, C. and Roetzel, B. Ladies: A Guide to Fashion and Style, 2002. Germany, DuMont.
3. Arnold, R. Fashion, desire and Anxiety- Image and Morality in the Twentieth Century, 2001. New Jersey, Rutgers University Press.

References:

1. Larg, A. Fashion Shots, 1998. U.K., Rotovision.
2. Chace, R. Complete Book of Oscar Fashion, 2003. Auckland, Reed Publishers.
3. Tolkein, T. Dressing up Vintage, 2000. New York, Rizzoli International Publishers.

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BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: (Electives B+) Creative Textiles **L-T-P-C**
Course code: FD 306-3 **2-0-2-3**
Pre-requisite(s): Fashion Fabric and Trim Study

Course Objective's:

- To develop and enhance the approach towards holistic design process.
- Development in the area of surface ornamentation and needle work.
- To explore innovative techniques and finishes applied on fabrics for an end use.

Course Description:

- Surface ornamentation.
- Styles and methods of ornamentation.
- Technologies, materials and techniques of ornamentation..
- Idea generation, visual and material exploration.
- Experimentation through workshop methods.
- Design development and application of color.
- Repeats, patterns and compositions in design.
- Texturing of fabric with color application and stitching techniques.
- Visual and verbal presentation of design inspiration, process and outcome.

Evaluation Process:

End term jury and display

Learning Outcomes:

- Understanding the use of different techniques to construct aesthetically appealing compositions.
- Methods of ornamentation.
- Texturing of fabric with color application and stitching techniques.

Textbooks:

1. Shrikant Usha, Ethnic Embroidery of India, Volume I, 2005, Mumbai, Usha Shrikant.
2. Irwin Kimberly A, Surface Design for Fabric, 2015, New York, Fairchild.
3. Stalp, Marybeth C., Quilting, The Fabric of Everyday Life, 2007, Oxford, Berg.

References:

1. Buhler Alfred, Indian Tie Dyed Fabrics, Vol IV, 1980, Ahmedabad, Calico Museum.
2. Kristen Dibbs, Machine Embroidery, 2001, Australia, Sally Milner.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

L-T-P-C
2-0-2-3

Title of Course: (Elective B [+]) Fashion Critique
Course code: FD 306-4
Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios and understanding the process of critiquing fashion, it's concept and definition
- Critically analyze how mass communication is used to promote fashion by means of advertisement, promotions, films, video's, print etc.
- Create awareness in respect of design inspiration in terms of history, politics, art or decade and correlate with fashion such that professionals can be created who can effectively communicate, analyze and observe the fashion trends keenly with details.

Course Description:

- Inputs in introduction and history of fundamentals of media and communication through different tools of criticism**.**
- Informed, responsible fashion promotion, fashion writing and report making, observation by content of fashion magazines, print, text and alternative power of blogs with function of images and photography by using fashion terminology, fashion studies and design aesthetics**.**
  .
- Analysis of Designer with respect to Histiographical and stylistic reading: Biography, style and the role of the designer in 20th century fashion and analysis of design collection with respect to Avant garde and Radical fashion.
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry and work with public opinion, research data on industry derived projects & cases, plan.
- Talking about the way people dress: the trend indicators as fashion icons like the cuts, the colors, the dimensions, the shape, the placement by use of communication plans, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media.

- Locate, understand and critically evaluate information related to fashion from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. Learn the skills of being a critical blogger and moving beyond PR release.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.
- Enable acquiring of the methods and proper vocabulary to become active critics. Apply their learning through analytical and writing and presentation skills.
- Assess and make value judgments about changeable field of fashion with help of adaptation and utilization of fashion communication.

Textbooks:

1. Fashion theory. , The Journal of Dress Body & Culture. . Volume 18 Issue 4- UK September 2014. Bloomsbury Academic.
2. Vikki Bell. , Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory. . UK March 2007/US March 2007. Berg Publishers
3. Polly Guern. Creative Fashion Presentations 2nd Edition. UK October 2004/US August 2004. Fairchild Books

References:

1. Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
2. Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
3. Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

Evaluation Process:

- Course Work: 50% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation)

Other Study Material:

- Websites Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- http://www.whowhatwear.com/inside-the-fascinating-life-of-a-fashion-critic-yaeger-wilson-givhan-jacobs-hyland-friedman
- Handouts: As indicated by course instructor
- Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Pattern Developing Software **L-T-P-C**
Course Code: FD 316 **0-0-4-2**
Pre-requisite(s): Pattern Making and grading technique

Course Objectives:

- To introduce the basic tools for pattern develop on software
- To understand the operation of tools for measurement feeding.
- To explore advance digital techniques for the marker layout planner.
- To understand the benefits of software over manual working process.

Learning Outcomes:

- Demonstrate advance proficiency in digital pattern development
- Apply learning through effective application of software's.
- Reflect a sense of speedy marker plan development.

Course Description

- Basic understanding of Pattern Developer software
- Basics of tools and Measurement tools
- Learning on Feeding system
- Process of pattern development
- Contouring and balance lines creations
- Layout plan development
- Fabric consumption calculation
- Grading methods, feeding and development
- Plotter planning and commands

Textbooks:

- Helen Joseph Armstrong. Pattern Making for Fashion Designers. 5th Edition 2014.Pearson Education Publication.
- Winifred Aldrich., Metric pattern cutting for women wear. 2014Wiley Blackwell publisher.
- Natalie Bray. , More Dress Pattern Designing. October 2009Wiley Blackwell publisher

Evaluation Process:

- Course Works: 50% weightage: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 50% weightage: Practical exam and viva

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course – Basics of Portfolio Development
L-T-P-C Course code: FD 326 **0-0-4-2**

Pre-requisite(s) - Foundation courses, Illustration, Pattern making and garment construction, fabric trim study and styling, textile and art study

Course Objectives:

This course is devoted at developing a design portfolio for men's wear/women's wear/ Kids' wear. The design portfolio is an expression of a fashion designer involving his creativity, design ability, illustration and presentation skills.

Course Content:

Research and theme based contextual project, design development, tech pack, flat sketch etc. complied into a professional portfolio.

Learning Outcomes:

- To enable them to develop skills for professional presentation
- To enable them to understand the importance of time management, core skills and soft skills

Evaluation Process:

- Class Work- 50% Hard and soft copy portfolio compilation
- ETE – 50% Hard and soft copy portfolio compilation

Textbooks:

- Drudi, E. Figure Drawing for Fashion Design,. (2011). Amsterdam, Pepin Press.
- Bruke, S. Fashion Artist: Drawing Techniques to Portfolio Presentation, (2006). U.K., Burke Publishing.
- Riegelman, N. 9 Heads: A Guide to Drawing Fashion, (2006) London, Thames and Hudson.

References:

- Riegelman, N. Colors for Modern Fashion: Drawing Fashion with Colored Markers,2006. London, Thames and Hudson.
- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers, 1998. New York, Fairchild Books.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Kids Wear –Part A (Age 3-9) **L-T-P-C**
Course code: FD 336 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Process of fashion forecasting; sources of fashion forecasting.
- Long term and short term forecasting
- Soft line and Hard line goods
- Study of forecast for seasons. Forecasting agencies.

UNIT-II

- Understanding of kid's figure of different age groups and renders them.
- To develop an understanding of the fashion design process along with kids wear segments.
- Developing a design brief for a market.
- Developing a range for kids of different age groups.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Class Work- 50% Class work progression and feedback Internal Jury
ETE – 50% Final submission and Viva. Final Jury

Textbooks:

- Winfred, A Metric Pattern Cutting for children's wear
- Richardson. Designing and pattern making for stretch fabrics
- Children's costume by Peacock, John

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books**.**

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Kids Wear Part B (Age 3-9) **L-T-P-C**
Course code: FD 346 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Consumer research.
- Information analysis and translation; direction of fashion change; demographics and fashion forecasting.
- Cultural indicators: color forecast, textile forecast, silhouette forecast including WSGN software.
- Collection of Pins for study of colour, pattern, texture and trend forecast.

Market survey and report preparation

UNIT-II

- To understand the fabrics suitable for kids, the prints, color combinations, texture and feel of the fabric.
- Using appropriate fasteners for kids wear and its understanding
- Presentation in the research document of the forecast, brand and market study.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Design and Design Studio

Class Work- 50% Class work progression and feedback Internal Jury

ETE – 50% Final submission and Viva. Final Jury

Textbooks:

1 Winfred A, Metric Pattern Cutting for children's wear and baby wear, 2011, New Delhi, Wiley.

2 Richardson, designing and pattern making for stretch fabrics, 2008, New York, Fairchild.

3 Peacock John, Children's costume- The complete historical source book, 2009, London, Thames and Hudson.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Evening Wear –Part A (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 356 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description: Design and Design Studio

- Illustrating and designing for a Market.
- Fashion Trend and Forecasting.
- Fashion Resources.
- Specific Market research.
- Advanced draping- cowls, roaching, fluting
- Explorations like halter, one off shoulder, corsetry, boning etc.
- Client research and visual research.

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

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Third Year

Title of Course: Evening Wear –Part B (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 366 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description:

- Preparation of Boards for client requirement
- Explorations for design elements and finalization for collection
- Selection and finalization of swatches
- Preparation of tech packs and pattern developments
- Prototype development
- Stitching of garments
- Product shoots
- Promotional plans

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

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Fourth Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 407	Final Design Project (Collection of 5 Ensembles by each student in any one of three Apparel Categories: • Men's Wear • Women's Wear • Kid's Wear It could even be combination of Men's & Women's Wear or Women's & Kid's Wear) To be complete in Industry		5	30	35	**20**	Jury at the end of Semester with all documents & Power-Point Presentation (Internal Jury members) For Awards (Two External Jury Members)	30	-	70
		Sub Total		**5**	**30**	**35**	**20**				

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Fourth Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Spring Semester	FD 408	Internship # Feb-May (16 Weeks)	-	-	-	Approx. 36	**20**	Viva (With Report & Power-Point Presentation)	00	-	600

*- Minimum enrolment 40%- this is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

 # Internship: Students will join internship immediately after closing of Autumn Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Spring Semester (Fourth Year).

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Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Final Design Project
Course Code: FD 407
Pre-requisite(s):

Course Objectives: The subject is focused to develop the design thinking, research, ideation, and concept development through hands on experience from various phases of research to actual garment development**.**

Course Content: Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

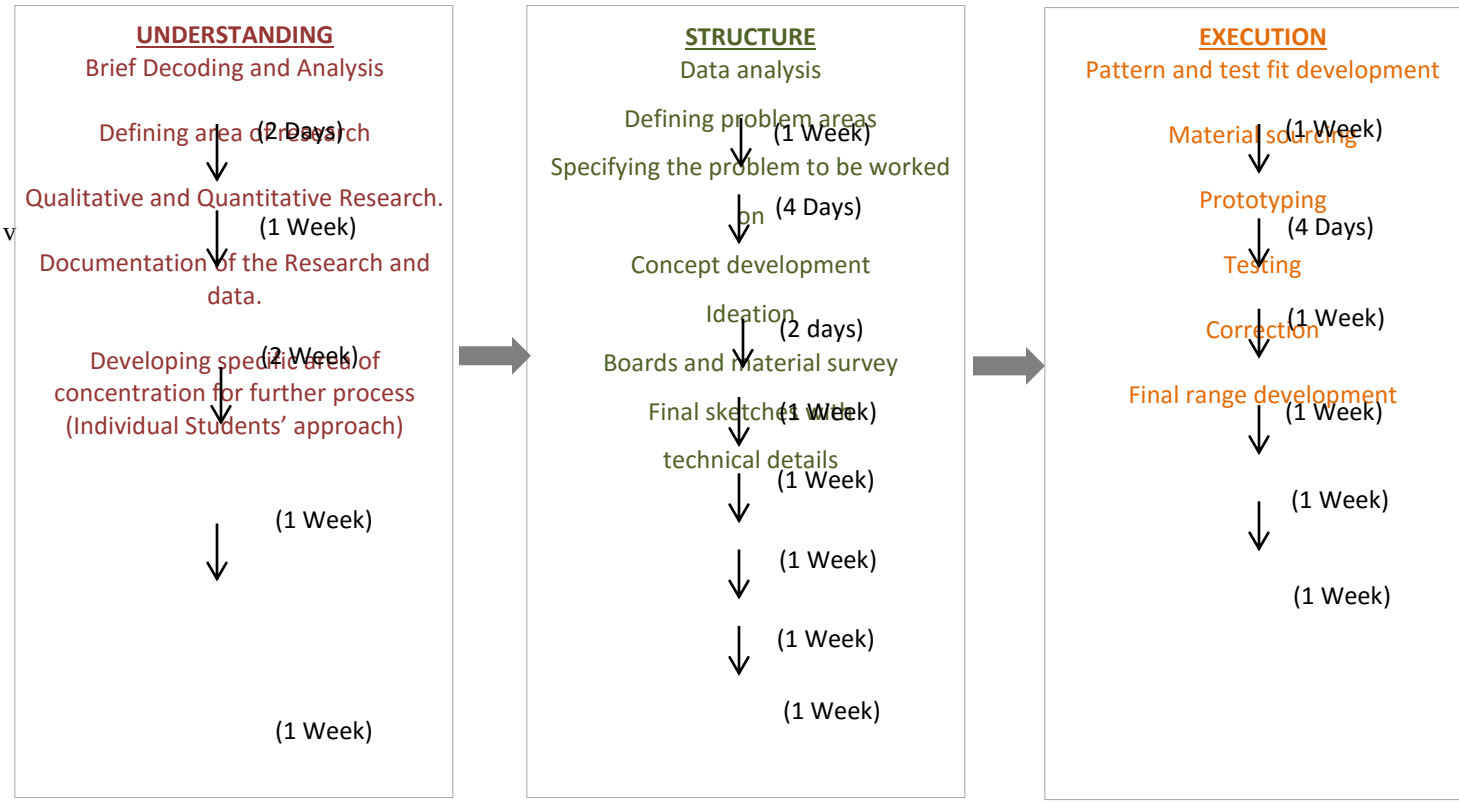
UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Range in specified category.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Range for specified category. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion- combinations, linings, stiffening fabrics etc.

The Process flow for the Final Design Project (FOR 18 WEEKS)



Evaluation Process: (Design & Design Studio)

• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

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Academic Curriculum (2015-16 Onwards)

Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Major Internship
Course Code: FD 408
Pre-requisite(s):

Course Objectives: The semester indulge the students to understand their roles and responsibilities in actual field (Industry).

Course Content/Process:

STEP I- Negotiation with the Industry for area of work

(In the guidance of CDC And should initiate in the semester break)

- Students has to define their area of work/Interest.
- Students are supposed to negotiate with the industry people for their project and interest areas.
- Students are supposed to join industry keeping in mind the duration of project should be minimum 4 months.

STEP-II -Working in the industry

- The details of industry have to submitted with the college.
- Industry mentor and college mentor should be specified by the students.
- Both mentors should be introduced to each other by the student.
- The status of the project should be regularly discussed with the mentor at the minimum interval of 15 days.

STEP-III- Documentation and Presentation

- Proper documentation of the entire process should be done with the guidance of the mentors.

Evaluation Process: (Design & Design Studio)
• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

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Second Year

AUTUMN SEMESTER

Semester III	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	FM 203	Fashion Design Process	1	-	4	5	**3**	3	30*	20@	50#
	FM 213	Pattern Making & Draping	1	-	4	5	**3**	3	50	-	50
	FM 223	Garment Construction	-	-	6	6	**3**	4	50	-	50
	FM 233	Introduction to Computerized Fashion Design	1	-	4	3	**3**	4	50	-	50
	FM 243	History of Indian Costumes	2	-	2	4	**3**	3	25	25	50
	FM 253	Fashion Studies	2	-	2	4	**3**	3	30	20	50
	FM 263	Study of Fashion products	2	-	4	6	**4**	2	50	-	50
		Mody University Elective **(select any One)**$^{\$}$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

As decided by Academic Council from time to time

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

Practice hours required per week (Autumn Semester)

- Fashion Design Process: **2 Hrs.**
- Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2**

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	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 204	Fabrics & Trims Study	2	-	2	4	**3**	4	25	25	50
	FM 214	Buyers and Organizations	3	2	-	5	**4**	3	25	25	50
	FM 224	Product Development Process	3	2	-	5	**4**	3	25	25	50
	FM 234	Basics of Merchandising	3	2	-	5	**4**	3	25	25	50
	FM 244	Fashion Movement	3	2	-	5	**4**	3	25	25	50
	FM 254	Fashion Trend & Forecasting	2	-	2	4	**3**	Viva	50	-	50
		Mody University Elective **(select any One)**[$]	3	-	-	3	**3**				
		Sub Total	**19**	**8**	**4**	**31**	**25**				

As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Fabrics & Trims Study: **2 Hrs.**
- Buyers & Organizations: **2 Hrs.**
- Product Development Process: **2 Hrs.**
- Fashion Movements: **2 Hrs.**
- Fashion Trend & Forecasting: **2 Hrs**

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Second Year

L-T-P-C

Title of Course: Fashion Design Process **1-0-4-3**

Course code: FM 203

Pre-requisite(s): Introduction to fashion Industry and Design concepts

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future.
- Understanding that managing fashion business (technical, aesthetic & industrial) is being aware of consumer demands and catering to it.
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking.
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach.
- Customer-focused ethos/customer centric product design process
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client)
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch
- Design Process & new technologies
- Research & Analysis- study trends, market, consumer brands.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. Changing Fashion- A Critical Introduction to Trend Analysis & Meaning. Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. Designers Guide to Fashion Apparel. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. Fashion & the Consumer. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. Fashion Entrepreneurship- Retail Business Planning. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. The Dynamics of Fashion. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. Beyond Design: The Synergy of Apparel product development. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. Beyond Design: The Synergy of Apparel product development. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.The Why of the Buy- Consumer Behavior & Fashion Marketing. Fairchild Books.

9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend Forecasting to Shop Floor. Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.Understanding Aesthetics for the Merchandising & Design Professional. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. Ethics in Fashion Industry. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. Social Responsibility in the Global Apparel Industry. Fairchild Books.

Evaluation Process:

- Course Work: 30% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- Mid Term Examination: 20 % . Viva for the products and work in progress
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites: https://fuel4fashion.wordpress.com/2013/10/11/the-fashion-design-process/
   http://process.arts.ac.uk/sites/default/files/pecha-kucha__milan_dieffenbacherfinal.pdf
   http://www.businessoffashion.com/articles/basics/the-basics-part-5-design-and-development
2. Handouts: As indicated by the course instructor.
3. Magazines: Fashion, MRM, Vogue, Inside, Elle, Surface, W, Hoop, Fashion Affair, Ignite, Essence, Beautiful, Porter

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Second Year

Title of Course: Basics of Pattern Making & Draping **L-T-P-C 1-0-4-3**

Course code: FM 213

Pre-requisite(s): NIL

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets.
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve.
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc.
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke.
- Closures- Zip, Buttons, Hooks &drawstring.
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. How to draft basic patterns. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. Fabulous fit 2nd edition. Fairchild Books
3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. Basic Pattern Skills for Fashion Design. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. Principles of Flat Pattern Design 4th edition. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. Draping Basics, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. The Art of Fashion Draping 3rd Edition. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. Integrating Draping, Drafting & Drawing. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. The Art of Fashion Draping. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. Draping for Apparel Design. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. Draping for Fashion Design. Pearson Education
11. Carolyn Kiisel. October 2013. Draping: The Complete Course. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... Couture unfolded: Innovative pleats, folds & draping in Fashion Design. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of patterns & drapes for garment/ product development. Hard copy compiled in file.
- End Term Examination: 50% weightage. Viva with all Products developed. Hard copy compiled in file

Other Study Material:

1) Websiteshttps://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

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Second Year

Title of Course: Garment Construction **L-T-P-C 0-0-6-3**

Course code: FM 223

Pre-requisite(s): NIL

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches)
- Garment construction methods and techniques:
- Seams and Seam Finishes, Edge Finishes, Hem Finishes.
- Circular lines and Angular lines in corner finishes.
- Plackets, Pockets, Cuffs, Collar.
- Waist Finishes, Darts, Pleats, Tucks and Gathers.
- Fasteners.
- Assembling a skirt and bodice with sleeve attachment.

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. Industry Clothing Construction Methods. Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. Tailoring Technique's for Fashion. Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. The Art of Couture Sewing. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. Basic Fashion Design 03-Construction. Ava Publishing
- Pamella Powell. UK September 2010/US July2010. Tailored Fashion Design. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. Fashion Sewing- Introductory Technique's. Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. Apparel Quality- A Guide to Evaluating Sewn Products. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. Classic Tailoring Technique's- A Construction Guide for Women's Wear. Fairchild Books
- Raul Jewel. Publishing year unknown. Encyclopedia of Dress Making. Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of construction works for the Product development.
- End Term Examination: 50% weightage. Viva with all Products developed.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
- Handouts: As indicated by course instructor.
- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Title of Course: Introduction to Computerized Fashion Design **L-T-P-C**
Course Code: FM 233 **1-0-4-3**
Pre-requisite(s): Computer Application I and II

Course Objectives:

- Introduction to advanced use of software's in fashion design.
- To Develop advanced skills applicable in computer graphics in relation to fashion design and business.
- To Explore advanced tools and their application for Visual Communication in fashion business.

Course Description:

- Engage with using vector based software's such as Adobe illustrator CC for Vector Based Illustration in relation to display & Planning.
- Developing skills to create professional digital drawings for Visual Communication in design.
- Exploring various plan and display types and rendering through proper tools and techniques.

Learning Outcomes:

- Demonstrate advanced proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software skills and presentations of the same in rendering of various plan and display types.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Fashion Designer's Handbook for Adobe Illustrator by Centres, M
- Fashion Illustration Flat Drawing by Maite Lafuente
- Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin
- Pattern Background material
- Fashion Pattern

Evaluation Process:

- Course Works: 5**0% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://www.guidebookgallery.org/splashes/illustrator
- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- uoh.com/blog/comments/the_new_adobe_icons_and_branding
  http://adobeforfashion.com/illustrator-tutorials/https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion
- Design-Drawing-Flats/115431-2.html

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Second Year

L T P C

Title of Course: History of Indian Costumes **2 0 2 3**

Course code: FM 243

Pre-requisite(s): Fashion Design Process

Course Objectives:

- Overview of history of costume & fashion in India from ancient times to modern
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern
- How clothing is used as a universal means of symbolizing roles and social positions.
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period.
- Gain greater perspective on the overall historical, social, economical and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize & investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Karl Aspelund. UK July 2009/US My 2009. Fashioning Society- Hundred years of Haute Couture. Fairchild Books
2. Bonnie English. UK July 2007/ US July 2007. A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk. Berg Publishers
3. Lee Bender. UK February 2009/ US February 2009. Bustop & the Influence of the 70's on Fashion Today. Berg Publishers
4. Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus UK October 2011. Berg Publishers
5. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. Survey of Historic Costume. Fairchild Books
6. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. Fashioning Bollywood- The Making & Meaning of Hindi Film Costume. Bloomsbury Academic.
7. Joanne B Eicher & Sandra Lee Evenson. UK October 2014/US August 2014. The Visible Self- Global Perspectives on Dress, Culture & Society. Fairchild Books.
8. Elaine Stone. UK September 2011/US July 2011. In Fashion. Fairchild Books.
9. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. The World of Fashion. Fairchild Books
10. Jay Diamond & Ellen Diamond. UK January 2008/US November 2007. The World of Fashion. Fairchild Books
11. Ira Neimar. UK December 2011/US October 2011. The Rise of Fashion & Lessons learned at Bergdorf Goodman. Fairchild Books.
12. Mica Nava. UK September 2007/US September 2007. Visceral Cosmopolitanism Gender, Culture & the Normalization of Difference. Berg Publisher.

13. Geraldine Howell. UK December 2012/US December 2012. Wartime Fashion- From Haute Couture to Home Made 1939-1945. Berg Publishers.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.

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Second Year

Title of Course: Fashion Studies **L-T-P-C**
Course code: FM 253 2-0-2-3
Pre-requisite(s): Design Concepts and drawing and colour study

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design, their articulation
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop a sense of composition.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dimensions.
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry. Fashion trends and forecasting. WGSN

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Evaluation Process:
Weightage – 30% for Class Work. Assessment will be on hard copy
MTE 20%. Written practical examination
ETE 50%. Practical written examination

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. The Design Process. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. Structure & Form in Design. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. Designing- An Introduction. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. Beautiful Thing- An Introduction to Design. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. Basic Fashion Design 05-Fashion Drawing. Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. Creative Fashion Illustration-How to develop your own Style. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. Key Concepts for the Fashion Industry. Bloomsbury Academic.

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Second Year

L T P C

Title of Course: Study of Fashion Products **2 0 4 4**

Course code: FM 263

Pre-requisite(s): Survey of Apparel Designs

Course Objectives:

- Understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers
- Understanding relationship between textile design and selection and fashion business.
- Understand outside influences on fabric and design choice such as availability, cost and environmental concerns.

Course Description:

- Evolution and identification of different fabric prints and designs with consideration to the present global production perspective.
- Overview of production lifecycle on basis of fabric, surface ornamentation and construction methods and its impact on sourcing before the product becomes available in market.
- Conceptualizing collection with analysis of how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation.
- Sourcing fabric and accessories with view of profit maximization in export and designer based orientation with understanding of management of soft goods related to inventory and logistics from factory to stores.
- Strategizing the business plan and using related software programs for planning, forecasting, replenishment, and consumer response exemplifying by Case studies of sourcing and supply chain management policies of major apparel producers and retailers.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.
- Able to conceptualize, source and select fabric for development of line/collection and choosing the target market.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. Sustainable Fashion Supply Chain Management: From Sourcing to Retailing. Springer Edition
2. Jung. E. Brookshire. February 2014. Global Sourcing in the Textile & Apparel Industry (Fashion Series). Prentice Hall
3. Naomi Thompson. June 2012. Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks. Pavilion.
4. Fashion Dex Incorporation. March 2015. Apparel Production Source Book 2015- Solving your domestic production sourcing needs. Fashion Inc.
5. Pamela Ravasio. February 2011. Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. A Guide to Business/Principles & Practices Watson Guptill Revised edition, edition
7. Marlon Zama, Brian Webber, Charles Dagher. November 2004. Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries. Publisher not known
8. Erin Cadigan Sourcing and selecting textiles for Fashion Bloomsbury
9. Doris H Kincade & Fay Y Gibson. Feb 2009. Merchandising of fashion products Study guide for Merchandising of Fashion. Prentice Hall

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Via with all Products developed with Portfolio and Power Point Presentation.

Other Study Material:

- Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
- Handouts: As indicated by course instructor.
- Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
- Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
- Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
- Case Studies: http://www.gep.com/knowledgebank/case-studies

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Spring Semester Second Year

Title of Course – Fashion Fabric and Trim Study **L-T-P-C**
Course code: FM 204 **2-0-2-3**
Pre-requisite(s)-Fibers, Fabrics and Finishes

Course Objectives:

- To understand the hand, feel, structure-woven and knits –it's properties and usage of different fabrics in Fashion.
- Making a swatch collection of types of fabrics.
- To source the right trim for the right fabrics from the market.

Course Description:

1. Understanding of fabrics woven and knits- from their structure, Fluidity, Ornamentation, Expansion, Compression.
2. Fabric terminology and end uses
3. Surface ornamentation techniques and Swatch collection with necessary information like name, weave, classification, properties, count, etc.
4. Indian traditional dyeing and embroidery techniques as overview and its concept
5. Selection of trims, fasteners like buttons, shank buttons, wooden buttons etc. as per weight and type of fabric.
6. Samples done with basic natural and manmade fibers.
7. Overall understanding of use of fabrics in Fashion- combination, linings, stiffening fabrics etc.

Learning Outcomes:

- To understand the hand feel, structure, properties and usage of different fabrics in Fashion.
- To understand different techniques of doing different dyeing and embroidery techniques.
- To survey the market for different types of trims.
- To source the right trim for the right fabrics.

Evaluation Process:
25 % CW, 25% MTE and 50% ETE (Submission and Viva)

References

1. Humphries, M. (2008). *Fabric Reference,* New Jersey, Prentice Hall Publisher.
2. Marypaul, Y. (1995). *Textiles: A Handbook for designers,* New York, W.W. Norton and Co.
3. Mc Carty, C. and Mc Quaid, M. (2002). *Structure and Surface,* New York, The Museum of Modern Art.
4. Pizzuto, J.J., et al. (2009). *Fabric Science,* New York, Fairchild Books.
5. Martin, C. and Main, A. (2005). *Surface Texture Book,* London, Thames and Hudson.
6. Hall, A.J. (1975). *Standard Handbook of Textiles,* U.K., Butterworth- Heinemann Ltd.
7. Moss, S. (2001). *Costume and Chemistry- A Comprehensive Guide to Material and Apparel,* Oxford, Batsford.

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Spring Semester Second Year

Title of Course: Buyer's & Organizations **L-T-P-C**
Course code: FM 214 **3 2 4**
Pre-requisite(s): Understanding Buyers Style

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying.
- Activities, process and people involved from the perspective of the fashion buyer.
- Brand Personality, life cycle costs, organizational buying behavior, Customer Relationship Management, value analysis, customer interaction approach.
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a merchandise plan, mathematical formula, buying strategy, developing sales forecast
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.
- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

- Helen Goworek. 2001. Fashion Buying. Blackwell Science
- Richard Clodfelter. UK October 2002/US August 2002. Making Buying decisions 2nd edition- using the computer as a tool. Fairchild Books
- Richard Clodfelter. UK September 2008/US July 2008. Making Buying decisions 3rdedition- using the computer as a tool. Fairchild Books
- Bette K Tepper. UK November 2001/US September 2001. Mathematics for retail buying 5th edition. Fairchild Books
- John Donellan. UK February 2002/US December 2001. Merchandising Buying and Management. 2nd edition. Fairchild Books.
- Linda Cushman. UK October 2004/US August 2004. Using computerized spreadsheets-Mathematics for retail buying. Fairchild Books
- David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend forecasting to shop floor. Fairchild Books
- Richard Clodfelter. UK September 2012/US July 2012. Retail Buying (From Basic's to Fashion). Fairchild Books.

- Dana Connel. UK December 2009/ US October 2009. A Buyer's Life- A Concise guide to retail planning and forecasting. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. The Why of the Buy-Consumer Behavior and Fashion Marketing. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. The Why of the Buy-Consumer Behavior and Fashion Marketing. Fairchild Books.
- John Donellan. UK November 2013/US September 2013. Merchandise Buying & Management. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

- Websites: http://www.acrwebsite.org/search/view-conference proceedings.aspx?Id=5822
- http://connection.ebscohost.com/c/articles/6597444/fashion-involvement-buying-behavior-methodological-study
- http://bdigital.ufp.pt/bitstream/10284/1020/7/fashion%20involvement.pdf, http://aspire.surrey.ac.uk/items/749C040A-A54C-9038-2EF4-7D9AD740FEB1.html
- Handouts: As indicated by the course instructor.
- Magazines: Glamour, Marie Claire, Bazaar, Inside, Elle, Esquire, CQ, Business of Fashion, Seventeen, Brava, Law A La Mode, Vogue, Fashion.

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Spring Semester Second Year

Title of Course: Product Development process **L-T-P-C**
3- 2- 0- 4

Course code: FM 224
Pre-requisite(s): NIL
Course Objectives:

- Role and Functions of a Merchandiser in the Product Development Process.
- Understand and analyze the role of a Merchandiser in meeting with the challenges of Product Development.
- Understanding Organizational Readiness for Product Development, product range and product line compatibility along with the product branding.

Course Description:

- Understanding Product, Product Development Process, Product Development Stages, and Factors to Consider for Product Development, Role and Responsibilities of a merchandiser according to his position in Organizational Hierarchy.

- The Merchandiser, Merchandiser's role and duties, Merchandise Planning Process, Merchandiser and Product Development.

- Organizational Readiness for product development, Preparations by the Merchandising Department, Sourcing for product development, maintaining inventory, maintaining assortments.

- Understanding product adoption process, Developing Product Mix and Product Range, Product line Compatibility and Attributes.

- Product or Merchandise selection as a Competitive Advantage tool, Product Branding and role of a Merchandiser.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of product development in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's product development, product range and line process along with factors affecting brand creation.
- Exhibit, adapt, utilize & investigate the role of Merchandiser in the product development process in an organization.
- Complete awareness about product development and merchandise selection as Competitive tool.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Indicative Reading:

- Handbook of New Product Development Management, *Edited by: Christoph H. Loch and Stylianos Kavadias*, ISBN: 978-0-7506-8552-8, Taylor & Francis as of 2011.
- Regan. L. Cynthia, Apparel Product Design and Merchandising Strategies, 2008, Pearson Prentice Hall, 2008, ISBN 0131197592. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice hall,

- Rosemary Varley, Retail Product Managemnet: Buying and Merchandising, 2005, Routledge.
- Tony Hines, Fashion Marketing, 2006, Butter Worth – Heinemann.

Reference Books:

1. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
2. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing.
3. Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.
4. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
5. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Books.
6. Jay Diamond; Ellon Diamond, The World of Fashion , 2007, Fairchild.
7. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics.* Fairchild Books.
8. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books.
9. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books.
10. Kitty G. Dickerson, Inside The Fashion Business, 7th Edition, 2003 Prentice hall
11. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
12. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books.
13. Merchandise Buying & Management, John Donnellan, 2001, Farechild Books,.
14. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
15. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books

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Spring Semester Second Year

Title of Course: Basics of Merchandising Buying Styles **L T P C** **3- 2 - 4**

Course code: FM 234

Pre-requisite(s): NIL

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the Buyer's Merchandise Planning.
- Understanding Various Buying Styles.
- Understanding Buyer Behaviour and its Process.
- Understanding Buyer's end operations and Merchandise goals, planning and Value delivery process from the perspective of a Merchandiser.

Course Description:

- Merchandise Planning, Understanding Merchandising Needs, Understanding Buyer's Merchandise Planning, and Meeting Buyer's Goals.
- Research on Contemporary Fashion Companies' their products and Consumers, Helping Buyer's succeed in the market, the right merchandise blend.
- Trend Analysis and forecasting your buyer's future needs, streamlining buyer's merchandising process, corporate level buying, Evaluation yardsticks for buyers.
- Merchandiser, Key Roles and Responsibilities of Merchandiser in retail sector.
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors.
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display.
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity.
- Develop sales Forecast: trends, websites plan stock levels, monitor performance.
- Understanding potential customers: Challenges in meeting consumer demands for the right product, at the right prices and at the right times. Using Technology: for retail buying and working with foreign markets

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser in decoding buyer's need.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers and their needs.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring delivery of value to the buyer and buying organizations.
- Ability to understand buyer's requirements and decision making process along with evaluation yardsticks.

Reference Books:

- Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
- Frings, Gini S. (2002). **Fashion: From Concept To Consumer.** 7th Edition. New
- Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Book
- Grace I Kunz. UK October 2009/ US August 2009. Merchandising: Theory, Principles & Practice. Fairchild Books
- Jernigan, M.H. & Easterling H. (1990). **Fashion Merchandising & Marketing.** New York, Macmillan

- Jersey, Prentice-Hall John Donnellan. UK August 2007/US June 2007.
- Merchandise Buying & Management 3rd edition. Fairchild Books john Donnellan. UK February 2002/US December 2001. Merchandise Buying & Management 2nd edition. Fairchild Books
- Linda. M. Cushman. UK May 2011/US March 2011. A Practical Approach to Merchandising. Fairchild Books
- Mike Easey, ed. (2002). **Fashion Marketing.** 2nd Edition. Oxford, Blackwell Science Ltd.
- Pamela. M. Philips, Ellye Bloom, John D Mattingly. Fashion Sales Promotion- The Selling behind Selling. Prentice Hall
- Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. Developing & Branding the Fashion Merchandising Portfolio. Fairchild Books
- Rosetta Lafleur. UK March 2010/US January 2010. Merchandise planning workbook. Fairchild Books.
- Stone, Elaine. (1990). **Fashion Merchandising.** 5th Edition. New York, Mc Graw-Hill

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

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Spring Semester Second Year

L-T-P-C
3- 2-0-4

Title of Course: Fashion Movement
Course code: FM 244
Pre-requisite(s):Historical development of Fashion Industry

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon: explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources.
- Reflect critically on the historical, social, cultural and global dimensions of fashion. Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day.
- Understanding development of the field of fashion studies, theoretical viewpoints. Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc.
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.

Reference Books:

1. French Lunning. UK February 2013/US April 2013. Fetish Style. Bloomsbury Academic
2. Maria Mellins. UK August 2013/US September 2013. Vampire Culture. Bloomsbury Academic.
3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. Fashion & Museums- Theory & Practice. Bloomsbury Academic.
4. Janice Miller. UK July 2011/US Sept 2011. Fashion & Music. Berg Publishers

5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. Dress Sense- Emotional & Sensory Experiences of the Body & Clothes. Berg Publisher
6. Pamela Church Gibson. UK December 2011/US December 2011. Fashion & Celebrity Culture. Berg Publishers
7. Susan B Kaiser. UK November 2012/US January 2013. Fashion & Cultural Studies. Berg Publishers.
8. Stephanie Talbot. UK January 2013/US May 2013. Slogan T-Shirts (cult & culture). A & C Black Visual Arts.
9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. Dress & Society. Berg Publishers
10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. Berg Publishers. Appearance & Power.
11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. The Visible Self - Global Perspectives on Dress, Culture & Society. Fairchild Books.
12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. Global Perspectives on Dress, Culture & Society. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

4) Websites:http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
http://thoughteconomics.blogspot.in/2012/09/fashion.html
5) Handouts: As indicated by course instructor
6) Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

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Spring Semester Second Year

L-T-P-C
2 0 2 3

Title of Course: Fashion Trend and Forecasting
Course Code: FM 254
Pre-requisite(s): Fashion products
Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- **Introduction to term Forecasting**
- **Role of Forecasting in Indian and global fashion industry**
- **Function and process of forecasting**
- **Long and short term forecasting**
- **Types of forecasting and study of colour, texture, trend, style and fashion forecasting**
- **Forecasting agencies**
- **The method of study of forecast**
- **Role of merchandiser in knowing forecasting**
- **Study of forecast pertaining to different continents**
- **Plethora of fashion**
- **Study of demographics and fashion cultures**
- **Process of forecasting documentation**
- **Survey y and analysis study**

Learning Outcomes:

- **Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India**
- **Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.**
- **Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.**

Evaluation Process:

- **Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.**

- **End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.**

References:

15. **Singh, M., et al. (1995). Saris of India: Bihar and West Bengal, New Delhi, Wiley Eastern.**
16. **Gillow, J. and Barnard, N. (1991). Traditional Indian Textiles, London, Thames and Hudson.**
17. **Bhatnagar, P. (2008). Decorative Design History in Indian Textiles and Costumes, New Delhi, Abhishek Publications.**
18. **Askari, N. and Crill, R. (1997). Colors of the Indus: Costume and Textiles of Pakistan, London, Merrell Publishers Ltd.**

19. Ghosh, G.K. (2011). Indian Textiles: Past and Present, New Delhi, Abhishek Publications.
20. Mathur, A. (2006). Woven Wonder: the Tradition of Indian Textiles, New Delhi, B.P.I. India.
21. Naik, S.D. (2010). Traditional Embroideries of India, New Delhi, Ashish Publishing House.
22. Ranjan & Ranjan , 2009, Handmade in India A Geographic Encyclopedia of India Handicrafts, Abbeville Press, Inc US 1st Edition
23. Rta Kapur Chishti & Rahul Jain , (2000), Handcrafted Indian Textiles, Roli Books, 1st edition
24. Crill, Rosemary , (1998) Indian Ikat Textiles, Weather Hill Publ.
25. Pepin Press, (1999), Indian Textile Prints with CD , PAP/Cdr edition.
26. Catherine Legrand , (2013), Indigo-The color that changed the world , Thames & Hudson 1st edition
27. Edwards Eiluned, (2011), Textiles & Dress of Gujarat- Grantha Corporation Publ.
28. Usha Srikant, (2005), Ethnic Embroidery of India- 1& 2, OM Books

Other Study Materials:

Handouts: As instructed by subject teacher

- **Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com**
- **www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com**
- **www.premiervision.fr, www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India**
- **www.indiaheritage.org/creative/creative_textiles.htm**
- **www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles**
- **www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles**
- **www.nopr.niscair.res.in/bitstream/123456789/10310.pdf**
- **Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK**

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Third Year
Autumn Semester

S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
1	FM 305	Product Pricing & Selling	2		2	4	**3**	3	25	25	50
2	FM 315	Enterprise Resource Planning	2		4	6	4	3	50		50
3	FM 325	Retail Structure & Different Retailing Techniques	2		2	4	3	3	25	25	50
4	FM 335	Fashion Communication and Publishing	2		2	4	3	3	50		50
5	FM 345	Fashion Event Management	1		4	5	3	3	50		50
6	FM 355	Supply Chain & Product Sourcing	2		2	4	3	3	25	25	50
7	FM 365	Production Planning & Control	2		2	4	3	3	25	25	50
	Sub Total		13		19	32	22				

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S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
	FM 306	Global Issues & Ethical Trading	2		2	4	3	3	25	25	50
	FM 316	Market Research	2		4	6	4	3	25	25	50
	FM 326	Fashion Trend Forecasting,Promotion and Fashion Brand Management	2		4	5	4	3	25	25	50
	FM 336	Visual Merchandising	1		4	5	3	3	25	25	50
	FM 346	Digital Media Marketing	2		2	4	3	3	50		50
	FM 356	#Textile Internship(2 weeks)	1		4	5	3	3	50		50
	FM 366	Fashion Product Management	1		2	3	2	3	25	25	50
		CBCS	3	0	0	3	3	3	25	25	50
		Sub Total	14	0	22	35	25				

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Autumn Semester

L-T- P-C

Title of Course: Product pricing and selling _____
Course Code: FM 305

Pre-requisite(s):Basics of Merchandising, Product development Process

Course Objectives:
Promote an in-depth introduction to product cost, techniques used in buying and planning process.
Provide a thorough grounding in accounting and costing approaches used in the Fashion Industries.
Offer hands-on experience in the use of business metrics and spreadsheets.
Explore the application of these to the systematic analysis of a range of Fashion Business scenarios and environments.

Course Content:

UNIT- I
Basic concepts of calculating cost of different fashion products in terms of manufacturing, Factors affecting profit including billed cost, cost of goods sold, delivered cost and skeletal profit and loss statements
UNIT-II
Cost of merchandise and terms of sale including Different types of discounts and different types of dating, negotiating transport terms
UNIT-III

Calculating mark ups and mark downs and strategies used for pricing
UNIT-IV

Six month merchandise plan for planning stocks, purchases and markdowns
Learning Outcomes:

Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Communicate mathematical and technological information with clarity, logic and accuracy.

Synthesise, assess and evaluate information and data from appropriate sources and use these to make informed, independent judgments and decision making in relation to technical product and/or business contexts.

Evaluation Process:

Class Work:25%
Mid- Term:25%
End Term:50%

Text books:

1. A practical approach to merchandising mathematics Linda M cushman
2. Davis Burns, L, Mullet, KK, and Bryant, NO (2011). *The Business of Fashion. Designing, Manufacturing and Marketing. Fourth Edition.* New York, USA: Fairchild Books/Conde Nast.
3. Anderson, DR, Sweeney, DJ, Williams, TA, Camm, JD, and Martin, KM (2012). *An Introduction to Management Science. Quantitative Approaches to Decision Making (13th Edition).* Mason, OH: South-Western/Cengage Learning.

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Autumn Semester

Title of Course: Fashion Communication and Publishing **L-T- P-C**

Course Code: FM 335

Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through magazine production;
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at PR in fashion magazine publishing;
- Writing creatively for a fashion magazine; work with a magazine layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion magazine proposals and project in all their mechanical and editorial aspects

Course Content:

UNIT- I

What is Magazine Production?

Bibliography and suggested readings. First key concepts of magazine production: its challenge, its process, career possibilities. A short history of magazine production from its beginning to its latest trends, with a specific focus on the fashion magazine.

UNIT-II

The power of magazines: The business of publishing; the role of publishers and how they relate to other departments on a typical commercial magazine; understanding how editorial departments work; distribution.

UNIT-III

Art and design in the magazine production process: Structure of an editorial department, essential elements for creating good content based around preparation, commissioning and checking/subbing material; planning cycles; news, features and reviews

UNIT-IV

Photography and design – Creating visual appeal Content: The role of the art editor and the importance of good design in creating compelling publications; typography, colour and graphics (photography and illustration), used to create a visual object that will appeal to readers. Successful approaches and techniques in the fashion publishing industry.

UNIT- V

Fashion journalism: Writing for Magazines. Topic research, storytelling tools, evaluating story ideas; writing the query letter.

UNIT – VI

Fashion Promotion Communication Content: Writing for advertising, for Public Relations, and for the New Media – strategies, text typologies, media involved, and communication goals according to target audiences.

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work:50% Minor Project

End Term:50% Major Project

Text books:

1. Jason Whittaker, Magazine Production, Routledge, London & New York, 2008.
2. Ambrose, G. & Harris, P. The Visual Dictionary of Pre-Press & Production, Lausanne: AVA 2010. Blanco, J. The Complete Guide to Book Publicity, New York: Allworth 2004.
3. Campbell, R. Media and Culture – An Introduction to Mass Communication. Fifth edition, – St. Martins Press, 2005. Marshall, L. Bookmaking, Editing/Design/Production, Third Edition (2004).
4. Smith, R. D. Strategic Planning for Public Relations. 3rd edition. Routledge, 2009. Turow, J. Media Today.
5. An Introduction to Mass Communication, London & New York: Routledge 2010, pp. 262-297. VV. AA., Turning Pages.
6. Editorial Design for Print Media, Berlin: Gestalten 2010. Watson, J. and Hill, A.
7. A Dictionary Of Communications And Media Studies. Sixth edition, A Hodder Arnold Publication, 2003. Wilcox, D. L. and Cameron, G. T.
8. Public Relations: Strategies and Tactics, 10th edition, Pearson Education Inc., 2012.

References:

1. _____
2. _____

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Third Year
Autumn Semester

Title of Course: Fashion Event Management _____
Course Code: FM 345
Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through event being organized.
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at fashion event management and various fashion shows and social awareness events;
- Writing creatively for an upcoming event; work with event layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion event conduction proposals and project in all their mechanical and editorial aspects

Course Content:

Unit I : Introduction to event Management, Size & type of event,
Event team, Code of ethics
Unit II: Principles of event Management, concept & designing,
Analysis of concept, Logistics of concept.
Unit III:Feasibility, Keys to success, SWOT Analysis
Unit IV: Aim of event, Develop a mission, Establish Objectives,
Preparing event proposal, Use of planning tools
Unit V:Protocols, Dress codes, staging, staffing
Unit VI :Leadership, Traits and characteristics

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work: 50% Minor Project

End Term: 50% Major Project

Text books:

Suggested Reading

- Event Management by Lynn Van Der Wagen & Brenda R Carlos.
- Successful Event Management By Anton Shone & Bryn Parry
- The Fundamentals of Fashion Management By: Susan Dillon
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, 2nd Edition C. A. Preston
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions
- Front Cover Leonard H. Hoyle

References:

1. Fashion show
earthbeat.sk.ca/get_involved/documents/ActionGuideFashionShow.pdf
2. Fashion Show Production and Management - Iowa State University
www.hs.iastate.edu/cwsyllabi/2015Spring/AESHM/AESHM472.pdf
3. How to plan a fashion show - Amnesty International
https://www.amnesty.org.uk/files/sfr_guide_how_to_plan_a_fashion_show.pdf
4. SPRING FASHION SHOW
www.philau.edu/ebooks/styleline/spring09/pdf/stylelinespring09.pdf

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Autumn Semester

Title of Course: Enterprise Resource Planning LTPC
Course Code: FM 315
Pre-requisite(s): Product Development

Course Objectives:

- Provide understanding of integration of information systems, sales and distributions, accounts, inventory receivables, inventory and human resources.
- Provide hands-on use of software on grounds of accounting and costing approaches used in the Fashion Industry.
- Explore the application of systematic analysis of a management of Fashion Business

Course Content:

UNIT- I
The basic concept of Enterprise Resource Planning and Management
UNIT-II
Practical application of financial accounting, management accounting and HR accounting
UNIT-III
Practical application of manufacturing –Aggregate Planning, Master Demand Scheduling, Fabric management module, product Master and BOM management, Work order Management, Batch Management, Material management, Material requirement planning
UNIT-IV
Supply chain management-Order management and project management
Limitations and Scope of ERP

Learning Outcomes:

- Understand concepts and applications of enterprise resource management (ERM) and enterprise resource planning (ERP) systems.
- Develop working skills in planning and managing enterprise resources including aggregate planning, master demand scheduling, materials requirements planning, capacity management, and short-term scheduling.
- Apply modern software including Oracle ERP system to plan and manage resources in organizations.

Evaluation Process:

Class Work: 50%

End Term: 50%

Text books:

References:

1. _____
2. _____
3. _____

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Third Year

Spring Semester

Title of Course: Global issues and ethical trading _____

Course Code: FM 306

Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackle environmental and social issues present in garment industry at national and international level.

Course Content:

UNIT- I

- Key theories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances.

UNIT II

- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA, Quota Allocation and elimination, GATT, FTA

UNIT III

- The international market with regard to products, services and intellectual property and how those challenges affect economic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade.

UNIT IV

- Ethical Trading- Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification

Learning Outcomes:

- To Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies.
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry,*Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*

6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd9058525737500662 3f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_Nena Bode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)
- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY**)**

Videos

- General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA) https://youtu.be/KMZGbaXYq58
- The Fiber Side of Textile Recyclinghttps://youtu.be/CJka9tHkxjs

https://www.youtube.com/watch?v=pEbFnAMHHps

- The Full Story of the Rana Plaza Factory Disaster.https://youtu.be/pEbFnAMHHps
- Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated

http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india

- They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory

http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html

- Govt comes out with plan to resolve Tirupur crisis

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Third Year
Spring Semester

L-T- P-C

Title of Course: Market research
Course Code: FM 316
Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with research and develop problem aspects.
- To develop and find out more market entry techniques and create new product segments
- To display skills of carrying significant research for different brands, do brands comparison and create new market
- To develop research aptitude for capturing potential markets
- To develop required skills to translate ideas and designs into potential marketing and merchandising features.

Course Content:

UNIT- I
- Research theory: defining purpose of market research

UNIT II
- Research Analysis: Choosing what to research, Selection theme, primary and secondary sources and sources and inspiration and target age group and demographics across the globe.

UNIT III
- Defining Research and Review of Literature

UNIT IV
- Methods and procedures of conducting research and method of analysis

UNIT V
- Compiling research –sketchbook, techniques for drawing, collage, analysis of research and mood boards and designing from research and communicating ideas through various formats

Learning Outcomes:

- To relate easily to the need and importance of market research in field of merchandising.
- To be able explain the process of marketing and relate it to manufacturing and production.
- To carry out market research for various fashion product categories
- To be able derive time plan and action plan for given order execution

- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Reference Books:

- Research and Design Second Edition Simon Seivewright Bloomsbury edition
- Research Methods for the fashion Industry Judy Zaccagini Flynn and Irene M Foster

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

Case studies:

- Emerging Trends in Fashion Marketing: A Case Study of ... - RASCI rasci.in/downloads/2012/Emerging_Trends_Fashion_Marketing_2012.pdf
- Luxury and Premium Fashion Brands Online Marketing, Case Study ... https://www.theseus.fi/bitstream/handle/10024/45356/Nuutinen_Susanna.pdf
- Market Research Case Studies - NPD Group U.K. https://www.npdgroup.co.uk/wps/portal/npd/uk/solutions/case-studies

Videos

- Fashion Market Research Flick Through (1st Class Degree) https://youtu.be/3xvTa5AhnHk
- Market Research | How to Start Your Fashion Company® https://youtu.be/mHuYiKoDxFY

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Spring Semester

L-T- P-C

Title of Course: Fashion Trend Forecasting, Promotion and Brand Management
Course Code: FM 326

Pre-requisite(s): Product development Process
Buyers and Buying Organizations

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Content:

UNIT- I

- Understand and apply Range planning and seasonal merchandise mix

UNIT- II

- Work on the Product Development process flow along with costing for the selected market.

UNIT- III

- Launching the brand for the chosen market.

UNIT- IV

- Evaluation of sales and distribution channel for the market.

UNIT- V

- Developing Branding and Promotion plan and designing marketing mix.

Learning Outcomes:

- Able to analyse the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting, Om Books International, New Delhi*
2. Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi
6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing*
7. *Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
8. Peterson, L.K & Cullen, Cheryl Dangel,(2000*),Global graphics: color: a guide to design with color for an international market,* Rockport Publishers, Massachusetts
9. Packard, S., winters, A. & Axelrod, N. (1998), *Fashion Buying& Merchandising*. 2nd Edition, New York, Fairchild Publications
10. O'Hara, G. (1986), *The Encyclopedia of Fashion*. London, Thames & Hudson
11. Brannon, Evelyn L. (2002),*"Entrepreneurship*", Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Submission of brand portfolio and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businesscasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU

BBC Three - Secrets of the Superbrands (Fashion) https://youtu.be/fd7lfcnlb9c

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Spring Semester

L-T- P-C

Title of Course: Visual Merchandising _____
Course Code: FM 336

Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of visual merchandising.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of making window display and creating floor layouts for in-store retail merchandising and window displays.

Course Content:

UNIT I

- History of Visual Merchandising, Basics of VM, and role of Visual Merchandiser-activities, visual merchandising of department store, multiple chain store, small retail outlets.

UNIT II

- Methods and techniques for creating successful displays-Store design and study of various retail stores and Windows display-themes, schemes, budgeting, props, signage, graphics, window calendar, mannequins

UNIT III

- Visual Merchandising and planning –set up display shop, store planning and design

UNIT IV

- Areas of Visual Merchandising and display –Point of purchase display, Trade show design-industrial display, Fashion Shows, Trade org and sources

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in visual merchandising
- To learn the techniques and art of creating attractive visual displays.
- To learn from various case studies about the best window displays and in-store interiors
- Interiors

- To develop commercial and service aspects in field of retail.

Reference Books:

- Visual Merchandising Second Edition, Tony Morgan
- Visual Merchandising And Display ,Sixth Edition, Martin Pegler
- The Why of Buy

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Creation of portfolio of techniques and methods of window display
- End Term Examination: 50% weightage (Power Point Presentation, photoshoot and virtual tour of created VM displays).

Other Study Material:

Case studies:

- http://www.smartmerchandiser.com/visual-merchandising-case-studies/
- http://onedoor.com/customer-stories/
- www.whiteghyll.co.uk/case-studies/
- https://www.tutor2u.net/_legacy/assets/retailcafe/unit3/Unit%203%20Resources.pdf
- www.franklinretail.com/ng7la2fahdrxj4q/

Videos

- Visual Merchandising Secrets: How to Design Stores That Delight ...
- Video for visual merchandising▸ 25:58
- https://www.youtube.com/watch?v=RbtekNjTpaM
- What Is Visual Merchandising? - YouTube
- Video for visual merchandising▸ 3:24
- https://www.youtube.com/watch?v=hugOxXQ9dfc
- Visual Merchandising: How To Attract Customers' Attention - YouTube
- Video for visual merchandising▸ 1:35
- https://www.youtube.com/watch?v=my7ECNL_c14
- Silent selling: the art and science of visual merchandising - YouTube
- Video for visual merchandising▸ 49:51
- https://www.youtube.com/watch?v=ICViBwGb--4

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)
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Academic Curriculum (2015-16 Onwards)

Third Year

Spring Semester

L-T- P-C

Title of Course: Digital Media Marketing _____
Course Code: FM 346
Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of digital media.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of marketing, story board development, layouts for various fast fashion and luxury fashion brands.

Course Content:

UNIT- I
- Evolution of Digital Media Marketing and website creation.

UNIT II
- Blogging and Content Marketing and Search Engine Optimization

UNIT III
- Social Media Marketing and Online Advertising

UNIT IV
- Influencer and Affiliate Marketing

UNIT V
- Create and Manage YouTube Channel

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in digital media marketing.
- To learn the techniques and art of creating attractive digital media.
- To learn from various websites about the best website development interfaces and their designs.
- To develop commercial and service aspects in field of digital media marketing.

Reference Books:

- Digital Marketing for Dummies by Ryan Deiss and Russ Hennesberry, 2017
- Don't Make Me Think Revisited: A Common Sense Approach to Web Usability by Steve Krug
- Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising by Cory Rabazinsky, 2015
- Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog by Jo and Dale Reardon, 2015
- Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017

Evaluation Process:

- Course Work: 50% weightage. It includes Digital media portfolio development.
- End Term Examination: 50% weightage (YouTube development, photoshoot and virtual tour of digital portfolio).

Other Study Material:

Case studies:

- https://www.6smarketing.com/casestudies/
- https://blog.thesocialms.com/9-digital-marketing-case-studies/
- https://www.digitalvidya.com/blog/case-study-on-how-burberry-became-a-digital-luxury-brand/
- https://www.beebyclarkmeyler.com/digital-marketing-case-studies/

Videos

- 19 Digital & Social Media Marketing Trends for 2018
  https://youtu.be/EETCzJdw1Xg
- What is Digital Marketing? Step By Step Digital Marketing Tutorial
  https://youtu.be/WoGgA2ahvoM
- Build A Digital Strategy in 5 Steps
  https://youtu.be/KgwrnjVRHRw

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Third Year

Spring Semester

L-T- P-C

Title of Course: Textile Internship **Total Contact H: 45**

Course code: FM 356

Pre-requisite(s): Completed Two Year studies of BFM, Textile Study

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 45 hours per week during the two weeks (15 days) in semester of January to May, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the textile processing, finishing, sourcing, marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the students will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of textile processing and finishing along marketing/fashion concepts and terms.

2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

16. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
17. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
18. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
19. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
20. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
21. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship and guidelines by project mentor.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

Websites:

https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ

Handouts: As Indicated by course instructor.

- Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London

Case Studies:

- https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

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Third Year

Spring Semester

L-T- P-C

Title of Course: Fashion Product Management _____

Course Code: FM 366

Pre-requisite(s): Product development Process

Course Objectives:

- Acquiring global knowledge about the complex world of fashion and how its market works.
- Knowing about the life process of the fashion product, from its design, to production and sale
- Understanding the important part played by marketing and brand management in fashion.
- Acquiring the necessary tools to be able to apply profitability and efficiency criteria.
- Acquiring the industry's key negotiation and management skills.
- Understanding the role of the commercial department and the different distribution and sales channels.

Course Content:

UNIT- I

- Life cycle of the product, Purchasing plan and Collection structure.

UNIT- II

- Production and suppliers and Demand planning

UNIT- III

- Logistics and distribution channels- Production and management of suppliers in Asia and India.

UNIT- IV

- Behaviour of consumers and trends, Competition and Commercial analysis and price setting, Product categories management.

UNIT- V

• Communication and PR, Sales point and visual merchandising (Personal shopper, buying experience, etc.).

Learning Outcomes:

- To relate easily to the need and importance of fashion product management
- To explain the process of public relations in product management.
- To carry out negotiation and understand the building competition.
- To plan preproduction activities for given situation
- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary product categories related challenges.

Reference Books:

- Media of Idea Searching for Design IDEA SEARCHING FOR DESIGN HOW TO RESEARCH AND DEVELOP DESIGN CONCEPTS By : David Bramston, YeLi David J. Tyler
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000)*,*
- *Modern Production / Operations Management, John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition*,(2005)Apparel Manufacturing: Sewn Product Analysis book*
- *Media of Going Global, GOING GLOBAL THE TEXTILE AND APPAREL INDUSTRY, Grace I. Kunz, Elena Karpova, Myrna B. Garner*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 25 marks
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf

- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf
- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf

Videos

- James · Product Manager Zara.com https://youtu.be/cFvueK-XwmA
- What Is Product Life Cycle in Fashion? https://youtu.be/ON8kozB5yhI
- Fashion Product and Promotion - University of Sunderland video
  https://youtu.be/g6m9QAw4wko
  https://youtu.be/9Rn8bDLVfks
- The Future of Product Management — Janice Fraser https://youtu.be/f116MblyZbQ
- Amazon University Recruiting: Product Management https://youtu.be/68Gh9TzemM4

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Fourth Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	FM 407	Internship # June- July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva (With Report & Power-Point Presentation)	50	-	50
	FM 417	Major Project	-	-	-	40	**10**	Viva (With Report & Power-Point Presentation)	50	-	50
		Sub Total	**-**	**-**	**-**	**88**	**25**				

 # Internship: Students will join internship immediately after closing of Spring Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Fourth Year).

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SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 402	Dissertation	-	6	14	20 Contact hrs and 35 Independent hrs.	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	FM 404	Portfolio Development	1	2	6	9	**5**	Viva (With Report & Power-Point Presentation)	25	-	75
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

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Fourth Year
Autumn Semester

Title of Course: Internship **Total Contact H: 48**

Course code: FM 407 (Internship)

Online feedback ()

Pre-requisite(s): Completed Three Years studies of BFM **Jury:**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

6. To ensure that students understand a broad range of marketing/fashion concepts and terms.
7. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
8. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
9. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
10. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

22. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
23. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
24. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
25. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
26. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
27. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the DigitalPresentation of Internship and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

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Title of Course: Major Project **Total**
Contact H: 40
Course code: FM 417

Pre-requisite(s): Completed Three Years studies of BFM

Course Objectives:

- *Students have to carry out literature survey, compile text material and pursue project on any specific topic of interest to them. It is expected from the students that they will utilize the allotted hours/ week in library, laboratory or industry as per the requirement of the project. In case of industrial project, student may spend required time in industry in consultation with faculty/ supervisor. Students have to give their presentation in front of board of panel.*

Course Description:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor.

In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.

3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the continuous monitoring and assessment by the mentor.
- 50% weightage is based on the Digital Presentation of Project and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

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Fourth Year

Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: FM 402
Pre-requisite(s): BFM Year 1, 2 & 3

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis
  - Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

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Fourth Year

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: FM 404
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing aholistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.

- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:

- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/

Academic Curriculum

(2015-16 Onwards)

BACHELORS OF INTERIOR DESIGN

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

B. Interior Design

First Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	ID 111	A. Design Studio –I B. Architectural Graphics Skills- Manual & Computers I	8 (4 + 4)	8	0 800 400 + 400 (200 + 200) (200 +200)	50% 50%	0	3
	ID 121	Building Materials & Construction Technology -I	6	6	100 500 250 + 250	50% 50%	3	3
	ID 131	Basic Structure Design	3	3	50 250 125 + 125	50% 50%	2	0
	ID 141	Evolution of Interior Spaces I	3	3	50 250 125 + 125	50% 50%	2	3
	ID 151	Basic Design	8	8	0 800 400 + 400	50% 50%	0	3
	ID 161	Colour Theory & Techniques	2	2	0 200 100 + 100	50% 50%	0	0
	TOTAL		30	30				12

	Subject Code	Subject Name	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	ID 112	A. Design Studio –II B. Architectural Graphics Skills- Manual & Computers II	10 (5 + 5)	10	0 1000 500 + 500 (250 + 250) (250 +250)	50% 50%	0	3
	ID 122	Building Materials & Construction Technology -II	7	7	100 600 300 + 300	50% 50%	3	3
	ID 132	Design Thinking	3	3	50 250 125 + 125	50% 50%	2	3
	ID 142	Evolution of Interior Spaces II	3	3	50 250 125 + 125	50% 50%	2	3
	ID 152	Furnishing	3	3	0 300 150 + 150	50% 50%	0	0
	MDC 003	Environmental Studies	4	4	400 0	50% 50%	3	0
	TOTAL		30	30				12

Second Year **B. Interior Design**

Second Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	ID 211	Design Studio – III, ,Computer Application I, Principles & Elements of Design, & Communication skills	15 (9 +6)	15	0 1500 900 + 600 (450 + 450) (300+300)	50% 50%	0	6
	ID 221	Building Materials & Applications - I	4	4	100 300 150 + 150	50% 50%	3	0
	ID 241	Interior Environmental Analysis	3	3	50 250 125 + 125	50% 50%	2	3
	ID 251	Building Services - I	3	3	100 200 100 + 100	50% 50%	3	0
	ID 281	Space & Furniture Design-I	2	2	0 200 100 + 100	50% 50%	0	3
		Value Added Courses (Foreign Language)	3	6	0 300 150 + 150	50% 50%	0	0
	TOTAL		30	33				12

ID 271 Related Study Programme 2 Credit

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	ID 212	Design Studio – IV, Computer Application II, & Theory of Design	16 (12+4)	16	0 1600 1200 + 400 (600 + 600) (200+200)	50% 50%	0	6
	ID 222	Building Materials & Applications - II	4	4	100 300 150 + 150	50% 50%	3	0
	ID 242	Landscape for Interiors - I	2	2	50 150 75 + 75	50% 50%	2	3
	ID 252	Building Services -II	3	3	100 200 100 + 100	50% 50%	0	3
	ID 272	Space & Furniture Design-II	3	3	100 200 100 + 100	50% 50%	3	0
		Value Added Courses	2	4	0 200 100 + 100	50% 50%	0	0
	TOTAL		30	32				12

Third Year B. Interior Design

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	ID 311	Design Studio – V	16	16	0 1600 800 + 800	50% 50%	0	6
	ID 321	Revitalization of Arts & Crafts	2	2	100 300 150 + 150	50% 50%	3	0
	ID 331	Specification, Quantity & Estimation	3	3	50 250 125 + 125	50% 50%	2	0
	ID 341	Landscape for Interiors - II	3	3	0 300 150 + 150	50% 50%	0	0
	ID 351	Working Drawing and Computer Application	4	4	50 350 175 + 175	50% 50%	2	0
	ID 361	Elective/Workshop	2	4	0 200 100 + 100	50% 50%	0	6
	TOTAL		30	32				12

Third Year B. Interior Design Stage - 2

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External Viva	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	ID 312	Practical Training	28	0	0 2800 1400 + 700+700	50% 50%	0	0

Fourth Year **B. Interior Design**

Fourth Year **Subject to Approval**

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Internal	Sessional External	Weightage Internal	ETE	Exam Duration	Field Trips / Semester
Autumn Semester	ID 411	Design Studio – VII	16	16	0	1600 800 + 800	50%	50%	0	6
	ID 431	Retail Design & Visual Merchandising	3	3	50	250 125 + 125	50%	50%	2	0
	ID 461	Elective/Workshop	2	4	0	200 100 + 100	50%	50%	0	3
	ID 471	Interior Imaging & Branding	3	3	100 50 + 50	200 100 + 100	50%	50%	3	0
	ID 481	Professional practice	3	3	100	200 100 + 100	50%	50%	3	0
	ID 491	Conservation, Restoration & Readaptation	3	3	10 0	200 100 + 100	50%	50%	3	3
	TOTAL		30	32						12

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Internal	Sessional External Viva	Weightage Internal	ETE	Exam Duration	Field Trips / Semester
Spring Semester	D 412	Dissertation/Thesis	24	24	0	2400 1200+600+600	50%	50%	0	12
	D 422	Advance Elective -I	3	3	0	300 150 + 150	50%	50%	0	0
	D 432	Advance Elective -II	3	3	0	300 150 + 150	50%	50%	0	0
	TOTAL		30	30						12

First Year B. Interior Design

ID 111	Design Studio-I	10 - 10

Focus: **A.** Exploring principles of space making, introduction to the built environment and its creative exploration.

B. Learning techniques and skills to represent different objects through 2D & 3D geometry.

Objectives

- To deliver an introduction to architecture through analysis of building elements, such as floors, walls, doors, stairs, rooms, etc.
- To have an understanding of relationship between the human body, scale and the built environment, context, creative and exploratory responses, scale and proportion, basic organizational principles, abstraction, order, constants and variations and design as a response.
- Understanding importance of technical drawing as medium of communication as basic vocabulary in design.

Contents

- Introduction to subject. Getting acquainted with necessary instruments of drawing. Learning to draw straight and curved lines with different qualities.
- Learning good lettering to improve and maintain quality of presentation.
- Learning meaning of terms `Plan' & `Elevations' and using them for drawing simple objects through `Orthographic Projections'.
- Learning theory of `Orthographic Projections' and drawing projections of points, lines, geometric solids.
- Drawing - Drawing sheet sizes, composition, fixing. Simple exercises in drafting, point and line, line types, line weights, straight and curvilinear lines, dimensioning, lettering, borders, title panels, tracing in pencil, ink, use of tracing cloth. Portfolio preparation.

- Architectural symbols - representation of building elements, openings, materials, accessories etc., terminology and abbreviations used in architectural presentation.

- Architectural representation of landscape elements such as trees, indoor plants, planters, hedges, foliage, human figures in different postures, vehicles, street furniture etc.; by using different media and techniques and their integration to presentation drawings.

- Measuring and drawing to scale - scales and construction of scales, simple objects, furniture, rooms, doors and windows etc. in plan, elevation and section etc. reduction and enlargement of drawings.

- Dealing with sections of simple geometric solids and their combinations.
- Learning principles of development of lateral surfaces of solids, applying them to work out and drawing developed surfaces of simple geometric solids and using them to make models of some of them.

- Auxiliary orthographic projection of solids and its application to sections of solids by inclined plans.
- Principles of space - making.
- Abstract sketches, model making, pencil and ink drawing, idea of human scale: methods of measurement.
- Site visits, experiential exploration of built environment, Case Studies.
- Measure drawings, analytical studies to understand building order, anthropometric content in design inputs lectures on factors affecting design and design disciplines.
- Mental and visual 3D perception

Outcome

- Students will learn about observation and logical skills to involve understanding of a space creation.
- Students will learn desired written and presentations skills to express their designs.
- Students will able to visualize the idea and concept with expression of thoughts via appropriate communication method.
- Students should learn all aspects of **technical representation of drawings** to express and document their design projects through graphical communication.
- Students will be able to express all drawing contents through all taught mediums of communication.

Examination Pattern:

- Sessional: 100 % {(25 % Internal continuous assessment + 25% External: Architectural Graphic and Techniques I) + (25% Internal continuous assessment + 25% External: Design Studio I) }

Reference Books:

- Geoffrey Broadbent. **Design in Architecture**, London:D.Fulton
- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- Edward De Bono, **Lateral Thinking**
- James snyder and Anthony Y catanse, **Introduction to Architecture**, Mc Graw-Hill Book company, New York, 1979.
- Bryan L.Peterson**, Design Basics for Creative Results**, F&W Publications, Inc. Noone, Donald.J, Creative Problem solving, Hauppauge, 1993.
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new ideas**, Harper Collins publishers, 1992.
- Bhatt, N.D. and Panchal V.M. **Engineering Drawing: Plane and Solid Geometry**, 42nd ed. Charotar Pub., Anand, 2000

ID 121 Building Materials & Construction & Technology - I	6 - 6

Focus: Understanding of basic building elements, building materials, & construction process.

Objectives

- To have an understanding of the properties, characteristics, strength, manufacture, processing and application of materials such as mud, brick, stone, bamboo, timber, etc. and methods of preservation, treatment and types of uses.
- To help students understand the basic building elements, their function and behavior under various conditions with specific reference to 'load bearing construction' and simple non RCC frame structure.
- To develop strong sense of perception, understanding the basic principles of construction and materials.
- The emphasis should be on teaching the fundamental principles and constructional details suitable for Indian conditions.
- Students will be encouraged to study both in classroom and also outside at work sites in order to get the practical exposure.

Contents:

Construction

- Structural and nonstructural building elements and Terminologies.
- Basic wall section of load bearing and framed structures.
- Introduction to various tools and equipment's commonly used in construction
- Types of Masonry construction in brick and stone.
- Bamboo construction Methods.
- Stone construction joinery details.

Materials

Visual Qualities of Materials (Survey), Finishes through Colour and Texture, Developing Sample of textures, Perception regarding Design Visual

Mud: Fundamentals of soil science, types of soils, principles of soil stabilization, types of stabilizers, requirements and types of mud wall building and surface protection, advantage and disadvantage of mud construction.

Stones: Dressing of stones, characteristics of stones, testing of stones, uses of stone. preservation of stones, deterioration of stones, behavior of stone, fabrication, physical and chemical properties, selection of stones, types of stones.

Bricks: Types of bricks, Classification of bricks, Characteristics, Ingredients of bricks, Forms of bricks, Types of bonding in bricks.

Bamboo: Bamboo as plant classification, species, geographical distribution, anatomy of bamboo, properties, strength, processing, harvesting, working of bamboo tools, treatment and preservation of bamboo, uses of bamboo.

Timber: Classification of trees, structure of trees, characteristics, seasoning of timber, defects and diseases, decay of timber, preservation, fire resistance, conservation of timber, storage of timber, uses of timber, manufacturing process of timber, hard wood, soft wood, advantages of timber construction.

Outcome

- Students learn about construction of the building using intelligence, bamboo, brick, stone through drawing case study.
- Students will learn basic understanding of materials with respect to building components and their construction methods.
- Students will get practical experience of making small shelter structures.
- Students will learn making of plan, elevation and section along with sketches and details showing methods of construction.
- Students will also get to know some analysis fundamentals skills required for selection of materials as per design requirements.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and$_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell‟s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.
- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

ID 131	Basic Structure Design	3 - 3

Focus: Behavior of building elements and basic structural systems.

Objectives

- Understanding importance of structure and its contents with respect to behavior and language of building elements and components.
- To understand and link knowledge of architecture, civil engineering, statics and material in a natural way.

Contents

- Glossary of technical words, natural structures and intuitive understanding of their behavior, their relationship with manmade structures.
- Functions of structures. Primary and secondary forces acting on structures – gravitational force, live load, wind, temperature variation. Types of supports & their characteristics.
- Analysis & design – Design criteria.
- Primary elements of structure and their behavior.
- Factor of safety & factors affecting it. Characteristics of structural design – strength, stiffness and stability. Discussion on factors affecting them and ways of satisfying these requirements.
- Study of behavior of structures through models and testing them for given load.

Outcome

- Enable students to understand the concepts of building Structures.
- Students shall understand about the structural action of various elements.
- Students will have sufficient knowledge about various long span structures.
- Students should understand freedom of creativity, and encourages exploration, cooperation and discussion in the multi-genre science in which architecture is located.
- Student should learn that, the architecture and structure create a homogeneous unit, if the structure is not an obstacle to perceive the work and the architectonic shape creates a logical structural solution.
- Students will able to handle basic structure problems with Perception of structure, which is connected with a typological kind of a building, its size and function.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Rowland J. Main stone: **Development of Structural Form**
- Rangwala : **Engineering Materials**
- S.P.Bindra, S.P.Arora, **Building Construction**
- B.C. Punmia : **Strength of Materials vol - I**

ID 141 Evolution of Interior Spaces I	3 - 3

Focus:

The course emphasizes on developments of interior elements in response to social, religious, aesthetic and environmental factors. The course focuses on the three dimensional forms, plan forms and ornamentation.

Objectives

- To understand the effect of design movements and various schools of thought on interior environment.
- This investigation in the historical imperative in relation with design should be used by the students as an aid to the design process.

- To understand the historical progression of art and architecture in India and its application to formulate themes and concepts for contemporary designs.

Contents

- Elements of style and determinants of Interior environments in Egypt, Mesopotamia, Babylonia, Chinese, Japan, Greece, Rome and Europe in Early Christian, Romanesque, Gothic, Byzantine, Renaissance, Baroque and Rococo periods.
- An overview of Victorian, Elizabethan, art Nouveau arts and crafts, Cubism, surrealism, Romanticism etc. Forces of industrialization in Europe, changes in social structure, production systems, changes in technology and its impact on the life styles, arts and crafts and interior environments.
- Elements of style, interior environment, furniture etc in Jammu and Kashmir, Southern India, Gujarat, Rajasthan, Himachal Pradesh, states of North eastern India, Maharashtra, Uttar Pradesh, Orissa etc.
- History of modern movement in interior Design and architecture - developments of modern
  movements - various fields of design affecting interior ambiences directly - international modernism, regionalism and concerns with vernacular etc.
- Designers and their works with respect to interior architecture and interior elements of design. Contemporary expressions of styles and art forms.

Outcome:

- The knowledge to identify the common characteristics among the monuments of a particular style.
- Graphic skills to present and analyze the elements and explain its composition.
- Knowledge on good practices of Interior Design in the past.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- John F. Pile, **A history of interior design**, 2nd edition, Laurence King Publishing, 2005.
- Jeannie Ireland, **History of Interior Design**, air child publications, illustrated ed., 2009.

- Elaine, Michael Dywer, Christopher Mackinnon, Norman A. J. Berisford Denby , **A History of Interior Design**, Rhodec International, 1983.
- Giedion Sigfried, **Space, Time and Architecture: The growth of a new tradition**, 4th ed. Harvard University Press, Cambridge, 1962.
- Tadgell Cristopher, **The History of Architecture in India: From the dawn of civilization to the End of the Raj**, Om Book Service, New Delhi, 1990.
- Rowl Bejamin, **Art and Architecture of India.**
- Francis D.K. Ching, **Interior Design**, John Wiley & Sons, New York

ID 151 Basic Design	8 - 8

Focus:

The course introduces the fundamental techniques of concept sketches, design development sketches, presentation sketches, presentation renderings and architectural drawing and develops the appropriate skills for visualization and representation.

Objectives

- To create understanding and hands on skill based modes & methods of workshop art and its recording & analysis.
- To have knowledge of anthropometric content in Design, method of measurement. Human scale and proportion.
- To develop analytical thinking through exercises in fundamentals of composition, graphics, research and design process.
- To introduce representation and design drawing techniques and to facilitate effective visual communication.

Contents

- Comprehensive understanding of the design field: relationship of basic design to architectural design and design field in general. Performance requirements and criteria for judgement of design.
- Simple exercises of object drawings - natural geometric forms with emphasis on depth and dimension, detail & texture, sunlight & shadow.
- Introduction - Fundamentals of drawing and its practice, introduction to drawing equipment, familiarization, use and handling.
- Interiors and furniture sketching - Interior still life, perspectives, lighting & composition, textures and details, material expressions, individual pieces of furniture, elevations & plans etc. using different media. Drawing from photographs.
- Observation and its expression: Field, mode and methods of observation, recording and analyzing observations: its expression.
- Visual perception, Ideas as abstraction. Graphic tools to express abstraction (geometric content); and abstraction of environmental and architectural observation.
- Human dimension: Anthropometric content in design, methods of measurement, idea of human scale and proportion.
- Basic shelter: Understanding of basic shelter and its related factors through chosen examples, methods of learning.
- WORKSHOP: - Hands on practical training and creation of 3D structures to express innovation and supernatural ideas.

Outcome:

- Enable students to learn the various tools used in carpentry, metal work, masonry, painting etc. and get a reasonable skill in handling the materials and tools there off.
- Students will get an opportunity to see directly the craftsmen's work, and interact with them face to face.

Examination Pattern:

- Theory: 0 %
- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Ching, Francis D.K. **Architecture Form, space, and Order**, 2nd ed. Van Nostrand Reinhold, New York, 1996.
- Hanks, A.David. **Decorative Designs of Frank Lloyd Wright**, Dover Publications, Inc. New York, 1999.
- Helper, E.Donald, Wallach, I.Paul. **Architecture Drafting and Design**, 3rd ed. McGraw-Hill Book Company, New York, 1977.
- John.F. Pile, **Color in Interior Design**, Mc-Graw Hill professional, Ist edition, 1997
- Johannes Item, **The Art of color**, John Wiley & Sons; Revised edition, 1997
- Jonathan Pore, **Interior Color by Design, Volume 2: A design tool for Home owners, Designers and Architects**, Rockport publishers, 2005.
- Ethel Rompilla, **Color for Interior Design**, Harry N. Abrams, 2005.
- Itten, Johannes. **Design and Form: The basic course at the Bauhaus**, Thames and Hudson Ltd., London 1997.
- Krier, Rob. **Architectural Composition**, Academy Editions, London, 1988.
- Meiss, pierre Von. **Elements of Architecture: Form to place**, E and FN Spon, London, 1992.
- Pipes, Alan**. Drawing for 3-Dimensional Design**. Thames and Hudson Ltd., London, 1990.
- Smithies, K.W. **Principles of Design in Architecture**. Chapman and Hall, 1983.
- Wucius, Wong. **Principles of two Dimensional Design**. Van Nostrand Reinhold 1972.
- aureen Mitton, **Interior Design Visual Presentation: A Guide to graphics, models and presentation techniques**, 3rd edition, wiley publishers, 2007
- Mogali Delgade Yanes and Ernest Redondo Dominquez, **Freehand drawing for Architects and Interior Designers**, ww.Norton & co., 2005
- Francis D.Ching, **Design Drawing**, Wiley publishers Moris, I.H.Geometrical Drawing for Art Students.
- Thoms, E.French. **Graphics Science and Design**, New York: MC Graw Hill.
- Nichols, T.B. and Keep, Norman. **Geometry of Construction**, 3rd ed. Cleaver - Hume Press Ltd., London, 1959.
- Gill, P.S. **T.B. of Geometrical Drawing**, 3rd ed. Dewan Suhil Kumar kataria, Ludhiana, 1986.
- Shah, M.G., Kale, C.M. and Patki, S.Y. **Building Drawing: with an integrated approach to built environment**, 7th ed. Tata Mc Graw Hill Pub., Delhi, 2000.
- Bies, D.John. **Architectural Drafting: Structure and Environment** Bobbs -

Merril Educational Pub., Indianapolis.

- Nelson, A. John. **H.B. of Architectural and Civil Drafting**, Van Nostrand Reinhold, New York, 1983.

- Francis D. Ching - **Architectural Graphics**, Wiley publishers, 2002

ID 161	Colour Theory & Techniques	2 - 2

Focus: Physics, physiology and psychology of colours – visible spectrum, coloured light, colour temperature, colour interaction, colour blindness

Objective: To study and understand the importance of colours and its implementation in Design.

Content:

- Colour Systems: Colour aid system and colour systems in practice, simplified colour system, colour terminology, special colour issues, mixed colour effects, effects of texture, using colour systems.

- Colour wheel – primary, secondary, tertiary colours, colour wheel, colour schemes colour value, intensity, and modification of colour hues – tints, shades, neutralization. Colour charts – types, making and using. Colour harmony, use of colour harmony.

- Psychological impact of colour – warm, cool and neutral colours, impact of specific hues, meanings from colour, colour and form, colour and light, colour and surface qualities, colour and distances and scales. Problems with colour. Use of colour in various functional contexts – Residential interiors, Non Residential interiors. Use of colour in special situations – out door/indoor spaces, accessories, art works etc.

- Colour in Historic Interiors – Ancient Egypt, Greece, Rome, Early Christian and Byzantine, Middle Ages, Renaissance, Colonial America, Victorian Era, Eclecticism, Art Deco, Modernism, Post Modernism.

Outcome:

Students will understand colors and its implementation in design.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Randall whitehead, **The Art of living**
- Source book- Randall whitehead, **Lighting design**
- M.K.Halpeth, T.Senthil kumar, G.Harikumar, **Light right**
- Torquil Barker, **Concepts of lighting, Lighting design in Architectur**

ID 112 Design Studio-II	10 - 10

Focus: To shape spaces through an understanding of elements that builds a design language and continuing from previous semester, reinforcing the understanding & importance of representing different objects through 2D & 3D geometry and learning more complex skills in the same direction.

Objectives

- To have emphasis on relationship between the human body, scale and the built environment, context, creative and exploratory responses, scale and proportion, basic organizational principles, abstraction, order, constants and variations and design as a response.
- To teach design parameters with respect to site and environment.
- To design space through program, site analysis, area volume diagrams.
- To understand documentation of site, site analysis and basic report writing.
- Understanding importance of technical drawing as medium of communication as basic vocabulary in architecture and learning techniques & skills to represent different objects through 2D & 3D geometry thus developing visualization of geometric forms to use it in designing.

Contents

- Principles of abstraction, spatial ordering, kinds of form and their principles of combination light and perception of space and form.
- Elements of architecture, spatial order, modulation of space, space structure form co-relation, program interpretation, choice of theme, abstraction, spatial scales, ordering mechanisms, evolution of form.
- Different ways of presentation of solids in 3D projections, like Axonometric & Isometric.
- Studying sciography and methods of representing it in 2D projections.
- Applying sciography to 3D geometrical projections especially Isometric projections.
- Understanding basic principles of perspective drawings – relatively realistic way for presentation. Introduction of basic elements such as station point, picture plane, eye level, center of vision, cone of vision, vanishing points etc.
- Drawing one point and two point perspectives through
    - Plan and Elevation method
    - Plan and vanishing points method
    - Measuring point method.

Outcome

- Enable students to emphasis on analytical skill to develop design and its management.
- Student shall gain depth knowledge of visualization and enhanced conception of ideas.
- Enable students to understand shades and shadow, solar path and its relation to build masses.
- Students shall learn perspective drawing in 2D & 3D projection to accumulate space drawings with measurements.

Examination Pattern:

- Sessional: 100 % {(25 % Internal continuous assessment + 25% External: Architectural Graphic and Techniques I) + (25% Internal continuous assessment + 25% External: Design Studio I) }

Reference Books:

- John. F. Pile, **Perspective for Interior Designers**, Watson - Guptill, 1989.
- Ernest. R. Norling, **Perspective made easy**, Dover publications, 1999
- Joseph D, Amelio, **Perspective Drawing Hand book**, Dover publications, 2004

ID 122 Building Materials & Construction Technology-II	7 - 7

Focus: Understanding of advanced building elements, building materials, & construction process.

Objectives

- To have an understanding of the properties, characteristics, strength, manufacture, processing and application of materials such as paint, glass, tiles, lime and timber boards, etc. and methods of preservation, treatment and types of uses.
- To understand both in general and in detail the methods of construction by using Timber products such as ply wood.
- To understand in detail, the methods of construction by using basic materials such as clay products and natural timber for structural and non- structural components.
- To understand building industry through various market surveys.
- To gain basic knowledge of hardware, plumbing and sanitary products through case studies.

Contents

- Brick masonry (continued) – acute / obtuse angled joints, cavity wall construction.
- Types of foundation.
- Lintel & arches – types and their construction.
- Simple wooden joinery
- Construction details in door, window and staircase.
- Ferrous & nonferrous materials iron, steel, market forms of steel, aluminum and copper.

Outcome

- Student will learn Introduction to concrete technology and its materials i.e. composite buildings, complex buildings and steel buildings.
- Student also learns construction of Basic building elements such as door, window, stair-case, floor, roof, dome and vault etc.
- An understanding of basic services and hardware and sanitary equipment's for construction methods.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and$_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub.

Delhi, 2003.

- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

ID 132 Design Thinking	3 - 3

Focus: Behavior of Design and creativity of thinking. The course introduces the different tools and techniques of creativity as applicable to problem solving in design

Objectives

- Understanding importance of Creative thinking in Design, its contents with respect to behavior and language of building elements and components.
- To understand and Join knowledge of architecture, civil engineering, statics and material in a natural way.
- To introduce lateral thinking and facilitate innovative design solutions.

Contents

- Glossary of technical words, natural structures and intuitive understanding of their behavior, their relationship with manmade structures.

- Thinking techniques - Principles in generative, convergent, lateral, interactive, graphical thinking, check lists, analysis and synthesis simulation, action ability and implementations of intentions. Blocks in creative thinking. Simple exercises based on thinking techniques
- Tools and techniques of creativity - mind mapping, brain storming with related stimuli and unrelated stimuli, positive techniques for creativity, creative pause, Focus, Challenge, alternatives, concepts, provocation, movement, setting up provocations, sensitizing techniques, group or individual techniques. Simple design exercises.
- Problem statements - Brain writing with unrelated stimuli, idea mapping, random input, story boarding exercises, problem solving techniques - Divide and conquer, hill climbing strategy, means -ends analysis, trial and error, brain storming, morphological analysis, method of focal objects, lateral thinking, steps developed by Polya, Dekker, De Bono and others, research, analogy, reduction (complexity), TRIZ, Halpern‟s techniques etc. Simple Design exercises
- Functions of design.
- Creative solutions applicable to designs - Design, Invention, opportunity, problems, improvement, planning, projects, conflicts. Simple Design exercises. Creative Design process - conceptual design, embodiment design, detail design, Iterations

Outcome

- Enable students to understand the concepts of design in architecture.
- Apply the concepts of action of forces on a body and design.
- Enable students to think in creative ways.
- The concepts of elastic constants and its applications for various types of problems with thorough understanding of creative thinking.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Geoffrey Broadbent. **Design in Architecture**, London:D.Fulton
- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- Edward De Bono, **Lateral Thinking**
- James snyder and Anthony Y catanse, **Introduction to Architecture**, Mc Graw-Hill Book company, New York, 1979.
- Bryan L. Peterson**, Design Basics for Creative Results**, F&W Publications, Inc.
- Noone, Donald.J, **Creative Problem solving**, Hauppauge, 1993.
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new ideas**, Harper Collins publishers, 1992.

ID 142 Evolution of Interior Spaces- II	3 - 3

Focus:

The course provides a framework to analyze and design furniture forms scientifically and sensitizes the student's visual perception of furniture as a single form and as a system in a given interior space.

Objectives

- Imparts the knowledge of various styles, systems and products available in the market. Enhances the knowledge of ergonomics, materials, design and working parameters in designing furniture.
- Develops systematic design approach and space planning through furniture as elements of design.

Contents

- **Ancient Furniture(**Assyrian Egyptian, Greek and Roman Furniture**)**
- **The Middle Ages,** Byzantine, Romanesque, Gothic
- **Chinese Furniture:** Sources of information, Form, Colour, Materials, Surface decorations, Types of furnitures
- **17th Century 1600-1700 --Age of cabinets:** Introduction & Elements of style
- **Early 18th Century 1700-1760 New forms& Evolution of Mirrors** Introduction & Elements of style
- **Late 18th Century 1760-1800 Neo-Classicism:** Introduction & Elements of style
- **Early 19th Century 1800-1840:** Introduction & Elements of style
- **Mid 19th Century 1840-1900 Turmoil & progress:** Introduction & Elements of style
- **Art & Crafts 1880-1920** Reaction to Industrialisation
- **Art Nouveau 1880-1915 Age of Transition**
- **Art Deco 1919-1940**
- **Modernism 1925- 1970**
- **Mid century modern 1945-1970**
- **Post modern & Contemporary 1970 .**
- **Craft & Technology**

Outcome

- The students understand Indian architecture as a response to the political and socio cultural conditions present in India at different points of time.
- The architectural responses will be understood with respect to technology style and character.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Joseph Aronson, **The Encyclopedia of Furniture**: Third Edition 1961
- Bradley Quinn, **Mid-Century Modern: Interiors, Furniture, Design Details**, Conran Octopus Interiors, 2006.

- Jim Postell, **Furniture Design**, Wiley publishers, 2007.
- Edward Lucie-Smith, **Furniture: A Concise History (World of Art**) , Thames and Hudson, 1985
- Robbie. G. Blakemore, **History of Interior Design and Furniture: From Ancient Egypt to Nineteenth-Century Europe**, Wiley publishers, 2005.
- John.F. Pile, **Interior Design**, 2nd edition, illustrated, H.N.Abrams, 1995

ID 152 Furnishing	3 - 3

Focus: The course provides a framework in understanding the socio-cultural and historical aspects that influence the design of accessories and products based on their life style.

Objective

Imparts the knowledge of various styles, systems and products available in the market.
Enhances the aesthetic perception, materials, design and working parameters in designing products and accessories.
Develops systematic design approach and integration of designed furnishings with the interior.

Contents

Role of furnishings in interiors. Integration of furnishings in interior design. Orientation to sociocultural and historical context of the sector. Orientation to Indian as well as global context of interiors, trends and market.
Soft Furnishing: Meaning, Importance – relationship of furnishings with space, selection and use of furnishings – functional and decorative.
Care and Maintenance of Soft Furnishings: Stain removal, mending and darning, laundering, storage of furnishings.
Home Furnishing , Study of Window, Window treatments: curtains & draperies
Upholstery – covering materials and other items
Fittings for Doors & Windows, Ventilators:

Outcome

The course prepares the student for mass production of decorative furnishings and products for various life styles of people with the parameters of economy.

Examination Pattern:

Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Laura Slack, **What is product Design?** Roto Vision publishers, 2006
- Treena Crochet and David Vleck, Designer‟s **Guide to Decorative Accessories**, Prentice Hall, Ist edition, 2008.
- Michael Ashby, Kara Johnson, **Materials and Design: The Art and Science of**
- **material selection in product design**, Butter Worth Heinemann, 1st edition, 2002.
- International Design Yearbook, 1995: **Furniture, Lighting, Tableware, Textiles and Products**, Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, **Product Design and Development**, McGraw-Hill Education Singapore; 4th edition, 2007

- William Lidwell, Kritina Holden, Jill Butler ,**Universal Principles of Design**, Rockport publishers, 2003.

- June Fish, **Designing and Printing textiles**, Crowood press, 2005

- R.W.Lee, **Printing on Textiles by Direct and Transfer Techniques**, Noyes Data Corporation, 1981

- Marypaul Yates, **Fabrics: A guide for architects and Interior Designers**, Norton publishers, 2002.

- Corky Bingelli, **Materials for Interior Environments**, John wiley and sons, 2007

MDC 003 **Environment Studies**	**4 - 4**

Focus: Architecture and Interior Design as a system of environmental control

Objective

- To study human heat balance and comfort.
- To familiarize students with the design and settings for buildings for daylight and factors That influence temperature
- To inform about the air pattern around buildings and the effect of wind on design and siting of buildings
- To expose the students to the various design strategies for building in different types of climatic zones.

Contents

- Ecology & environment
- Climate- factors affecting, classification, modes of measurement, assessment tools
- Climate change & Carbon footprint
- Comfort- factors affecting, theories and proposed modes of measurement, assessment tools
- Introduction to building physics & Green buildings.

Outcome

- Understanding of thermal balance in human beings
- Designing climate responsive structure
- Conceptual understanding of air flow in buildings

Examination Pattern:

- Continuous Evaluation Mid Term 1: I hour duration 25 marks Weightage: 12.5%
- Mid Term 2: I hour duration 25 marks Weightage: 12.5%
- End Term: 3-hour duration 100 marks Weightage: 50%
- Field work and Report writing: ------ Weightage: 25%

Second Year B. Interior Design
Academic Curriculum (2016-2017)

Second Year

ID 211	**Design Studio – III**	**16 - 16**

Focus: **A.** Understanding of context and implementation of principles in design
B. Basic of AutoCAD software
C. Basic vocabulary of design.
D. Understanding importance of spoken, written and visual communication.

Objectives

- Understanding the residential complexes and apartments.
- Understanding fundamentals of theory of architecture
- Understanding importance of spoken, written and visual communication. basic vocabulary of design
- Studio design project
- Introduction, various terms used
- Interior Designing for Residences depending on different concepts
- Need and Importance of interiors in Residential buildings
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.
- Reinforcing spoken, written and presentation skills in English.

Content

- Studio projects shall be structured to deal with two (or more) distinctly different contexts with program being identical.
- Residential project will be introduced.
- Project may emphasis largely on Kitchen and Toilet of the residential unit for designing and detailing.
- Advanced English reading and writing exercises through book reviews, business letter writing, and presentation of design projects, group discussions and project reports.

Outcome

- Enable students to learn and understand theory of architecture in depth with practical approach in design.
- Enable students to gain confidence in spoken and written English language
- Understanding of context and relationship of functions

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) +
  (40 %: 20% Internal continuous assessment + 20% External)}

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.

- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.

- Gary Gordon & Jamco L. Nuckolls - **Interior lighting for Designers**, Third edition - John Wiley & Sons, New York, 1995.

- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.

ID 221	Building Materials & Applications - I	4 - 4

Focus: The course provides information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective: To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content:

Materials to be studied based on –

Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components. Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.

Masonry – mud, bricks, building tiles i.e roof, floor and wall tiles, stones, clay, lime, sand, mortars, cement and aggregates, concrete, gypsum based plaster etc.

Timber, cane, bamboo – characteristics of good timber, defects, applications of timber like joints, floors, openings, staircases, roof forms etc. Finishes in timber like flooring, paneling etc. Finishes to timber.

Wood – Plywood, block boards, particle board, medium density fibre etc. – their properties, process of manufacture, tools and technology of its application and quality assessment, finishes to reconstituted wood, - lamination, polishing etc. Insulation materials – various insulating materials, their properties and applications. Surface finishes for wood products and derivatives etc., Coatings – clear and pigmented finishes technical or protective coatings etc.

Paints– Protective coating paints, types of paints – water paints, distempers, cement based paints, emulsion paints, anti-corrosive paints etc. – composition, functions, preparation and application method, painting on different surfaces, defects in painting etc.

Varnishes (oil and spirit) – various types – French polish, damp proofing finishes etc. and methods of application

Outcome: Students should do case studies, market surveys, visual presentations, site visits and drawings.
An Understanding of advanced materials, products and methods of construction and in detailing.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and$_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.

- Moxley, R. Mitchell‟s **Elementary Building Construction**, Technical Press Ltd.

- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.

- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.

- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.

- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.

- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

ID 241	Interior Environmental Analysis	2 - 2

Focus: Developing the Analytical skills and understanding of climatology. The focus of the course is to impart scientific building design and site planning as related to climate, particularly to tropical climates as found in India by giving importance for human comfort in interior spaces through natural elements.

Objective:

- Understanding of Climate and its impact on design, fundamentals of climatology and environmental studies, Passive climatic control.
- To apply the principles of Solar Passive Architecture to design of buildings and Interiors.
- Introduction – Climate and built form interaction. Global climatic factors, elements of climate, impact and issues of climatic balance in traditional and contemporary built environments, issues of ecological balance, implications of climatic forces in nature of spaces and forms. Patterns of organization and elements of built form at individual building.
- Thermal comfort and heat flow: Thermal comfort factors, physiological aspects. Body heat balance. Building climatological site analysis, application of comfort diagrams, introduction to basic thermal units, theory of heat flow, heat transmission, thermal properties of materials, human heat balance. Physiological comfort, outdoors and indoors, heat flow within buildings, steady state conditions and periodic flow, thermal performance of building elements.
- Sun and Design process – Solar charts, sun angles and shadow angles, orientation for sun, sun control, design of shading devices, radiation, glare, solar energy and its technical applications. Climate and material choices, color and texture choices for interior spaces.
- To equip the students with the basic understanding of climatic types in India and the impact on requirements of building design and site planning. To introduce them for planning for thermal comfort, day lighting and natural ventilation, familiarize them with the data, methods, principles, standards and tools for planning and designing for climatic comfort.

Content:

- Introduction to passive techniques of cooling such as evaporative cooling, earth tubing, wind scoops, roof ponds, shaded courtyards etc.,
- Two design exercises (in hot dry and warm humid climate) with an objective to integrate passive cooling systems in the design.

Outcome:

Students will learn to analyze as well as the impacts of climate on design and dealing with them.

The student should be able to predict climatic conditions in a given building and redesign for given parameters.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Koeinsberger, O.H. and others, **Manual of Tropical Housing and Building**. Orient Longman, Chennai, 2003.
- Konya Allan**, Design for Hot Climates**
- Kukreja. C.P. **Tropical Architecture**. Tata McGraw Hill Pub. Co. Ltd. New Delhi, 1978.
- Markus, T.A and Morris. E.N. **Buildings. Climate and Energy**, Pitman Pub Ltd., London, 1980.
- Olgay and Olgay, **Solar Control and Shading Devices**.

ID 251	Building Services I	3 - 3

Focus: Understand building services as essential part of design

Objective

- To impart the knowledge and skills required for understanding the building services of water supply and sanitation and their integration with architectural design.
- Understanding rain water harvesting.

Content

Unit-1: Water supply introduction, sources of water supply, qualitative and quantitative aspects, impurities, purification sedimentation, coagulants, filtration, disinfection, water softening and miscellaneous treatment of water. Sources of water pollution and preventive measures. Public water distribution system, methods of layout of distribution pipes.

- Pipe sizes, fittings, valves, types of taps, wash basins, sink, bath tubs, flushing cistern. Domestic water supply systems mains, ferrules, service pipe, water meter, sump, pumps, overhead tank, distribution pipes, cold water and hot water supply for single and multistoried buildings.
- Provision for fire fighting fire hydrants. Study of solar heating systems, gas and electric geysers.

Unit-2: Sanitation: Introduction, importance and purpose of sanitation, definitions bacteria, invert, sewer, sewerage, types of refuse, collection and disposal of refuse, systems of drainage separate, combined and partially separate system, advantages and disadvantages of each system.

- Sanitary requirements for various types of buildings, types of pipes.
- Man holes drop manholes, manhole with intercepting trap, inspection chambers, self cleansing velocity, drains on sloping sites, sub soil drainage, storm water disposal catch basins, inlets, storm water regulators.
- Importance of pumps and sewage pumping stations, septic tanks soak pit, soak well, design aspects, disposal of effluent.
- House drainage principles, traps-floor trap, multi-trap, gully trap, grease and oil trap, urinals, Indian, European, Anglo Indian type of water closet, squatting urinal, bidet
- Definitions Siphonage, anti-siphonage pipe, cowl, fresh air inlet, soil and waste pipes, vent pipe
- Systems of plumbing single stack, one pipe, one pipe partially ventilated, two pipe disposal of waste water from buildings typical plan of residence with garage showing all the traps, inspection chambers, pipes connected to public sewer line alternatively

connecting the same layout of pipes to septic tank. Testing of drains and drain pipes.

- Brief study - natural methods of sewage disposal by dilution and land treatment, self purification of natural waters, oxidation, sewage treatment, oxidation ponds, aqua privy, garage drainage and layout of simple drainage systems, sewers, materials, laying and testing of sewers, ventilation of sewers, surface drains, sewer, cleaning of sewers, re-cycling of sewage water. Rain water harvesting.

- Rural sanitation, biogas, different methods of collection and disposal of dry refuse and night soil

- Site visits Water treatment plant, sewage treatment plant, multistoried apartments for studying water supply and sanitary arrangements.

Unit-3: Electrical services: Importance of electrical services in buildings, introduction to commonly used terminology, Supply and distribution of electricity to buildings substations (including high tension panels, transformers, low tension panels, generators) and overhead versus underground distribution systems, panel boards etc.

- Internal supply and distribution brief description of various cabling types, conduit, PVC casing and capping wiring systems; Earthing and brief description of protective devices fuses, MCBs, ELCB, etc., Electrical load estimation. Introduction to power and lighting circuits. Indian Electricity Rules-Relevant codes of Practice.

Unit-4: Interior lighting: Quality and quantity of light; Methods of lighting: ambient, task and accent lighting, Systems of luminaries: direct, indirect etc., Various types of electrical lamps incandescent, fluorescent/CFL, HID s, neon lamps and their lighting characteristics, Design considerations for different types of occupancies and tasks Preparation of a lighting and electrical scheme.

Outcome:

- Students will understand the importance of building services and their use in building
- Students will learn Rain Water Harvesting in buildings

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Hussain S.K, **T.B of water supply and sanitary engineering**, 3rd ed, Oxford and IBH pub. Ltd., New Delhi, 1994
- Kshirsagar, S. R, **Water supply engineering**, 6th ed, Roorkee publications, 1980.
- Rangwala, S.C. **Water supply and Sanitary Engineering : Environmental Engineering**, 19th ed, Charotar pub house, Anand, 2004.
- **Electrical wiring and contracting** (vol. 1 to vol.4), London. The New era

Publishing
Company.

- Dr Frith Abnwos and others, **Electrical Engineering handbook**.
- William . J. Guinness, **Mechanical and Electrical Systems for Buildings**, New York :Mc Graw Hill.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.
- Wanda jankowski, **Lighting : In Architecture and Interior Design**, pbc intl, 1995.
- Moore Fuller, **Concepts and practice of Architectural Day lighting**, Van Nostrand Reinhold co., New York, 1985.

ID 261	**Elective/Workshop**	**3 - 3**

Focus:
Furniture Workshop and Textile Workshop

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

ID 281 Space & Furniture Design-I	2 - 2

Objectives

To study Way of analyzing furniture forms and designing furniture forms scientifically based on ergonomics materials design and working parameters and visual perception of furniture as a single form and as system in a given interior space.

Contents

Furniture Terminology, Standard Furniture Dimensions, Carpentry Joints, Double Bed and Bedside table details with specifications, Upholstered wooden Chair details, Wardrobe internal sections, Sofa Set and Centre Table, Wall Unit/Plasma unit, Study Table, Residential Bar, Console/Dresser Mirror Frame.

Outcome

The student will be able to demonstrate the ability to apply furniture design theories and concepts into their own unique designs.
The student will be able to specify appropriate furniture for various interior spaces

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)
-

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.
- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.
- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.
- Ballast, David Kent. (2010). Interior Design Reference Manual. Belmont, CA: Professional Publications Inc.
- Design Museum. (2010). How to design a Chair. London: Octopus Books.
- Fiell, Charlotte and Peter. (2005). 1000 Chairs (Taschen 25). Italy: Benedict Taschen Verlag GmbH.
- Glasgow, Andrew and Hemachandra, Ray. (2009). 500 Tables: Inspiring Interpretations of Function and Style. New York, NY: Lark Books.
- Kim, Young-Yun and Thompson, Rob. (2011). Product and Furniture Design. London: Thames and Hudson.

- McGowan, Maryrose. (2006). Specifying Interiors. Hoboken, NJ: John Wiley and Sons.
- Natale, Christopher. (2009). Furniture Design and Construction for the Interior Designer. New York: Fairchild Books.
- Piotrowski, Christtine and Rogers, Elizabeth. (2007). Designing Commercial Interiors. Hoboken, NJ: John Wilery and Sons.
- Saville, Laurel and Stoddard, Brooke. (2008). Design Secrets: Furniture: 50 Real-Life Projects Uncovered. Minneapolis, MN: Rockport Publishers.
- Thompson, Rob. (2011). Product Prototyping and Low Volume Production. London: Thames and Hudson.

Related Study Program
Objective to observe, document, analyze, traditional and contemporary built environment at scales of dwelling-cluster neighborhood. Institutions and urban fabric so as to understand the lessons of history and to develop data base for research and teaching.

ID 212	Design Studio IV	16 - 16

Focus: A. Residential Design project for Interior

B. Basic Design theory

Objective

- To understand the basics of Landscape design and implement them in design project.
- To design studio apartment project.

Content

- The design will focus on interior landscaping solutions for the project
- Designing in specific context. Detailed layouts and site planning for building program.
- Definitions and meaning of design, importance of design. Examples of design from nature.
- Fundamental elements of design in 2-D and their definitions; point, line, shape, form, space, texture, value, color and material.
- Introduction to the principles of design in 2- D and 3-D - unity, balance, symmetry proportion, scale, hierarchy, rhythm, contrast, harmony, focus, etc. use of grids, creating repetitive patterns.

Outcome:

Students will learn landscaping for interiors and handling site.

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Joseph D Chiara,ndJulius Panero, & Martin Zelnick, **Time Saver standards for Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A Guide to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Mark.W. Lin, **Drawing and Designing with Confidence: A step-by-step guide**, Wiley and Sons, 1993.
- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.
- Robert F. Erlandson, **Universal and Accessible Design for Products, Services, and Processes,** CRC; 1st edition, 2007.
- Oliver Herwig & L. Bruce, **Universal Design: Solutions for Barrier-free**, **Birkhäuser Basel**; 1st edition, 2008
- Francis D Ching & Corky Bungelli, **Interior Design Illustrated**, 2nd edition, Wiley Publishers, 2004.

ID 222	Building Materials & Applications II	4 - 4

Focus: The course provides information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective

To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content

Materials to be studied based on –

- Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components.
- Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.
- Glass and glass products – Composition and fabrication of glass, classification, types of glass- wired glass, fiber glass, rock wool, laminated glass, glass concrete blocks - their properties and uses in buildings. Commercial forms available – their physical and behavioral properties, tools and technology of its application in built forms. Material and workmanship, specifications.
- Rubber – Natural rubber, latex, coagulation, vulcanizing and synthetic rubber- properties and application.
- Plastics – Types, thermosetting and thermo plastics, resins, common types of moldings, fabrication of plastics, polymerization and condensation. Plastic coatings, reinforced plastic, plastic laminates – properties, uses and applications.
- Adhesives – Natural and Synthetic, their varieties, thermoplastic and thermosetting adhesives, epoxy resin. Method of application, bond strength etc.
- Asphalt and Bitumen – Natural and artificial products, forms of asphalt, emulsion, cement mastic bituminous felt, their properties and uses.

Outcome:

Students should do case studies, market surveys, visual presentations, site visits and drawings.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell‟s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.
- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

ID 242	Landscape for Interiors - I	2 - 2

Focus: Introduces students to the knowledge of landscaping design parameters, landscape elements, plant materials etc. to use in the interiors effectively for aesthetic enhancement and visual comfort.

Objective:

To develop a conceptual understanding of landscaping design parameters for various built forms. To develop skills in integrating landscape design with built environments.

Content

- Introduction to landscape architecture and role of landscaping design in the built environment. Types of natural elements – stones, rocks, pebbles, water forms, plants and vegetation. Elements of interior landscape.

- Introduction to study of plants in relation to landscape design and interiors. Types of indoor plants, plant characteristics: i.e., biology, soil, moisture, light nutrient, atmospheric conditions,

- growing medium, pests & diseases. Botanical nomenclature, anatomy and physiology of plant growth. Indoor plants in Indian context. Market survey and costs.

- Design with plants – Basic principles of designs. The physical attribute of plants and relation to design. Appearance, functional and visual effects of plants in landscape design and built environment. Selection and management of plant material in relation to the built environment. Design concepts related to use of sculpture, lightings, garden furniture , architectural feature and grouping them into meaningful composition s for visual and functional effects.

- Landscaping design parameters for various types of built forms- indoor and outdoor linkage to spaces. Landscaping of courtyards- residential and commercial forms. Indoor plants and their visual characteristics- color, texture, foliage. Science of maintaining and growing greenery. Flowers- its colors, texture and its visual perception in various indoor spaces and science of flower arrangement. Automatic irrigation costing and installation of micro irrigation systems.

Outcome:

To develop the skill of using and integrating landscape elements and plant materials to transform different interior spaces through interior landscaping.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A Guide to Interior Landscapes**, Univ of Minnesota Press, 1990.

Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

ID 252	Building Services II	3 - 3

Focus: Advance services in building industry

Objective

To introduce students to Study about HVAC, Acoustics, the science of sound and lifts. Acoustics and lighting are essential components of user experience of the building and creation of appropriate ambience in accordance with building use.

Content

Unit-1: **Heat Ventilation and Air Conditioning (HVAC)**
Air cooling and air conditioning, planning and design considerations, psychometric chart and it's use, Air Condition ducting, latest air conditioning methods.
Behavior of heat propagation, thermal insulating materials and their co-efficient of thermal conductivity.
General methods of thermal insulation: Thermal insulation of roofs, exposed walls.
Ventilation: Definition and necessity, system of ventilation. Principles of air conditioning Air cooling, Different systems of ducting and distribution, Essentials of air-conditioning system.

Unit 2: Elevators, Escalator and Conveyors:
Study of elevators – size, capacity, speed, and Mechanical safety methods, positioning in core under Planning grid. Types like passenger and freight lifts, dumbwaiters, details of lift cage, lift shaft & other Mechanism. Escalator: Parallel and criss cross escalators, Conveyors: horizontal belt conveyors, horizontal moving walk way – Mechanical safety systems and automatic control, Stairways & Ramps

Unit 3: Fire Fighting Systems in a Building
Introduction to Unit, Fire extinguishing systems installed in a building and within the site, Various Warning and alarm systems, Fire resistant doors, Planning for fire escape for buildings

Unit 4: 1. Sound & Acoustics
Basic Terminology and definitions. Physics of sound, behavior of sound in an enclosed space.
Criteria for acoustic environment- location of building, geometry and shape,
Basic understanding of echo, reverberation time, sound absorption coefficient, Noise rating curves.
Acoustical design process: Predictions of acoustical conditions**,** Approach to designing enclosure for predetermined acoustical responses, corrective of existing deficient enclosures,
Introduction to sound reinforcing system- amplification and distribution. Selection of acoustic materials, construction details and fixing.
Noise: Noise- physiological and psychological effects, transmission loss, flanking of sound, Structure borne sound and noise from different mechanical equipments. Noise control techniques and their application.

Outcome:

Students will learn to incorporate design principles of acoustics, fire fighting & HVAC with understanding of their impact in design

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Poella. L. Leslie, Environmental Acoustics.
- Moore J.E., **Design of good acoustics,** The architectural press, London, 1961. Burris, Harold, Acoustics for Architect.
- Lord, Peter and Tempelton, Duncan, The Architecture of sound; Designing places of
- **Assembly**, Architectural press ltd, London, 1986.
- Egan David, **Architectural acoustics**, Mc-Graw Hill Book company, New york, 1988.
- John.F. Pile, **Interior Design**, 2nd edition, illustrated, H.N.Abrams, 1995.
- David Egan. M. **Concepts in Architectural lighting** Mcgraw Hill Book company, New York,
- 1983.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.

ID 262	**Elective/Workshop**	**2 - 2**

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

ID 272	Space & furniture design-II	3 - 3

Focus: Provides an overview of the relationship between man and space and behavior patterns of human beings in space planning along with furniture.

Objective:

To acquire the knowledge to design a space for the user based on his perception and behavior to the space.

Content:

Space perception: Perception of space through understanding associative aspects relating to space. Understanding cognitive theories and Gestalt principles of psychology related in the field of space making to develop an understanding of place making.

Relationship of spatial elements like floor, column, wall, window, door, stair, roof, light, color, textures to the psychology and perception of space.

Kinesthetic – Understanding perception while in movement and space organization around such a phenomenon.

Analysis of human mind and his/her image of the world - social behavior patterns, traditional thinking and behavior and reflection of social world into physical environment.

Human being and his behavior in various public and private areas – change of patterns in various cultures. Human behavior in a group. Activities and its relationship with grouping of people.

Furniture: Office furnitures variety of modules (open office), Reception Table, CEO Office Table, Credenza, Back unit sectional details with material specifications, Cane furniture, Stone furniture, Wrought Iron furniture, Glass furniture, Plastic/PVC/FRP furnitures, Manufacturing process for Plastic & Glass furniture.

Outcome:

Integration of psychology and user behavior in space & furniture.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space : A source book of Design Reference standards**, Watson - Guptill, 1979.
- Karlen Mark, Kate Ruggeri & Peter Hahn, **Space Planning Basics**, Wiley publishers, 2003.

- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new ideas**, Harper Collins publishers, 1992.
- Bryan Lawson, **Language of Space,** Architectural Press, 2001.
- Yi- Fu Tuan, Steven Hoelscher, **Space and Place: The perspective of experience,** University of Minnesota Press, 2001.
- Setha. M. Low, Denise Lawrence - Zunigias, **Anthropology of Space and place: Locating Culture**, Wiley - Blackwell publishers, 2003.
- Irwin Altman & Erwin. H. Zube, **Public spaces and places, (Human Behavior and environment),** Springer link, 1989.
- Roger Downs, David Stea, Kenneth. E. Boulding, **Image and environment,** Transaction Publishers, 2005.

Third Year B. Interior Design
Academic Curriculum (2016-2017)

Third Year

ID 311	**Design Studio V**	**16 - 16**

Focus: Commercial Studio

Objectives:

Understanding the Commercial complexes and offices.

Content:

- Introduction, various terms used
- Interior Designing for Commercial complexes on different concepts
- Need and Importance of interiors in Commercial complexes.
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.

Outcome: Students will have exposure to whole new dimension of Interior Architecture and learn to design for Commercial complexes.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

ID 321	Revitalization of Arts and Crafts	2 - 2

Focus:
The course culminates with a module on sensitizing the students of Interior design towards designing with local arts and crafts and incorporate in the design.

Objectives:
To understand Role of Revitalization of Art & Craft forms in Interior Spaces. Understanding of Art & Craft forms as design elements and its relevant application in the modern society.
Modernization of old craft technology for better forms for interior use
Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

Content:

Unit-1: Understanding of Art and Applied Art, Introduction to Indian tradition and culture, Introduction to Cultural heritage.

Unit-2: Different types of Arts in Indian tradition: North eastern states, Jammu Kashmir, Kerala, Madhya Pradesh, Andhra Pradesh, Gujarat**,** Rajasthan

Unit-3: Gujarat – Lacquered furniture, **Barmer Rajasthan –** Carved furniture, **Saharanpur** – Flat saw carving and inlay in wood, **Jammu and Kashmir** – Walnut furniture and paper mache furniture.

Unit-4: South India – Karnataka and Tamilnadu carved furniture in rosewood and sandal wood, **Kerala** – Cane furniture, **West Bengal, Assam and Eastern States** – Cane furniture, Bamboo furniture and Grass woven furniture.

Outcome:
Student will understand Revitalization of Arts and Crafts , which helps in Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

References:

- Fielden.Bernard ,***Guidelines for Conservation*** ,1989, INTACH, New Delhi.
- Kumar Raj, ***Essays on Indian Art and Architecture***,Discovery pub, New Delhi, 2003
- Sunil Sethi, Angelika Taschen, ***Indian Interiors***, TASCHEN America Ltd; 25th ed. edition, 2009
- Maria Dolors Ros Frijola**, The Art and craft of ceramics**: ***Techniques, projects, Inspiration***, Lark books, 2006
- Susan Bruce, ***The Art of hand built ceramics***, Crowood Press ,2000

ID 331	Specification, Quantity & Estimation	3 - 3

Focus: The course deals with – Methods for working out quantities and costs to make an estimate of the project with all specifications. Management of the projects based on time and budget.

Objective:

To equip the students with the basic understanding of – Working out quantities of different materials and their costs to prepare an estimate of the project before execution. Preparation of schedule of charts for time and budget, to have a control over the project.

Expected skills/ knowledge Transferred:

The student should develop techniques of - estimating and costing related to the interior projects. preparing schedules of time and budget for the projects to execute efficiently.

Content:

- Types of measurements, modes of measurements: methods of taking out quantities preparation of schedule or bill of quantities.
- Specifications , Rate analysis of various items of work: preparation of various items of work in the interior works.
- SI measurements system, SI nomenclature methods. Dimensional and modular coordination, modules and modes of measurements practiced by various agencies. Specification types, specification contents, standards developed by trade and industry, government agencies.
- Estimating interior items manually and through spreadsheet programs. Specification writing proforma, order writing, scheduling etc.
- Introduction to project management – Definitions and meanings, Importance, Reasons or shortfall in its performance, scientific management, life cycle of project.
- Planning and control, Human aspects, Development of project network. Critical path, PERT and CPM. Project organization. Contracting, Procurement and Recruitment budget and fund flow statement. Stabilization and finish. Organization of project: matrix organization, task forces, project teams: monitor and control of project. Project management strategies: Tools and techniques for project management. Classical persuasive and non-persuasive strategies and techniques. New techniques of management by objectives (MBO). Integrated reporting system, flow diagrams, bar charts, milestone charts, CPM and PERT. Techniques of monitoring of development works – standard oriented costs control, turnkey system, vertical production method, inventory cost control techniques and unified status, index techniques.

Outcome:
Students will learn the responsibilities & liabilities of the Profession and understand the process of Contract and Project management.

Examination Pattern:
- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Indian Institute of Architects. H.B. **Professional Practice**, The Architects pub. Bombay.
- Namavati. H. Roshan**. Professional Practice**. 8th ed, Lakshani Book Depot, Bombay, 2001.
- Christine .M. Piotrowski , **Professional practice for Interior Designers**, 3rd edition, Wiley and sons, 2001.
- Cindy Coleman, **Interior Design Handbook practice**, Mc Graw Hill professional, ist ed, 2001
- Ronald Veitch, **Professional practice for Interior Designers**, Peguis Publishers, Limited, 1987.

ID 341	Landscape for Interiors - II	3 - 3

Focus: Landscaping as a medium of design in Interior Design. Understanding of Landscape elements like trees, shrubs, plants, water, rocks and development of landscape planning and application in architectural design.

Objective: To introduce students to the discipline of landscape and to develop basic skills required in handling simple landscape design projects.

Content

- Introduction to landscape architecture for interior and exterior both, definitions.
- Noted landscape architects and their concepts and definitions
- Natural and manmade landscape, urban and rural landscape
- Elements of landscape architecture like vegetation, land forms and water bodies and their application in design
- Introduction to Site planning and site analysis
- Landscape materials and plant materials study, introduction to taxonomy
- Study and analysis of contemporary landscape designs
- Study of existing landscaped areas like courtyards, gardens, urban spaces etc.
- Street and site furniture Application of landscape design for site plans, small gardens, residential areas, urban spaces, courtyards etc.

Outcome:

Students develop skills required in handling landscaping project.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A Guide to Interior Landscapes**, Univ of Minnesota Press, 1990. Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

ID 351	Working Drawing and Computer Application	2 - 2

Focus: The focus of the course is to impart skills related to the preparation of drawings meant for execution on the site.

Objectives: To impart training in the preparation of working drawings for buildings with specific reference to code of practice and incorporating specifications as complementary to the working drawings.

Content: Preparation of plans – Architectural plans, furniture layout floor plans with clearances, different level floor plans, detailed floor plans of each room.

- Elevations and Sections – Detailed sectional elevations of all the walls in the interior with all the required dimensions and specifications.
- Details of all services – layouts for flooring, ceiling, electrical, plumbing, lighting, firefighting etc., toilet details, kitchen details, staircase details, furniture details, Interior finishing details, material, color and texture details, fixture and fixing and joinery details.
- Specifications writing: Writing detailed clause by clause specifications for materials pre and post execution, tests, mode of measurements, manufacturers details and specifications etc.
- Manufacturer's specifications – Database of manufacturers specifications for the following materials based on surveys – Glass, plywood and laminates, hardware, electrical, wiring, accessories, plumbing fitting and fixtures, flooring, cladding etc.

Outcome:

Preparation of working drawings – Suitable scales of drawings, methods of giving dimensions and standards on plans, sections, elevations, details etc.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Leibing. W. Ralph, **Architectural Working Drawings**, 4th edition, John wiley and sons, New York, 1999.
- Macey. W. Frank, **Specification in detail**, 5th edition, Technical press ltd, London, 1955.
- Shah, M.G.; and others, **Building Drawing: An integrated approach to build environment**, 3rd ed, Tata McGraw Hill Pub. Co. Ltd, New Delhi, 1996.
- Fredd Stitt, **Working Drawing Manual**, McGraw-Hill Professional; 1st edition, 1998.
- Kilmer, **Working Drawings and Details for Interiors**, John Wiley and Sons

ID 361	**Elective / Workshop**	**2 - 4**

STAGE II

ID 312	**Practical Training**	**0 – 28**

Objectives:
To offer students an opportunity to work in an interior designer's office and get acquainted with the demands of the profession.
To carry out independent critical study of a building of interior designing importance, study of an innovative building material and study of observed and drafted details.

Course contents:

The professional training shall be for duration of 16 weeks in various aspects of interiors practice. During this period, the candidate shall produce four reports viz. -

a) **Training Report:** The Training Report shall consist of the various drawings, observations; technical graphic data, etc. obtained during the process of training
b) **Building Study:** The building study shall be a critical appraisal of one of the buildings preferably designed and supervised by the firm in which the candidate has taken the training.
c) **Building Material Study:** The Building Material Study shall include pertinent data, characteristics and applications of a contemporary building material.
d) **Detailing study:** The detailing study shall deal with the various aspects of an interesting detail done by the firm, where the candidate has done the training or any other project of interest.
e) **Sketchbook:** The student shall maintain an A4 size sketchbook consisting of sketches, observations etc. to demonstrate ability to draw, analyze, understand and maintain records.
f) **Log Sheets:** duly filled and signed by the student trainee and the architect under which the training is imparted shall be submitted on weekly basis to the Institute and the same can be referred for any cross-check during assessment.

Note: Practical training will be carried out as per the Practical training rules as prescribed. The practical training shall be supervised and evaluated as part of curricular studies.
A jury comprising of an internal and external examiner shall conduct the final examination (Viva-voce) of the Practical Training completed.

Evaluation:

Sessional: 100% (50 % Internal continuous assessment + 50 % External)
No candidate shall be eligible for Practical Training unless she successfully completes and declared pass in all the studio oriented subjects of years/semesters preceding the commencement of Practical Training.

Forth Year B. Interior Design
Academic Curriculum (2016-2017)

Forth Year

ID 411	**Design Studio VII**	**16 - 16**

Objective: Understanding the hospitality, health services, performing center principles & design concepts. (Focus: Hospitality projects.)

Contents:

Unit 1: Project Introduction.

- Introduction, various terms used in hospitality projects.
- Basics of Interior Designing for hotel
- Need and Importance of interiors in hotel design.
- Approaches and techniques, interior landscaping, maintenance and management of conserved areas or buildings.

Unit 2: Literature & case studies.

- Literature study on various spaces used in hotels; in terms of standards of areas.
- Case studies of existing hotels to understand various user aspects in terms of services & design.
- To make conclusions based on case studies.

Unit 3: Concept & design development.

- To develop conceptual analysis on given design project.
- Design development based on concept incorporating all required drawings.
- Understanding design development stage with 2D & 3D interior drawings.

Unit 4: Final design proposal

- Final design proposal incorporates all literature & case studies conclusions.
- Set of drawings of all required interior details.
- 3d model showing design concepts

Outcome:

Students will understand the hospitality, health services or performing center design concepts & based on these design concepts they will design interior project.

Evaluation:

Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

References:

- Joseph D Chiara,ndJulius Panero, & Martin Zelnick, **Time Saver standards for**
- **Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A Guide to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.

ID 431	Retail Design & Visual Merchandising	3 - 3

Objective: To understand functioning of retail, merchandising spaces like small shops, large shops and mechanism of displaying (Focus: Provides an overview about multipurpose interior design aspects)

Unit 1: Introduction to retail design and visual merchandising

Concept of commercial art and merchandising – Meaning, classification, development – recent trends – art, architecture and display.

Unit 2: Dimensions of retail design

To develop understanding of other related dimensions of architecture and interior design i.e. Real Estate & Redevelopment. Types of Retail Stores , Elements of Store Design, Exterior Design of a Retail Outlet, Store Layouts, Fixtures, Store Displays, Lighting, Color and Design for Disabled.

Unit 3: Advertising and Merchandising

Advertisement – Definition, importance, classification, features of good advertisement, preparation and techniques, advertisement media – selection, classification and types, poster – importance, characteristics – steps and techniques in poster making.

Unit 4: Consumer and Merchandising

Meaning, significance and classification of consumer, Consumer rights and responsibilities, classification of consumer goods, elements involved in merchandising – grading, branding, labeling, packaging and standardization.

Outcome:

Knowledge about the need and use of commercial and visual art. Encouragement to the student to apply theoretical knowledge in designing the interiors of a retail space. Knowledge of the current trends in retail design and visual merchandising.

Evaluation:

Assignments, debates, quiz, class tests, field trips

Suggested Readings:

- Nair, R., **Marketing**, Sultan chand and sons educational publishers (1994), New Delhi.
- Nisra, M.N., **Sales promotion and advertising management**, Himalaya publishing house (1994), Bombay.
- Wolfgang, Preiser **Universal Design Handbook**,
- Wylde, Robbins, **Building for a lifetime**,
- Steven Winner , **Accessible Home Design**,
- Ken Mc Elloy, **The ABC's of Real Estate Industry.**

ID 461	Elective/Workshop (Self-study)	2- 4

Objectives: To prepare student for self-study or a visiting scholar to undertake teaching a course relevant to his/her choice and discipline, thereby giving wide exposure to students.

Contents:
This course is an open platform for the student to choose a topic of interest with approval of assigned faculty, initiate research and present it in an audio-visual format followed by a term paper. This is a self-learning module. It can serve for invited Indian or international professor to be on the campus to offer a course.

Unit 1: Introduction to Seminar

- Preliminary discussion on what is seminar, what is expected out of students; choosing a socially relevant topic for in depth study.
- Finalization of topics for students; each student presenting the potential of the topic; brief on selected topic should be discussed in a sequence: Need for the topic; Method of data collection and field visits; literature survey, Format of write up.

Unit 2: Literature review

- Literature study; study of four research papers on the topic of interest; list of books available and accessible; availability of any thesis projects on the topic, etc
- What is the social concern embedded in the topic selection? What are various facets of this concern? How to address such concerns?

Unit 3: Furthering research

- Individual student's presentation in 10 PowerPoint slides – first draft and discussion.
- Deciding the research tools to capture data; literature survey continues; discussion on paper layout.
- Field studies, ethics involved in field studies, how to conduct personal interviews, literature survey continues, progress reporting on email.

Unit 4: Final presentation and term paper

- Presentation of work done in 10 ppt slides and submission of draft paper in about 3,000 words consisting of processed pictures, sketches, graphs, etc.
- Individual discussion on research done; review of output expected; directions for appropriate manner and style in which write up is expected. Finalization of write up; discussion on possible publication; method of media communication for submission of written material.

Outcome:
Increased understanding of a new course by an external faculty

Evaluation:
Assignment, quiz, presentations.

Suggested Readings

- HART, C. (2011). **Doing a literature review: Releasing the social science research imagination**. London, SAGE.

ID 471	Interior Imaging & Branding	3 - 3

Objectives:
Focuses entirely on commercial interior styling and teaches to create interior designs that are visually pleasing, coherent and effective of the user's personality.

Contents:

Unit-1: Color physiology for interior design style. Color concept, contrast textures and patterns which help in imaging interior design projects.

Unit-2: Balance window dressing with styling and study of window treatments which provide the perfect balance in room with the help of curtains, pelmets, shutters, screens and blinds.

Unit-3: Branding: Learning and understanding functions that includes analysis and planning on how that brand is positioned in the market, which target public the brand is targeted at, and maintaining a desired reputation of the brand.

Unit-4: Visual merchandising and display . Creating memorable space through styling of spaces and application of basic decorating parameters by adding artwork, paintings, craftworks, framed photos, family portraits and books.

Out Come:
Students to complete their personal mood boards/ decorating schemes with usual file of images that expresses their personality.

Evaluation:
Test, Quiz and End-Exam

References:

- Design & Design furniture & lights by Oscar Asensio
- A-Level Product Design, Will Potts.
- Materials and Design : The Art and science of Material Selection in Product Design,Michael Ashby, Kara Johnson.
- Human Factors in Product Design, W.S.Green.

ID 481	Professional practice	3 - 3

Focus:
Introduction to the profession of interior design, its division and sub divisions.

Objective:
To acquaint the students with the norms of professional practice & role of an interior designer with respect to society & works to be executed.

Contents:

Unit-1:
Introduction to professional practice.

Profession: Idea of profession and essential difference among profession, trade and business.

- Profession of interior design, its essential tenets, duties and liabilities.

- Types and extent of services offered by interior designer, scale of fees, stages of payment, and contract between client and interior designer.

Unit-2:
Building Industry: General overview of the industry. Various participants and dimensions of building industry. Finance, statutory controls, construction procedures, enforcement issues related to building industry and the role of interior designer, employer, and contractor.

Unit-3:
Indian institute of designers (IIID) & its code of conduct, contract documents.

Unit-4:
Contract Management: Overview of procedures in contract management with a focus on interior designer's role.

Outcome:
The students understand the roles & responsibilities of a Professional Interior Designer.
Learn the procedures of Professional conduct & client expectations.
Role of IIID as a Professional body.
Tender & Contract documents.
Mode of payment for professional services offered.

Evaluation:
Exercises, Assignments, Quiz, Field Visits, Involvement in class interactions

References:

Instructional Materials: Presentations, Books, Models of Examples
Books:

- Handbook of Professional Practice – David Haviland

- Professional Documents by Council of Architecture
- Beginnings of Interior Environments by Phyllis Sloan Allen, Lynn M. Jones, Miriam F. Stimpson
- Interior Design by Ahmed A. Kasu.

ID 491	Conservation, Restoration & Readaptation	3 - 3

Objectives:

Explore the history, philosophy and science of architectural conservation through lectures and seminar discussions. Encourage appropriate methodologies and tools for recording, documentation and inventorying of heritage structures. Develop sensitivity to design in heritage environment. (Focus: This course gives a brief introduction to the subject of Architectural Conservation. It discusses the history, theory and best practices in Architectural conservation. Moving from basic theories, the course touches upon the technical aspects and ethics of conservation. The course culminates with a module on sensitizing the students of architecture towards designing in historic environments.)

Contents:

Unit I Introduction to Architectural Conservation:

Definition of Conservation and its socially accepted Meanings, Why Conservation? Justification for conservation, Development of Theory of conservation and various charters of International importance like Venice charter, Burra charter, Bombay Heritage Act, etc, Concepts of Values, Significance, Authenticity and Integrity, Ethics in Conservation.

Unit II Research in conservation:

Importance of Research in conservation, Sources of information like books, archival photographs and maps, folklores, mythology, oral tradition and memories.

Unit III Documentation:

Introduction to Heritage Database and Surveys for conservation, Listing and Inventories Measured Drawing: Techniques of Measurement, Drawing and Presentation,Photographic Documentation

Unit IV Degrees of intervention in historic buildings and monuments & decay and remedies:

Prevention of deterioration, Preservation of the existing state, Consolidation of the fabric, Restoration, Rehabilitation, Reproduction, Reconstruction

Introduction to Decay in Cultural property, Materials and Structural failures, Internal and External environment of historic buildings, Climatic causes of decay, Botanical, biological and microbiological causes of decay, Insects and other pests as causes of decay, Man-made causes of decay.

Outcome:

Understanding of conservation techniques and artifacts for re – design and restoration of old building for re-use.

Evaluation:

Assignments, tests, quiz and end term exam.

References:

- Fielden,Bernard, ***Conservation of Historic Buildings*** , 2003, Architectural Press.
- Fielden,Bernard***, Guidelines for Conservation***,1989, INTACH, New Delhi.
- Historic England, Practical ***Building Conservation: Conservation Basics***, 2013, Routledge.
- Salvador Munoz-Vinas ,***Contemporary Theory of Conservation*** , 2005, Elsevier.
- Letellier, Robin, ***Recording, Documentation, and Information Management for the Conservation of Heritage Places- Guiding Principles 2007***, Getty Conservation Institute. Los Angeles.
- Jukka Jokilehto ,***A history of architectural Conservation*** ,1999,butterworth Heinemann.

ID 412	Dissertation / Thesis	0 - 24

Objective: A project is carried out in a manner in which it is done in the relevant professional practice. The project is intended to evaluate the student's capability and maturity in the field of Interior Design. The project should reflect knowledge gained from all the courses undertaken by the student in all the previous semesters. (Focus: To carry out an independent study in order to design an interior project involving a set of complex issues.)

Unit 1: Introduction
History and theory of chosen topic, its application/validity to present day context.
Topic's language in various culture, art and craft forms and its relevance into interior spaces. Material and data search for the chosen topic.

Unit 2: Data Collection
The study in the chosen field would be completed in two stages:
(A) Data collection & analysis and
An in-depth investigation into the aspects of the chosen area.
Analysis of data, inferences to establish underlying principles
Review of existing practices/theory in view of current contexts
(B)Design
Project Preparation
Design on basis of part A.

Unit 3: Case study
Analysis, Methodological approach to research inferences

Unit 4: Design
Application of findings to a project

Outcome:
Dissertation report in hardbound written form as per requirements, including presentation drawing of the project undertaken.

Evaluation:

Three stage internal / external reviews of the dissertation project

Viva voce by internal and external jury members as End Term Examination

Reference:

- Linda N. Groat, David Wang, **Architectural Research Methods**, 2nd Edition, Wiley publications, March 2013.
- John Zeisel, **Inquiry by Design- T**ools for Environment-Behavior Research (Environment and Behavior), Cambridge University Press, 1984.

ID 422	a. Advanced Elective I (Sustainable Passive Design)	3 - 3

Objective:

- To learn basics of passive design techniques and its impact on interior design, fundamentals of passive architecture.

- To study passive design principles in old & new buildings of India.

Content:

Unit 1: Concept of passive building design.
Introduction.
Need of passive architecture.
Energy and Global environment, Energy use and Climate change – Its impact, Types of Energy.
Introduction to passive and sustainable building designs.
Summary & conclusion of unit

Unit 2: Passive techniques
Introduction.
Global warming & heat Island effect.
Heating cycle, Solar gains, Solar Geometry & Shading.
Various passive heating techniques & passive cooling techniques.
Day lighting & ventilation passive techniques.
Summary & conclusion of unit

Unit 3: Sustainable building materials & construction.
Introduction.
Impact of Construction on environment.
Techniques of sustainable construction - technologies, methods of effectiveness
Alternative materials and construction methods.
Summary & conclusion of unit.

Unit 4: Green Building Rating systems
Introduction.
Green architecture and various international rating systems for sustainability.
Indian systems – TERI GRIHA rating, LEED India rating, IGBC.
Case studies.
Summary & conclusion of unit.

Expected Outcome:
Increased understanding of the concept of passive design & its impact on built environment.

Evaluation:
Assessments in form of written test, quiz, assignment, notebook assessment.

References:

- N.K. Bansal;**Passive Building Design**
- D.K. Ching; **Green Building illustrated**
- SPIEGEL 3rd edition ;**Green Building Materials**
- Keith Robertson and Andreas Athienitis; **Solar Energy for Building**
- A. K. Athienitis and Mat Santamouris; **Thermal Analysis and Design of Passive Solar Buildings**
- Martin Evans ;**Housing, Climate and Comfort**
- Maxwell Fry ; **Buildings in the tropics**
- Arvind Kishan, Baker & Szokolay ; **Climate Responsive Architecture**;
- C. P. Kukreja ;**Tropical architecture.**

ID 422	**b. Advanced Elective I (Life style and Accessories Design)**	**3 - 3**

Objectives:
Imparts the knowledge of various styles, systems and products available in the market. Enhances the aesthetic perception, materials, design and working parameters in designing products and life style accessories. Develops systematic design approach and integration of designed accessories with the interior. (Focus: The course provides a framework in understanding the socio-cultural and historical aspects that influence the design of accessories and products based on their life style.)

Contents:

Unit I: Introduction
Insight of various products and lifestyle accessories in the interiors. Role of accessories in interiors. Integration of accessories in interior design. Design approaches in product and lifestyle accessories design with a focus on functionality, ergonomics, aesthetics, multiple usages etc.

Unit II: Stylistic Development
Stylistic development of decorative accessories from the past to present with insight into technological advances and the influences of social, economic and political factors on their design. Brief study of period room settings with the context of decorative accessories complementing the architecture and interior design.

Unit - III
Study of materials and processes adopted in accessories design. Basic understanding of construction principles, anthropometrics, principles of sizes and proportions, modeling, rapid prototyping, color, texture etc. with broad orientation to socio-cultural and historical context of the sector. Orientation to Indian as well as global context of interiors, trends and market.

Unit - IV
Design approach with limited constraints inherent in accessory products. Evolving the strategy of design with integration of technical complexities and lifestyle influences. Development of the design of products and accessories to specific interiors and prevailing trends. Broad based approach towards innovative design and application to multi products and multi materials in manufacturing interior products and lifestyle accessories.

Outcome:
Increased understanding about lifestyle and accessories design related to interior design.

Evaluation:
Written tests, quiz, assignments, notebook assessment etc.

Reference Books:

- Laura Slack, **What is product Design?** Roto Vision publishers, 2006
- Treena Crochet and David Vleck, **Designer‟s Guide to Decorative Accessories,** Prentice Hall, Ist edition, 2008.
- Michael Ashby, Kara Johnson, **Materials and Design: The Art and Science of material selection in product design,** Butter Worth Heinemann, 1st edition, 2002.

- International Design Yearbook, 1995**: Furniture, Lighting, Tableware, Textiles and Products,** Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, **Product Design and Development, McGraw-Hill Education Singapore**; 4th edition, 2007
- William Lidwell, Kritina Holden, Jill Butler**, Universal principles of Design, Rockport publishers**, 2003

ID 432	**a. Advanced Elective II (Lighting & Colour in Interior Design)**	**3 - 3**

Objectives:
To help the student understand day lighting and technology of artificial lighting. To equip the student to understand and successfully apply lighting techniques with colour effects. (Focus: Students should acquire knowledge of the various types of lightings to effectively communicate their designs and understand the effect of various lights on colours and textures.)

Content:

Unit I: Introduction to Day Lighting
Nature of light - Wavelength, Photometric quantities - intensity, Flux, illumination and luminance, visual efficiency, sources of light, day light factor concept, design sky concept, day lighting requirements.

Unit II: Artificial Lighting
Electric lamps - incandescent, fluorescent, sodium vapour, mercury, halogen and neon. Different types of lights in interior and exterior - task lighting, special purpose lighting. Calculation of artificial lighting, guidelines for lighting design, Glare in artificial lighting.

Unit III: Effect of Color in Lighting **8**
Colors, color schemes - Monochromatic, analogous, complementary colour schemes, triadic and tetradic schemes, effects of color in different areas, color temperature, psycological effects of colour in interiors, factors affecting colour, Prang theory - Colour wheel, Munsell system and Oswald system.

Unit IV: Luminares & Fixtures
Definition, different luminaries for lighting, lighting control system- benefits & application, Impact of lighting, fixture types - free standing or portable, fixed, light fixture control.
Lighting accessories- switches, sockets, fused connection units, lamp holders, ceiling roses etc.

Outcome:
Increased understanding about lighting, luminance and their importance in interior design.

Evaluation:
Tests, quiz, assignments, notebook assessment

References:

- Randall whitehead, **The Art of living**
- Source book-Randall whitehead, **Lighting design**
- M.K.Halpeth, T.Senthil kumar, G.Harikumar, **Light right**
- Torquil Barker, **Concepts of lighting, lighting design in Architecture**

ID 432	b. Advanced Elective II (Interior Design Photography)	3 - 3

Objectives:
To help the student understand the principles and technology of photography. To enable the student to understand the applications of photographs in interior (Focus: To expose the students to the basic principles of photography in interiors)

Content:

Unit I Principles of Composition
Rule of thirds, perspective-worm's eye view, normal eye view, bird's eye view, one-point perspective, two-point perspective, three point perspective, exercises in composition, Golden section

Unit II Principles of Photography
Technical definitions, understanding a camera**,** anatomy of a SLR camera, technical setting in a SLR camera, different types of lenses their applications.

Unit III Principles of Interior Lighting
Technical definitions, lighting sources, types of lighting fixtures, types of lamps, calculating lighting levels, flash photography, types of flashes, controlling lighting levels with flash photography. Exercise in interior lighting photography with artificial light and black and white photos, table top photography

Unit IV: Special effects
Color rendering in photographic medium, color rendering in photographs under different lighting condition, lighting colors and its effect on a photograph, color filters in a camera. Exercise on color photography of interiors, UV filter, polaroid filter, star filter etc.

Outcome:
Skill to visualize better through interior design photography.

Evaluation:
Test, quiz, assignments, notebook assessment

References:

- Point view- **The art of architectural photography** , E.Manny A Ballan, VNR
- Professional photography -**Photographing buildings**, David Wilson, Rotovision

Academic Curriculum

(2015-16 Onwards)

Master of Design (M. Des)

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year

Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	MM 101	Introduction to Fashion	2	-	2	4	**3**	3	25	25	50
	MM 111	Fashion Design Process	2	-	4	6	**4**	Viva with Report	50	-	50
	MM 121	Basics of Pattern Making & Draping	2	-	6	8	**5**	3	50	-	50
	MM 131	Garment Construction	-	-	6	6	**3**	3	50	-	50
	MM 141	Fashion Figure Drawing	1	-	4	5	**3**	3	50	-	50
	MM 151	Sourcing for Fashion Products	1	-	2	3	**2**	3	50	-	50
	MM 161	Historical Development of Indian Fashion Industry	2	-	2	4	**3**	3	50	-	50
	MM 171	Computerized Fashion Design- Introduction	1	-	2	3	**2**	3	50	-	50
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Practice hours required per week

- Fashion Design Process: **2 Hrs.**
- Basics of Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Fashion Figure Drawing: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2 Hrs.**

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

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Academic Curriculum (2015-16 Onwards

First Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 102	Merchandising Functions in an Organization	2	-	2	4	**3**	3	25	25	50
	MM 112	Merchandiser's Roles & Responsibilities	3	-	2	5	**4**	3	25	25	50
	MM 122	Types of Buyers & Buying Organizations	2	-	2	4	**3**	3	25	25	50
	MM 132	Fashion Economics	2	-	2	4	**3**	3	25	25	50
	MM 142	Fashion Marketing	2	-	2	4	**3**	3	25	25	50
	MM 152	Fashion Brand Management	2	-	2	4	**3**	3	25	25	50
	MM 162	Fashion Culture	2	-	2	4	**3**	3	25	25	50
	MM 172	Fashion Communication	2	-	2	4	**3**	3	25	25	50
		Sub Total	**17**	**-**	**16**	**33**	**25**				

Practice hours required per week

- Merchandising Functions in an Organization: **2 Hrs.**
- Merchandiser's Roles & Responsibilities: **2 Hrs.**
- Fashion Economics: **2 Hrs.**
- Fashion Brand Management: **2 Hrs.**
- Fashion Culture: **2 Hrs.**

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Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Introduction to Fashion **30-0-30-3**
Course code: MM 101
Pre-requisite(s): Basic knowledge of commerce or business.

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design and their articulation **(04-04)**
- Processes of design thinking, Formal visual properties of line, shape, form, Pattern, value, texture and sequence. **(06-06)**
- To develop a sense of composition. **(04-04)**
- To develop understanding of tangible and non-tangible aspects of elements of design. **(04-04)**
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dementia organization **(06-06)**
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry **(04-04)**
- Fashion trends and forecasting. WGSN **(02-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. *The Design Process*. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. *Structure & Form in Design*. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. *Designing- An Introduction*. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. *Beautiful Thing- An Introduction to Design*. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. *Basic Fashion Design 05-Fashion Drawing.* Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. *Creative Fashion Illustration-How to develop your own Style*. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. *Key Concepts for the Fashion Industry.* Bloomsbury Academic
8. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. *The World of Fashion*. Fairchild Books (also 4th edition January/November 2008)
9. Michele M. Granger. UK September 2007/US July 2007. *In Fashion-The Industry & Its Careers*. Fairchild Books.
10. Sandra J. Keiser. UK August 2012/US June 2012. *Beyond Design-the Synergy of Apparel Product development*. Fairchild Books
11. Yuniya Kawamura. UK December 2004/US December 2004.*Fashion-ology-An Introduction to Fashion Studies*. Berg Publishers

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websiteshttp://www.skillshare.com/classes/fashion/The-First-Steps-of-Fashion-Design-From-Concept-to-Illustration/1101394042, http://www.slideshare.net/simiraaj/introduction-on-fashion-designing-concepts-in-fashion ,http://www.scribd.com/doc/21065978/Basic-Concept-of-Fashion-Designing#scribd, http://www.ehow.com/info_10055511_basic-concepts-fashion-design.html, http://www.design-concepts.com/, http://605.wikispaces.com/Composition+and+Layout
- Handout: As indicated by course instructor
- Magazines: http://www.newschool.edu/parsons/aas-fashion-design-programs/ http://new.artinstitutes.edu/areasofstudy/Fashion-Design/detail/51, Fashion, Vogue, Elle, Cosmopolitan, Glamour, Collezioni, Marie Claire, In Style, Bazaar, Vanita Fair, Seventeen, Teen Vogue Fashion.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Design Process **30-0-60-4**

Course code: MM 111

Pre-requisite(s): Basic knowledge of Business or Commerce

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future. **(2-4)**
- Understanding that managing fashion business (technical, aesthetic & industrial) is being aware of consumer demands and catering to it. **(3-4)**
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking. **(3-4)**
- Journey of experience & opportunity that skillfully combines theory with important partnerships. **(2-4)**
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach. **(3-8)**
- Internal approval-tech packs creation- product sampling-sample approval-production-delivery. **(2-4)**
- Emerging clothing brand inventing a new category of 'performance professional apparel' **(1-4)**
- Customer-focused ethos/customer centric product design process **(2-4)**
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client) **(2-4)**
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch **(3-4)**
- Design Process & new technologies **(1-4)**
- Design & production processes as well as corresponding trends. **(2-4)**
- Research & Analysis- study trends, market, consumer brands. **(2-4)**

- Bringing product design process to retail **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- 66Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. *Changing Fashion- A Critical Introduction to Trend Analysis & Meaning.* Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. *Designers Guide to Fashion Apparel*. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. *Fashion & the Consumer*. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. *Fashion Entrepreneurship- Retail Business Planning*. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. *The Dynamics of Fashion*. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.*The Why of the Buy- Consumer Behavior & Fashion Marketing*. Fairchild Books.
9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend Forecasting to Shop Floor.* Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.*Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. *Ethics in Fashion Industry*. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. *Social Responsibility in the Global Apparel Industry*. Fairchild Books.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Basics of Pattern Making & Draping **30-0-90-5**

Course code: MM 121

Pre-requisite(s): Basic math and creative approach.

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets. **(02-03)**
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve. **(06-30)**
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc. **(06-30)**
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke. **(06-12)**
- Closures- Zip, Buttons, Hooks &drawstring. **(02-03)**
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs. **(08-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books

3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion Draping 3rd Edition*. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
11. Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1) Websites https://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

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Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Garment Construction **0-0-90-3**

Course code: MM 131

Pre-requisite(s): Basic hand stitches and handling fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches) **(00-24)**
- Garment construction methods and techniques:
  a) Seams and Seam Finishes, Edge Finishes, Hem Finishes. **(00-12)**
  b) Circular lines and Angular lines in corner finishes. **(00-12)**
  c) Plackets, Pockets, Cuffs, Collar. **(00-12)**
  d) Waist Finishes, Darts, Pleats, Tucks and Gathers. **(00-12)**
  e) Fasteners. **(00-06)**
  f) Assembling a skirt and bodice with sleeve attachment. **(00-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
3. Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing

5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making.* Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

4) Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
5) Handouts: As indicated by course instructor.
6) Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Figure drawing **15-0-60-3**
Course code: MM 141
Pre-requisite(s): Basic drawing and coloring

Course Objectives:

- Practical understanding of the rhythms, proportions, movement, character & anatomical structure of the human form.
- In class study and outside sketchbook practice of human figure drawing.
- Render the fabrics and work on fashion figures with reference to design aesthetics.

Course Description:

- Drawing different poses, faces, hair styles, arms, legs, silhouette, neckline, collars, sleeves and cuffs **(2-8)**
- Rendering the fabrics, blouses, skirts, pants coats, accessories **(2-8)**
- Background for the figures. **(0-4)**
- Drawing flat sketches. **(2-8)**
- Sketching with various mediums with attention to drape and garment behavior. **(2-4)**
- Developing range of women's wear for a concept. **(2-8)**
- Types and techniques of illustrations **(2-8)**
- Basic anatomy- proportions (men, women, children) **(2-8)**
- Emphasis on developing the ability to visualize & adapt the human form for use in their design & related disciplines. **(1-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance ofrendering &sketching human figure & fabric's in the study of fashion design.
- Apply learning through drawing flat sketches through various mediums.
- Exhibit, adapt, utilize & investigate complete methodology of the development of a rendered garment concept range.

Reference Books:

1) Elisabetta Drudi, Tiziana Paci- 2001. *Figure drawing for Fashion*. The Pepin Press

2) Ruth Austin 1945. *Elementary Costume illustration*. Mc Graw Hill Book Company
3) Ar Pranav Bhatt, Ms Shantita Goenka 1990. *Foundation of Art & Design*. Prakashan Publishers & Distributors.
4) Tom Tierney. 2002. *Fashion Parade. Paper dolls- 4 decades of Great designs from 1960-2000.* Dover Publication
5) Julian Seaman. 1996. *Fashion Illustration*. BT Batsford
6) Author unknown. Year of publication unknown. *Illustrating Fashion- Concept to Creation.*
7) Bina Abling. UK June 2003/US May 2003. *Model Drawing*. Fairchild Books.
8) John Hopkins. UK November 2009/US December 2009. *Basics Fashion Design 05: Fashion Drawing*. Ava Publishing
9) Bina Abling. UK June 2012/US April 2012. *Fashion Sketchbook*. Fairchild Books.
10) Bina Abling. UK November 2005/US September 2005.Marker, *Rendering for Fashion, Accessories & Home Fashions*. Fairchild Books
11) Anderson Felsner & Ronald Reed. UK January 2014/US November 2014.*Color Studies*. Fairchild Books
12) Wynn Armstrong, Jemi Armstrong, Corrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen tool-Understanding and Creating the Digital Fashion Image*. Fairchild Books

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio.

Other Study Material:

- Websites:http://www.gutenberg.org/files/14264/14264-h/14264-h.htm, http://www.gageacademy.org/program/color-portrait-drawing-finnerty/, https://www.google.co.in/search?newwindow=1&q=Drawing+%26+Color+study+DIY&oq=Drawing+%26+Color+study+DIY&gs_l=serp.3...243170.247113.0.248774.12.12.0.0.0.4.466.1947.0j4j2j1j1.8.0.msedr...0...1c.1.64.serp..11.1.167.AEM6reOl3n0
- Handouts: As indicated by course instructor
- Magazines: Palette, Drawing, the New Yorker, Color & Light, Colors, Sketch, Draw.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

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Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Sourcing for Fashion Products **15-0-30-2**

Course code: MM 151

Pre-requisite(s): Basic knowledge of business or commerce

Course Objectives:

- understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers

Course Description:

- Analyze & experience retail, how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation. **(3-4)**
- Understanding management of soft goods related to inventory and logistics from factory to stores. **(2-4)**
- Case studies of sourcing and supply chain management policies of major apparel producers and retailers. **(2-6)**
- Use of related software programs for planning, forecasting, replenishment, and consumer response. **(2-4)**
- Written, computer, and oral projects. **(2-4)**
- Comprehensive study of issues involved in global sourcing, including the scope, trends, and sustainability of current practices. **(2-4)**
- Analysis of cultural, political, ethical, and economic perspectives related to global sourcing, production, trade and distribution of textiles and apparel products. **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. *Sustainable Fashion Supply Chain Management: From Sourcing to Retailing*. Springer Edition
2. Jung. E. Brookshire. February 2014. *Global Sourcing in the Textile & Apparel Industry (Fashion Series).* Prentice Hall
3. Naomi Thompson. June 2012. *Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks*. Pavilion.
4. Fashion Dex Incorporation. March 2015. *Apparel Production Source Book 2015- Solving your domestic production sourcing needs*. Fashion Inc.
5. Pamela Ravasio. February 2011. *Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry*. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. *A Guide to Business/Principles & Practices* Watson Guptill Revised edition, edition
7. Doris H Kincade & Fay Y Gibson. Feb 2009. *Merchandising of fashion products Study guide for Merchandising of Fashion*. Prentice Hall
8. Marlon Zama, Brian Webber, Charles Dagher. November 2004. *Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries*. Publisher not known

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
2. Handouts: As indicated by course instructor.
3. Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
4. Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
5. Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
6. Case Studies: http://www.gep.com/knowledgebank/case-studies

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Historical Development of Indian Fashion Industry **30-0-30-3**
Course code: MM 161
Pre-requisite(s): Basic knowledge of Indian History

Course Objectives:

- Overview of history of costume &fashion in India from ancient times to modern
- Origins of clothing (overview of world history of costume & fashion)
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern **(4-4)**
- How clothing is used as a universal means of symbolizing roles and social positions. **(8-8)**
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period. **(8-8)**
- Gain greater perspective on the overall historical, social, economic and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends. **(6-6)**
- General overview of world costume history in context to Indian traditional dress and contemporary fashion trends. **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize &investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Author/Year unknown. UK. *20th century fashion. The Gallery of English Costume.* Catalogue.
2. A. Biswas. January 1985. *Indian Costume*. Ministry of Information & Broadcasting, Patiala House, Government of India
3. B. N Goswamy- Association with Kalyan Krishna &Tarla Dundh. 2000. *Indian Costumes (in collection of Calico Museum of Textiles)*. Published by Calico Museum of Textiles, Sarabhai Foundation.
4. Author/Year unknown. *History of Textiles & Costume*. Publication unknown.
5. Dorris Flynn. Year unknown. *Costumes of India*. Oxford & IBH Publishing.
6. T. R Bhanot. Year unknown. Children's Picture work book 1 (International & Indian Costumes). Dreamland publications
7. Karl Aspelund. UK July 2009/US My 2009. *Fashioning Society- Hundred years of Haute Couture*. Fairchild Books
8. Bonnie English. UK July 2007/ US July 2007. *A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk*. Berg Publishers
9. Lee Bender. UK February 2009/ US February 2009. *Bustop& the Influence of the 70's on Fashion Today*. Berg Publishers
10. *Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus* UK October 2011. Berg Publishers
11. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. *Survey of Historic Costume*. Fairchild Books
12. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. *Fashioning Bollywood- The Making & Meaning of Hindi Film Costume.* Bloomsbury Academic.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio and Power Point Presentation.

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.
4. Costume & Design Museums: Victoria & Albert Museum, Metropolitan Museum of Art and Costume Institute, Fashion & Textile Museum London, Kyoto Costume Institute, Calico Museum of Textiles, Ahmedabad, Crafts Museum, Delhi.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C
16-0-32-2

Title of Course: Computerized Fashion design-Introduction
Course code: MM 171
Pre-requisite(s): Basic Computer Skills

Course Objectives:

- Understand the use of software technology in computers for fashioning garments.
- Visualization & Presentation of Fashion product development through CAD software.
- Exposure to diverse range of technologies/ equipment and resources used by Fashion Industry in current scenario.

Course Description:

- **Introduction to Industrial Fashion product development process & usage of CAD:** Overview of contemporary apparel/ product development process and application of CAD tool and technology in the same. **(2-02)**
- **Introduction to the usage of contemporary technology & resources in Fashion Industry:** Brief introduction about the software and equipment in current Fashion Industrial setting. **(2-03)**
- **Basics of digital Fashion Illustration techniques using Adobe Photoshop:** Visualizing and presenting Design ideas using Photoshop tools. Rendering and fabric placements on fashion figures for garment simulation. **(3-10)**
- **Basics of Flat Drawing and Tech Pack/ Specification Sheets using Adobe Illustrator:** Creating flat drawing of basic garments keeping size/ measurements/ trims/ details etc. as guideline. formation of tech-packs for a fashion product. **(3-10)**
- **Developing Digital Art Boards:** Introduction to Fashion graphics and introduction to fashion product look book. **(3-04)**
- **Brief introduction to digital Pattern making:** Creating Basic bodice and skirt pattern using Adobe Illustrator. **(3-03)**

Learning Outcomes:

- Demonstrate an understanding of CAD software usage in visualization and presentation of Fashion products.

- Exhibit, adapt, utilize & investigate the role of computer as a more sophisticated methodology as compared to traditional methods of hand drawing or illustration.
- Exhibit awareness and understanding about the usage of contemporary technology/ equipment/ digital media resources in current fashion setting.

Reference Books:

- Lynda M. Cushman. UK October 2004/US August 2004. *Using Computerized Spreadsheets- Mathematics for Retail buying*. Fairchild Books
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image*. Fairchild Books
- Laura Nugent.UK November 2008/US September 2008. *Computerized Patternmaking for Apparel Production*. Fairchild Books
- Stacy Stewart Smith. UK April 2013/US February 2013. *CAD for Fashion Design & Merchandising*. Fairchild Books.
- Kathryn. E. Koch & Tanya Domina. UK January 2005/US November 2004. *U4ia for Apparel Design*. Fairchild Books
- Julia Sharp & Virginia Hencken Elsasser. UK July 2007/US May 2007. *Introduction to Accumark, Pattern Design & PDM*. Fairchild Books.
- Catherine Black. UK January 2008/US May 2007. *Modaris & Diamino for Apparel Design*. Fairchild Books
- Paula J Myers-Mc Devitt. UK September 2009/ US July 2009. *Complete Guide to Size Specification &Technical Design 2nd Edition*. Fairchild Books.

Evaluation Process

- Course Work: 50% weightage. Compilation of classroom assignments and research in digital format.
- End Term Examination: 50% weightage. Viva with Practical Examination.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=17YaD9YhjtA&list=PLEVjIMC1aCtAAcbQ4JXdM5_pvIqz4eeVf
- https://www.youtube.com/watch?v=UbWiLa8Db8c
- https://www.youtube.com/watch?v=0H84vIhCQr4
- https://www.youtube.com/watch?v=WXor6j6zrIo
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Merchandising Functions in an Organization
Course code: MM 102
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Functions of a Merchandise Manager in an organized set up.
- Understand and analyze the role of a retailer in meeting with the demand and wants of the target audience

Course Description:

- Understanding of the organization, operation and trends of industries engaged in producing & distributing fashion products. **(5-6)**
- Reveal how the basic principles of theories of fashion merchandising apply to and are manifested in the organizational world. **(5-4)**
- Research contemporary fashion companies, their products & consumer and demonstrate how they operate and succeed within a wider market. **(5-6)**
- Factors affecting Merchandising functions: size of the organization, type of store, type of Merchandise, organization structure **(4-4)**
- Functions of Merchandise Manager- planning, handling, directing, coordinating, controlling, and selling. **(5-4)**
- Merchandise planning: Developing sales forecast, determining the merchandise requirements, methods of inventory planning **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of merchandising functions in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's merchandising structure.
- Exhibit, adapt, utilize &investigate the role of Merchandise and its functions in an organization.

Reference Books:

1. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
2. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics.* Fairchild Books
3. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
4. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books
5. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books
6. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books
7. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
8. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
9. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
10. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
11. Anne Marie Fiore. UK June 2010/US April 2010. *Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
12. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

7) Websites;http://study.com/directory/category/Business/Specialized_Sales/Fashion_Merchandising.html,https://bigfuture.collegeboard.org/majors/business-sales-marketing-fashion-merchising,http://middlesexcc.libguides.com/content.php?pid=197037&sid=1649583, http://gulnazahmad.hubpages.com/hub/A-Step-by-Step-of-Garment-Manufacturing, http://www.businessoffashion.com/articles/basics/the-basics-part-7-production
8) Handouts: As Indicated by course instructor.
9) Magazines: Harper's Bazaar, Hint, Vogue, Apparel, Display & Design ideas, Drapers, Fashion Trend Setters, Textile World, Footwear news, Retail Merchandising, Stores, Visual Merchandising & Store Designing, Women's Wear Daily.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
45-0-30-4

Title of Course: Merchandiser's Roles & Responsibilities
Course code: MM 112
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the retail sector.
- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market)e and ensuring organizational profitability,
- Monitoring stock levels and performance range as well as promotional strategies.

Course Description:

- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market) **(5-4)**
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors. **(6-4)**
- Maintaining comprehensive library of appropriate data **(2-2)**
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display **(5-2)**
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity. **(5-4)**
- Develop sales Forecast: trends, websites plan stock levels, monitor performance. **(5-4)**
- Understanding potential customers: Challenge Apparel & Manufacturers & retailers in meeting consumer demands for the right product, at the right prices and at the right times. **(6-4)**
- Using Technology: for retail buying and working with foreign markets, internet connections as promotional tools. Impact of technology and social media on all facets of product development. **(6-4)**
- Control the time line for the production process- from raw material to finished goods. **(5-2)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring organizational profitability.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Study Material:

1. Websites: https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
2. Handouts: As indicated by course instructor
3. Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London,House & Garden.
4. CaseStudies:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/, https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Types of Buyer's & Buying Organizations
Course code: MM 122
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying. **(4-4)**
- Concept, practices, procedures, calculations and interpretations of figures that relate to the many factors' that produce profit. **(4-4)**
- Activities, process and people involved from the perspective of the fashion buyer. **(2-2)**
- Brand Personality, life cycle costs, operating lease, organization buying behavior Relationship management, value analysis, customer interaction approach **(4-4)**
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a six month merchandise plan, mathematical formula, buying strategy, developing sales forecast **(4-4)**
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY. **(6-6)**
- Merchandise plan is forecast into the future and how it is implemented at the actual purchase level. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.

- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

1. Helen Goworek. 2001. *Fashion Buying*. Blackwell Science
2. Richard Clodfelter. UK October 2002/US August 2002. *Making Buying decisions 2nd edition- using the computer as a tool*. Fairchild Books
3. Richard Clodfelter. UK September 2008/US July 2008. *Making Buying decisions 3rdedition- using the computer as a tool*. Fairchild Books
4. Bette K Tepper. UK November 2001/US September 2001. *Mathematics for retail buying 5th edition*. Fairchild Books
5. John Donellan. UK February 2002/US December 2001. *Merchandising Buying and Management. 2nd edition*. Fairchild Books.
6. Linda Cushman. UK October 2004/US August 2004. *Using computerized spreadsheets- Mathematics for retail buying*. Fairchild Books
7. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend forecasting to shop floor*. Fairchild Books
8. Richard Clodfelter. UK September 2012/US July 2012. *Retail Buying (From Basic's to Fashion).* Fairchild Books.
9. Dana Connel. UK December 2009/ US October 2009. *A Buyer's Life- A Concise guide to retail planning and forecasting*. Fairchild Books.
10. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
11. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
12. John Donellan. UK November 2013/US September 2013. *Merchandise Buying & Management*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Economics
Course code: MM 132
Pre-requisite(s): Basics of Business Economics

Course Objectives:

- Understanding the nature and scope of the economic system of fashion industry.
- Developing theoretical & practical understanding of the economic structure, working, performance, problems and solutions in the Fashion industry.

Course Description:

- Nature & Scope of Fashion Economics: Definition, Nature & Scope, Micro-Macro Economics, Workings of Economic systems, Economic cycles, Inflation & Recession. **(4-4)**
- Foundations of the Fashion economic analysis of business problems, price theory, production theory, trade theory, with reference to the global economy with special emphasis on the function and determination of market prices in production and consumption. **(6-6)**
- Understand and apply the concepts of supply and demand equilibrium, costs and benefits and their multiple applications, consumer equilibrium, and factors that shift supply and demand to analyze the behavior of real markets when conditions change. **(4-4)**
- Appreciate the role of: money in the economy, dangers of inflation, importance of free trade, limits of regulation, effects of taxes and subsidies of different types, workings of the market system in determining earnings (interest, profits, wages, salaries and rents), modern business firm, its function and boundaries. **(6-6)**
- Difference between monopoly markets and competitive markets. Nature of production in the modern economy. Identify the profit maximizing price and the relationship between different types of cost. **(4-4)**
- Overview of Statistics: Definition, Functions, Techniques, Law & limitations of Statistics. Primary & Secondary Data Collection, Classified & Tabulations of Data **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of understanding the economics of world fashion industry
- Apply learning through data collection on existing businesses; analyze the mechanisms of fashion market and its economic strategies.
- Exhibit, adapt, utilize & investigate the production and distribution of fashion goods as well as the human behavior linked to economic conditions and developments.

Reference Books:

1. Brian Moe Ran & Ana Alacovska. UK November 2011/US October 2011. *Creative Industries- Critical Readings*. Berg Publications
2. Deverly Kemp, Gatterson & Barbara. L. Stewart. UK Nov 2008/US September 2008. *Apparel- Concepts & Practical Applications*. Fairchild Books.
3. Harvey Shoemack & Patricia Mink Rath. UK October 2014/US August 2014. *Essentials of Exporting & Importing- US Trade Policies, Procedure's & Practices*. Fairchild Books.
4. Bette K. Tepper. UK November 2001/US September 2001. *Mathematics for Retail Buying 5th Edition.* Fairchild Books
5. Rosalie J. Regini & Jimmie G Anderson. UK December 2008/US October 2008. *Entrepreneurship in Action- A Retail Store Simulation*. Fairchild Books.
6. Patricia Mink Rath, Richard Petrizzi & Penny Gill. UK July 2012/ US May 2013. *Marketing Fashion- A global perspective*. Fairchild Books.
7. Michele .M. Granger & Tina Sterling. UK October 2011/US August 2011. *Fashion Entrepreneurship- Retail Business Planning.* Fairchild Books.
8. Patrizia Caietato. Translated by Lisa Adams. UK April 2014/US June 2014. *Luxury- Fashion, Lifestyle & Excess.* Bloomsbury Academic
9. Leslie Davis Burns, Kathy K. Mullet & Nancy O. Bryant. UK October 2011/US August 2011. *The Business of Fashion- Designing, Manufacturing & Marketing*. Fairchild Books.
10. Connie Ulsawicz & Janet Hethorn. UK June 2008/US April 2008. *Sustainable Fashion: Why Now? A conversation exploring issues, practices & possibilities*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websites;http://www.conejousd.org/Portals/49/Departments/Social%20Science/Freed/Unit%201%20Summary%20%28For%20Posting%20Online%29.pdf, https://wiki.nus.edu.sg/display/Fashion/Economic+Analyisis+of+Fashion+Retail
- Handouts: As indicated by course instructor
- Magazine: text book Principles ***of Economics*****, 3rd edition, by Timothy Taylor,** published by TEXTBOOK MEDIA**.** http://www.textbookmedia.com/.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Marketing
Course code: MM 142
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Insight into the business of fashion for grooming into a complete industry ready profession.
- Tailored to blend creative fashion knowledge with a solid grounding in business & marketing

Course Description:

Basics of Marketing:

- **Introduction to Marketing:** Definition & functions of marketing, core concepts of marketing, consumer behavior, marketing environment, market segmentation, marketing mix, marketing planning, marketing organization, market evaluation and controls, social responsibility of marketing organizations. **(6-6)**
- **Strategic Fashion Marketing:** concept of strategy as applied to the fashion business & its marketing function, understand strategy , types of strategy, its determinants and how it is formulated for fashion business **(6-6)**
- **Fashion Marketing Systems and Processes:** Concept of marketing function in the context of fashion business, conceptually describe, understand marketing mix functions and how they get formulated for fashion business **(6-6)**
- **Advanced Marketing Research:** Advanced research techniques and methodologies as applied to the fashion business and its marketing function, comprehend statistical analysis tools and develop deep analytical skills. **(6-6)**
- **Professional Practice:** Fashion business firms; relate all prior learning in fashion marketing discipline to practical professional world, exposure to prevalent commercial and industrial practices &standards. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of strategic fashion marketing.
- Apply learning through researching case studies of professional standard practices with business firms.

- Exhibit, adapt, utilize & investigate prevalent commercial and industrial practices, standards and market systems in the fashion industry.

Reference Books:

1. Uma Iyer, Publishing year not known. *The Business of Marketing Fashion*. Publisher not known.
2. Marianne Bickle. 2010. *Fashion Marketing, Theory, Principles & Practices.* Fairchild Books.
3. Patricia Mink Rath, Richard Petrizzi & Penny Gill. Uk July 2012/US May 2012. *Marketing Fashion- a Global Perspective*. Fairchild Books
4. Gerald J Sharman &Sar Perlman. UK July 2014/US May 2014. *The Real World Guide to Fashion Selling& Management*. Fairchild Books.
5. Brian Moeran. UK January 2010/US January 2010. *Advertising- Critical Readings*. Berg Publishers.
6. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
7. Mike Easey. Oct 2008. *Fashion Marketing (wiley desktop edition).*John Wiley & sons 3rd edition, edition
8. Glencoe & Mc Craw Hill. Feb 2005. *Fashion Marketing (Glencoe marketing).* Publication Glencoe & Mc Graw Hill student
9. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
10. Dottie Olkiers. March 2003. *Fashion Marketing.* Publication south western
11. Joel Le Bon. Oct 2014. *Fashion Marketing: Influencing Consumer choice and loyalty with fashion products.* Publication Business expert press

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

1. Websites
   http://www.businessoffashion.com/articles/basics/the-basics-part-8-marketing
   http://www.optitex.com/en/news_and_events/articles/fashion_marketing/Fashion_Marketing_101,http://study.com/articles/Fashion_Marketing_Manager_Job_Description_Duties_and_Requirements.html
2. Handouts: As indicated by course instructor.
3. Magazines: Style Bubble, Collezioni, Marie Claire, Vogue, Edit, Bazaar, Top Shop, Interview, Elle, Women's Health, Mega, Notch, Muse, Cosmopolitan, Fashionbi Magazine, Glamour, In Style, Beautiful, Fashion.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Brand Management
Course code: MM 152
Pre-requisite(s): Introduction to Fashion Industry and basic knowledge of Brands

Course Objectives:

- The Fashion brand manager should be able to develop a brand identity to match the spirit of the period and play a leading role in managing brand labels.
- Principles & practices of Fashion brand management and their application in fashion companies, consulting firms, trade associations, fashion, and luxury and lifestyle trends.
- Fashion Futures: trends and visions, trend-setting, buy ology, retail trends,

Course Description:

Fashion brand management composed by three interlaced units:

1. **Vision:** design and trend based. Brand identity, buy ology, research, innovation and heritage, tuning between human, society and industry, visionary and concrete, creative and managerial, innovative but well rooted in the industry know-how, competitive and beyond competition, art directing, spirit of time, strategic branding, brand identity, rebranding, business models, macro to micro trend analysis. **(12-12)**

2. **Management:** business of fashion. strategy and concreteness, marketing and merchandising, retail and administration, law and logistics, processes from production, sales and profits , brand marketing communications , new world branding, social media applications and impact, brand management analytics, measuring value of brand **(10-10)**

3. **Communication:** brand outputs, materials, events, advertising, writing, the digital world and video making. **(8-8)**

Learning Outcomes:

- Demonstrate complete knowledge, skills and understanding of the importance of brand management.
- Apply learning in the field of marketing, communication and event planning, brand management, retail, visual merchandising, e-commerce and the search for new trends

- Exhibit, adapt, utilize &investigate the key role of brand identity & futuristic fashions.

Reference Books:

1. Yamuna Ambika Chopra. Year unavailable. *IIAFT. Fashion Management*. Publisher unknown
2. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
3. Gilles Auguste & Michel Gutsatz. March 2013. *Luxury Talent Management: Leading & Managing a luxury brand.* Publication Palgrave Mac Macmillan.
4. Giles Auguste & Michel Gutsatz. March 2013. *Luxury Fashion Branding: Trends, Tactics, Techniques*. Publication Palgrave Mac Macmillan
5. Uche Okonkwo. May 2007.*Luxury Brand Management- A World of Privilege.* Publication Palgrave Macmillan
6. Michel Cheualier & Gerald Mazzalovo. *Luxury Marketing & Management: Tools & Strategies to manage luxury products in a profitable and sustainable fashion.* John Wiley & Sons
7. Glynn Atwal & Douglas Bryson. Feb 2014. *Luxury Brands in Emerging Markets.* Publication Palgrave MacMillan
8. William D'Arienzo. March 2016. *Brand Management Strategies- Luxury & Mass Markets.* Fairchild Books
9. Julia Wimmers. September 2013. *ESPRIT- A Lifestyle Brand aiming to become the European Leader in the Fashion Industry*. Grin Verlag Publication.
10. Martha Vandijk. November 2009. *Luxury Fashion Management: Brand & Marketing Management in an ever changing luxury fashion industry*. Publication VDM Verlag.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
   a. http://www.iconixbrand.com/management.asp
   b. http://www.meltmanagement.com/#/welcome/
   c. http://www3.sympatico.ca/synergy1/Armani.pdf
2. Handouts: As indicated by course instructor.
3. Magazines: Teen Vogue Fashion, Bazaar, Style warehouse, Wellness, De Fuze, EGL, Aura, Celebrate, WSJ, Cosmopolitan, Dazed, Fashion, Savannah, You, Berlin Fashion Magazine, Nylon, Vogue, Lucky

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Culture
Course code: MM 162
Pre-requisite(s): Fashion Design Process

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- **Analyze and interpret fashion as both a creative industry and as a cultural phenomenon:** explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources. **(6-6)**
- **Reflect critically on the historical, social, cultural and global dimensions of fashion.** Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day. **(8-8)**
- **Understanding development of the field of fashion studies, theoretical viewpoints.** Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc. **(10-10)**
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives **(6-6)**

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.
- **Reference Books:**
    1. French Lunning. UK February 2013/US April 2013. *Fetish Style*. Bloomsbury Academic
    2. Maria Mellins. UK August 2013/US September 2013. *Vampire Culture*. Bloomsbury Academic.
    3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. *Fashion & Museums- Theory & Practice.* Bloomsbury Academic.
    4. Janice Miller. UK July 2011/US Sept 2011. *Fashion & Music*. Berg Publishers
    5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. *Dress Sense- Emotional & Sensory Experiences of the Body & Clothes*. Berg Publisher
    6. Pamela Church Gibson. UK December 2011/US December 2011. *Fashion & Celebrity Culture.* Berg Publishers
    7. Susan B Kaiser. UK November 2012/US January 2013. *Fashion & Cultural Studies*. Berg Publishers.
    8. Stephanie Talbot. UK January 2013/US May 2013. *Slogan T-Shirts (cult & culture).* A & C Black Visual Arts.
    9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. *Dress & Society*. Berg Publishers
    10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. *Berg Publishers.* Appearance & Power.
    11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. *The Visible Self - Global Perspectives on Dress, Culture & Society*. Fairchild Books.
    12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. *Global Perspectives on Dress, Culture & Society*. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
    a) http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
    b) http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
    c) http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
    d) http://thoughteconomics.blogspot.in/2012/09/fashion.html
2. Handouts: As indicated by course instructor
3. Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Communication
Course code: MM 172
Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios, visual merchandising, display, exhibition design, public relations and creative writing.
- Use mass communication to promote fashion. Communicate with masses or consumer by means of advertisement, promotions, films, video's, print etc
- Emerge as professionals who offer effective communication solutions for the fashion & lifestyle industry.

Course Description:

- Inputs in fundamentals of communication and fashion design through different tools of theory, exploration and application. **(4-4)**
- Informed, responsible fashion promotion, writing, observation, critical to the industry's future. Include study of fashion terminology, fashion studies, design aesthetics **(6-6)**
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry. Work with public opinion, research data on industry derived projects & cases, plan and write proposals for publicity and public relations programs. **(6-6)**
- Journalism. Developing communication plans, preparing press releases & press kits, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media. **(6-6)**
- Locate, understand and critically evaluate information from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. **(4-4)**
- Establish reference systems, paraphrasing, applying the principles of effective communication and the professional presentation of researched documents **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.

- Apply their learning through analytical and writing and presentation skills.
- Exhibit, adapt, utilize & investigate the role of fashion communication.

Reference Books:

1. Fashion theory. Volume 18 Issue 4- UK September 2014. *The Journal of Dress Body & Culture.* Bloomsbury Academic.
2. Vikki Bell. UK March 2007/US March 2007. *Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory*. Berg Publishers
3. Polly Guern. UK October 2004/US August 2004. *Creative Fashion Presentations 2nd Edition*. Fairchild Books
4. Peter Mc Neill & Sanda Miller. UK October 2014/US December 2014. *Fashion Writing & Criticism- History, Theory, Practice*. Bloomsbury Academic
5. Helen Warner. UK April 2014/US June 2014. *Fashion on Television- Identity & Celebrity Culture*. Bloomsbury Academic
6. Roland Barthers. UK October 2013/US December 2003. *The Language of Fashion*. Bloomsbury Academic.
7. Grace Lees-Maffei Lees-Maffei. UK December 2011/US January 2012. *Writing Design-Words & Objects*. Berg Publishers
8. Michael Clarke.UK December 2007/US Jan 2008. *Verbalizing the Visual- Translating Art & Design into words*. Ava Publishing

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites

a) http://www.acrwebsite.org/search/view-conference-proceedings.aspx?Id=9700,

b) http://scholar.google.co.in/scholar?q=Fashion+Communication+research+papers&hl=en&as_sdt=0&as_vis=1&oi=scholart&sa=X&ei=exYVfaGBcPmuQSV0IC4AQ&ved=0CBsQgQMwAA, https://ideas.repec.org/p/bon/bonsfa/462.html

2. Handouts: As indicated by course instructor
3. Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	MM 203	Internship # June-July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva, Power-Point Presentation & Report)	50	-	50
	MM 213	Retail Structure & Different Retailing Techniques	2	-	2	4	**3**	3	25	25	50
	MM 223	Production Planning & Control	2	-	2	4	**3**	3	25	25	50
	MM 233	Global Issues & Ethical Trading	1	-	2	3	**2**	3	25	25	50
	MM 243	Branding, Trend Forecasting, Promotion	1	-	2	3	**2**	3	30	20	50
		Sub Total	**6**	**-**	**8**	**62**	**25**				

Practice hours required per week

- Retail Structure & Different Retailing Techniques: **2 Hrs.**
- Production Planning & Control: **2 Hrs.**
- Global Issues & Ethical Trading: **2 Hrs.**
- Branding, Trend Forecasting, Promotion: **2 Hrs.**

 # Internship: Students will join internship immediately after closing of Spring Semester (First Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Second Year).

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 204	Dissertation	-	6	14	20	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	MM 214	Portfolio Development	1	2	6	9	**5**	Viva (With PPT & Document)			
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

Title of Course: Internship **Total Contact H:48**
Course code: MM 203 **(Internship)**
Online feedback (16-16)
Pre-requisite(s): Completed One Year studies of MFM **Jury: 16**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues*. Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

- Websites; https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:. Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Retail Structure and & Different Retailing Techniques
Course code: MM 213
Pre-requisite(s): MM 110 Fashion Marketing

Course Objectives:

- This course aims to establish the importance of retail industry, which has been changing at a rapid speed. Retail Structure and different Retailing techniques provides the opportunity to learn concepts of Managing merchandise, brands, retail stores and Consumer Behavior
- To enable the students to understand key definitions and terminology used in fashion retailing, working of retail structure and Visual Merchandising.
- To understand the economic influence of retail sector and appreciate the management process in retailing.

Course Description:

- Introduction to Types of different Retail Formats **(04-04)**
- Introduction to Roles and Responsibilities of staff and managers in different retail formats **(03-03)**
- Developing an understanding of Store Operations and promotions **(03-03)**
- Understanding Visual Merchandising **(03-03)**
- Retail structure and its relevance **(03-03)**
- Understanding of Retail Geography **(02-02)**
- Develop Retail Decision Making **(03-03)**
- Introduction to Retail mathematics and its applications **(03-03)**
- Understanding Modern Retailing Techniques **(03-03)**
- Overview of Customer Relationship Techniques **(03-03)**

Learning Outcomes:

- Underline the importance of understanding the basics of retail market with respect to fashion business.
- Understand the different retail formats and their processes in professional manner.
- Exhibit comprehensive knowledge of Fashion Retail and applying the principles in the real business world.
- Demonstrate a strong sense of decision making.
- Demonstrate understanding of different basic and advance tools used in fashion retailing and appropriate skills and knowledge for the broader context of subject such as retail geography, mathematics, visual merchandising, etc.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Gopal, V. V (2005), *Retail management - perspectives and cases*,ICFAI University Press, Hyderabad
2. Gupta, S. L. (2007), *Retail Management: An India in perspective text & cases*, Wisdom Publications, Delhi
3. Lamba, A J (2003), *Art of retailing*, Tata McGraw-Hill, New Delhi
4. Ogden, James R and Ogden, Denise T. (2005) *Integrated retail management: Indian adaptation*
5. *Biztantra*, Dreamtech Press, New Delhi
6. Rao, T. Srinivasa (2006), *Changing lifestyle and Consumer Behavior*, Deep & Deep Publications Pvt. Ltd., New Delhi
7. Solomon, M R. and Robolt, Nancy J. (2004) *Consumer Behavior in fashion* Dorling Kinderley (India) Pvt. Ltd., New Delhi
8. Tybout, Alice ed. and Calkins, Tim ed. (2005) *Kellogg on branding: the marketing faculty of Kallogg School of Management*, John Wiley & Sons New Jersey
9. Simon &Schuster 2000 *why we buy: The science of shopping*, Underhill, New York
10. Kurt Salmon Associates, *Vision and perspective of Consumer Behavior and trends in clothing: a global study, I.W.T.O. (International Wool Textile Organization),*.

Other Study Material: Websites:

- http://elearning.nokomis.in/uploaddocuments/Retail%20Merchandising%20& %20Buying/Chap%204-Types%20of%20Retail%20Formats/PPT/chap%204.pdf
- http://www.iimahd.ernet.in/publications/data/2004-08-05pksinha.pdf
- http://www.axis.com/rbte/files/store_productivity.pdf
- https://www.business.qld.gov.au/business/running/retail-design/creating-effective-retail-displays/principles-visual-merchandising
- www.sciencepub.net/nature/0301/06-yaofengge.doc
- http://www.handelsradet.nu/wp-content/uploads/2016/01/2014-Geography-and-the-retail-industry.pdf
- https://www.oss.unist.hr/sites/default/files/dokumenti/courses/specialist/business_trade/DTP021_ Contemporary_Retail_Techniques.pdf
- https://www.sas.com/content/dam/SAS/en_us/doc/analystreport/rsr-modern-merchandising-107753.pdf
- http://iveybusinessjournal.com/publication/best-practices-customer-relationship-management/

Case studies :

STRATEGY & MARKETING CONSULTANTS:
http://www.simon-kucher.com/sites/default/files/designing_a_promotional_strategy_that_works_for_apparel_retailers_simon-kucher.pdf
UNDERSTANDING ORGANIZED GARMENT RETAILING BUSINESS IN INDIA: http://www.ijesi.org/papers/Vol%202(6)/Version-1/J0261061070.pdf
OVERVIEW OF RETAILING:
http://www.pondiuni.edu.in/storage/dde/downloads/markiii_rm.pdf
CONSUMERS & CHANGING RETAIL MARKETS:

- https://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/ca02096.html

MULTI-CHANNEL DISTRIBUTION IN THE APPAREL INDUSTRY

- http://www.mmh.com/wp_content/sdi_wp_content_073013.pdf

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Production planning and control
Course Code: MM 223
Pre-requisite(s): MM 101 Introduction to Fashion.**MM 102** Merchandising Functions in an Organization
Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of production, planning to a real-world work environment.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skillsto enhance their competency in knowing the process flow and planning in garment manufacturing and improving productivity of manufacturing facility by co-ordination of various departments internally with the help of production planning and control.

Course Description:

- Introductions to different types of manufacturing processes and developing their basic idea along with focus on advantages and disadvantages of different types of production systems. **(03-03)**
- Understanding terminologies associated with apparel production and planning and quiz on understanding of terms and their usage.. **(03-03)**
- Study of terminologies and their formulaes and calculation involved along with real time situations for facing practical situations in industry. **(04-04)**
- Learn about inter departmental process flow and identify activities related to production planning and control works **(03-03)**
- Study some of the manufacturing systems being used and analysis of their of the process flow.**(03-03)**
- Generate reports on manufacturing systems and their use in different types of apparel products**(03-03)**

- Kinds of manufacturing system-Familiarize and Differentiate with different manufacturing system associated with apparel production viz. Make through system, Assembly system, Progressive bundle system, Unit Production system, Modular production system. **(04-04)**
- Terminology for apparel production and planning-Explain the terminologies associated with apparel production and planning-Terminologies associated with apparel production and planning like Production, SAM and SMV,WIP ,Bottle neck ,critical operations, productivity, line efficiency, throughput time, Lead time and Pitch time. **(04-04)**
- Apparel production planning and control-Explain the need and importance of apparel production planning and control - Importance of apparel production planning **(03-03)**

Learning Outcomes:

- To relate easily to the need and importance of apparel production planning and control
- To explain the process of manufacturing and production.
- To carry out production planning and work allocation for given situation
- To plan preproduction activities for given situation
- To derive time plan and action plan for given order execution

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examination of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and digital Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf (DATA BASE & INTRANET F0R SAFER COMMUNITIES)
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf (INFRASTRUCTURE SERVICES)
- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL (NISSAN SUNDERLAND PLANT SETS LATEST PRODUCTION MILESTONE)
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf (KEY SUCCESS: FACTORS FOR THE APPAREL MANUFACTURING INDUSTRY-A CASE STUDY AT COMPANY X)

- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf ((IMPLEMENTATION OF CELLULAR MANUFACTURING SYSTEMS IN GARMENT INDUSTRY: A CASE STUDY)
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf (STITCH WORLD: TECHNOLOGY & MANAGEMENT IN SEWN PRODUCT INDUSTRY

Videos

- American Apparel - Factory Tour - Production Planning
  https://youtu.be/Lnpm2T9OcKQ
- Master Garment Manufacturing Ltd Eng Ver.
  https://youtu.be/9Rn8bDLVfks
- Material Flow Systems Introduction
  https://youtu.be/uzxfAiAIVa0
- Material Handling for Manufacturing Unit - Eton Unit Production System | Al Brj
  https://youtu.be/os054n8NRI0
- Eton Systems – Innovation
  https://youtu.be/KD5SLhf5IpY

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-30-2

Title of Course: Global issues and ethical Trading
Course code: MM 233
Pre-requisite(s): MM 101 Introduction to Fashion
MM 108 Fashion Economics
MM 110 Fashion Marketing

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackleenvironmental and social issues present in garment industry at national and international level**.**

Course Description:

- **Global Issues and Ethical trading** gives students the opportunity to explore and understand keytheories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances. **(03-06)**
- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA ,Quota Allocation and elimination,GATT,FTA **(03-06)**
- The international market with regard to products, services and intellectual property and how those challenges affecteconomic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade. **(03-06)**
- Present global Issues- Explain the present scenario of apparel industry and moving trends towards sustainability and other labour related issues- International and national issues including-Green facilities,ETP,Dyes,Labour Issues **(03-06)**
- **Ethical Trading-** Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification. **(03-06)**

Learning Outcomes:

- Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry*,Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*
6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd90585257375006623f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_NenaBode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)

- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY)

Videos

- **General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA)** https://youtu.be/KMZGbaXYq58
- **The Fiber Side of Textile Recycling**https://youtu.be/CJka9tHkxjs https://www.youtube.com/watch?v=pEbFnAMHHps
- **The Full Story of the Rana Plaza Factory Disaster.**https://youtu.be/pEbFnAMHHps
- **Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated** http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india
- **They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory** http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html
- **Govt comes out with plan to resolve Tirupur crisis** https://youtu.be/4zkCo17cUQk

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-26-2

Title of Course: Branding, Trend Forecasting, Promotion
Course code: MM 243
Pre-requisite(s): MM 111 Sourcing for Fashion Products
MM 112 Fashion Branding Management

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Description:

- Understand and apply Range planning and seasonal merchandise mix **(02-04)**
- Work on the Product Development process flow for the selected market. **(02-04)**
- Work on the Costing of the merchandise developed. **(02-04)**
- Launching the brand for the chosen market. **(01-02)**
- Evaluation of sales and distribution channel for the market. **(02-04)**
- Developing Branding and Promotion plan. **(02-04)**
- Designing marketing mix. **(02-04)**
- Managing growth and other challenges of the brand launched. **(02-04)**

Learning Outcomes:

- Able to analyze the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting, Om Books International, New Delhi*
2 Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi

6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
7. Peterson, L.K & Cullen, Cheryl Dangel,(2000*),Global graphics: color: a guide to design with color for an international market*, Rockport Publishers, Massachusetts
8. Packard, S., winters, A. & Axelrod, N. (1998),*Fashion Buying& Merchandising*. 2nd Edition,New York, Fairchild Publications
9. O'Hara, G. (1986),*The Encyclopedia of Fashion*. London, Thames & Hudson
10. Brannon, Evelyn L. (2002),*"Entrepreneurship*",Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businescasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU
- **BBC Three - Secrets of the Superbrands (Fashion)** https://youtu.be/fd7lfcnlb9c

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: MM 204
Pre-requisite(s): MFM Year 1&2

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis
  - Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: MM 214
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing a holistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.
- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:
- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/