

SYLLABUS FOR B.A. HONOURS

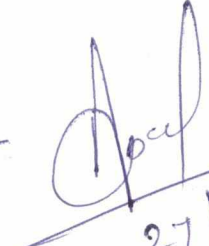
FASHION DESIGNING

2019-2020

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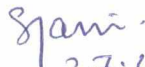
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Dr. Renu Jain

Chairperson & HOD Fashion Design

SYLLABUS FOR B.A. HONOURS FASHION DESIGNING

2019-2020

Class	Paper	Title of the Paper	MM
SEM-I	Theory HONOURS-I	Basics of Apparel Construction-I	200
	Theory HONOURS-2/ SUBSIDIARY	Introduction to Fashion Art and Design	200
	Practical-1	Basics of Apparel Construction-I	100
	Practical-2	Introduction to Fashion Art and Design	100
SEM-II	Theory HONOURS-I	Apparel Construction-II	200
	Theory HONOURS-2/ SUBSIDIARY	Fundamentals of Textiles	200
	Practical-1	Apparel Construction-II	100
	Practical-2	Fundamentals of Textiles	100
SEM-III	Theory HONOURS-I	Advanced Apparel Construction and Garment Technology- III	200
	Theory HONOURS-2/ SUBSIDIARY	Fashion Illustration	200
	Practical-1	Advanced Apparel Construction and Garment Technology- III	100
	Practical-2	Fashion Illustration	100
SEM-IV	Theory HONOURS-I	Computer Aided Designing	200
	Theory HONOURS-2/ SUBSIDIARY	Historic Costumes & Traditional Textiles of India	200
	Practical-1	Computer Aided Designing	100
	Practical-2	Historic Costumes & Traditional Textiles of India	100
SEM-V	Theory HONOURS-I	Flat Pattern Making and Draping	200
	Theory HONOURS-2/ SUBSIDIARY	Fashion Merchandising & Retailing	200
	Practical-1	Flat Pattern Making and Draping	100
	Practical-2	Fashion Merchandising & Retailing	100
SEM-VI	Theory HONOURS-I	Graduation Project (Fashion Research)	200
	HONOURS-2/ SUBSIDIARY	Accessory Designing	200
	Practical-1	Internship/ Training (60 days)	100
	Practical-2	Accessory Designing	100

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Page 2 of 38

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Institute for Excellence in Higher Education (IEHE), Bhopal

B.A. HONOURS PART-I
SEMESTER I
FASHION DESIGNING

Semester-I
B.A. HONOURS-I

TITLE: Basics of Apparel Construction-I

Maximum Marks: 100

Objectives-

1. To incorporate the basic stitching techniques
2. To introduce students to various parts of sewing Machines and their care.

imparts knowledge re

Course Contents

1. Understanding basics of lower and Upper Garments
2. Terms related to Garment Construction.
3. Tools and Equipment for Garment Construction.
a. ~~Measurements~~ ^{used in}
a. Marking
b. Cutting
c. Sewing
4. Body Measurements:
a. Taking Body measurements.
b. Methods of taking body measurements.
c. Study of Standard body measurement charts for various age groups and sex.
5. Sewing Machine:
a. Parts of Sewing machines
b. Aids for Sewing Machine
c. Minor defects and their remedies.
d. Care and Maintenance of Sewing Machines.
6. Study of sewing needles- types, sizes and stitch length according to fabric.
7. Seams and Seam Finishes.
a. Basic seam types and uses:
 - Class-1: Super imposed seams(SS)

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Page 3 of 38

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- Plain Seam
- Enclosed seams
- French seam
- Mock French Seam
- Decorative seams such as piping
- Reinforcing seams (taped, strapped and stayed)
- Class-2: Lapped Seam
 - Lap seam
 - Felled seams
- Class-3: Bound Seam
- Class-4: Flat Seams
- Class-5: Decorative Stitching
- Class-6: Edge Finishing Seams
 - Over lock edges
 - Pinked Seams

8. Edge Treatments:

- Hems
- Straps and Belting
- Tunneled elastic
- Binding
- Facings
- Plackets
- Cuffs and Bands

9. Selection of suitable clothing for children's wear. (Growth features and Self help garment)

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Practical-1 Basics of Apparel Construction-I MM 100

- * Introduction to Sewing machine – machine parts, terminology, safety rules, care and maintenance, Survey on different sewing machines.

1) 2. Machine practice – stitching on executive bond paper – parallel lines, broken lines, cornered line waves and circular.

3. Stitching practice on muslin (10" x 12" size) – straight lines, broken lines, cornered lines and waves.

② 4. Basic hand stitches and their classifications: -

(i) Temporary stitches: basting- even, uneven and diagonal.

(ii) Permanent stitches: hemming, slip stitching, blanket, and faggoting.

(iii) Decorative Stitches.

5. Different types of seams: ^{CAS per the 2009 syllabus} super imposed, lapped, bound, self enclosed French seam, mock French, flat felled & self bound seam.
 ^{Superimposed, Lapped, Flat}
 ^{Plain, French, Mock French}

6. Seam finishes- pinked seam, hand overcast, over locked, bias bound, edge stitch etc.

7. Hem Finishes: Hand hemming- visible and invisible hemming, decorative hem-piped, faced hem and ruffled hem.

8. Construction of infant layette (Bed clothing, Jhabla, bib and nappies)

9. Designing Garment with self-help and growth features for children.

Suggested Readings:

1. 'Creative sewing' – E. Olive pounds.
2. Golla D.A. and Bark B. 'How to draft basic pattern' USA Fairchild, 1979.
3. Hayden P 'The Complete Dress Makers' Marshall Cavendish London (1976)
4. Picker M.B. 'Singer Sewing Book', Singer Sewing Machine Co., 1949.
5. Lewis S.D. etal. 'Clothing Construction & Wardrobe Planning', Macmillan Co. New York.
6. Daksha R. 'Dacha's 'Handbook for Dress Making and Tailoring' First edition, 2004.
7. Goulbown M. 'Introducing Fashion Cutting Grading and Modeling', Bats ford Pub.UK.
8. Metric pattern cutting for children' s wear and baby wear, 3rd edition, Winifred Aldrich. Blackwell publishing, UK

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B.A. (HONOURS) PART-I

I

SUBJECT FASHION DESIGNING

PAPER HONOURS-II / SUBSIDIARY

Introduction to Fashion Art and Design

Maximum Marks: 100

Objectives-

1. To create awareness of design and its interpretation.
2. To foster appreciation of dress designing
3. Basic sketching techniques.
4. Drawing a fashion figure or a croqui with proportion & body movements.
5. Various mediums for sketching and rendering life forms.

Course Contents

Visualization Techniques - 1

1. Design – Definition and understanding aspects of design.

- **Classification of Design:** Structural and Decorative
- **Sources of Design Inspirations:** Nature, History, Architecture, Traditional Art & Craft and Costumes.
- **Motifs:** Definition, Types of Motifs-Geometrical, Stylized, Figurative, Abstract, Folk and Tribal.
- **Concept of Repeat in Design.**
- **Types of Repeats:** Plain, Vertical, Horizontal, Twill, Mirror, Half drop and All over.
- **Design process –** Concept, research, design exploration & conceptualization and Design development.

2. Elements of Design:

- **Lines:** Classification, Physical and Psychological effects of line.
- **Shapes:** Types and Classification, Uses in prints and dresses.
- **Forms:** Types, Application in garments.

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Page 6 of 38

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- **Silhouettes:** Types, Factors Influencing Silhouettes (Human Figure, Suitability, Fashion, Texture)
- **Color:**
 - Color Theories: Prang's and Munsell's
 - Dimensions of Color: Hue, Value and Intensity
 - Colour Schemes:
 - Related Color Schemes: Monochromatic, Analogous
 - Contrasting Color Schemes: Single Complementary, Double Complementary, Split complementary, Triad.
 - Neutralized color Scheme.
 - Physiological and Psychological effects of color.
- Textures: Definition and Meaning, Types of textures, Texture combinations

3. Principles of Design:

- **Balance:** Meaning and Types- Formal and Informal, Horizontal, Vertical, Radial.
- **Proportion:** Meaning and Definition, Golden Mean Proportion.
- **Rhythm:** Meaning and Methods of creating Rhythm- Repetition, Gradation, Alternation, Radiation and line movement.
- **Emphasis:** Meaning and Methods of creating emphasis- Contrast by lines, colors or patterns, addition of an element, unusual proportions or any other.
- **Harmony**

4. Introduction to Art Material: Papers, pencils, pens, erasers, scales, colour medium, brushes etc.

5. Figure Drawing:

- Developing different blocks for block figure
- ✓ Basic 8 head croqui.
- ✓ Basic 10 head croqui.
- ✓ Basic 12 head Croqui

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Practical-2 Introduction to Fashion Art and Design MM-100

1. Collection and Market Survey for various art materials.
Introduction to poster paints, watercolors, water color pencils, pastels, dry chalks etc.
2. Different types of Lines- Vertical, Horizontal, Diagonal, Wavy, Zigzag, Dotted, Dashed, Spiral etc.
3. Free hand drawing techniques & related exercises.
4. Free hand practice of brush & pencil.
5. Two & three dimensional forms, its composition, perspective & object shading.
6. Still life drawings (about 3).
7. Preparation of Color book. (Color wheel, value charts, grey scale, color schemes, various moods and effects of color.)
8. Motif development :types, placements and repeats
9. Enlarging and reducing a motif.
10. Developing different blocks for block figure
11. Basic 8 head croqui.
12. Basic 10 head croqui.

13. Basic 12 head croqui

References:

1. Visual Design in Dress, 1980, Marian Davis, Prentice Hall, Inc.
2. Art in Everyday Life, 2009, Inside Fashion Design, Sharon Lee Tate, Pearson Prentice Hall.
3. Handbook of Illustration, 1991, John Rowland Wood, McGraw Hill.
4. Arts of Costume and Personal Appearance, Mary E. Guthrie, Liete and Ericson.
5. Human figure, John .H.Vanderpoel Island. Printer C, Chicago Art students academy, Edmond J.Farris, Dover publications, New York.
6. Book of hundred Hands, George Brant, Bridgeman, Dover publications, New York.
7. Human Machine-The Anatomical Structure & Mechanism of the Human Body, George Brant, Bridge man.
8. Fashion Rendering with Colour- BinaAbling.
9. Fashion Illustration basic techniques-Julian Seaman.
10. Illustrations in Vogue.
11. Fashion Illustration-Collin Barnes.
12. Erte's Fashion Designs-218 illustrations from Harpers Bazaar.
13. Foundation in Fashion Design & Illustration, Julian seaman, Chrysalis Books.
14. Essential Fashion Design.
15. Portfolios-Janet Boys, Dullus.

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Page 8 of 38

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B.A. (HONOURS) PART-I

II

SUBJECT: FASHION DESIGNING

SEMESTER HONOURS-I

TITLE: Apparel Construction-II

Maximum Marks: 100

Objectives-

1. To teach students the construction methods of different neck lines, sleeves, collars, cuffs and finishes.
2. To enable students to learn the aspects of garment construction and to know the concept of garment making.

Course Contents

as following:-

1. Selection of the clothing on the basis of category, age group, occasion, season and budget.
2. Understanding specific requirements for-
 - Persons with special needs
 - Old age
 - Maternity wear.
3. Preparing Basic Blocks for
 - ✓ Children of various age groups (toddlers, preschool and school going children)
 - ✓ Basic blocks for women. (Bodice with sleeve and basic Skirt block)
 - ✓ Basic Shirt Block for men.
4. Fabric Preparation for Cutting-
 - Shrinking, straightening and pressing.
 - Pattern Layouts and Types - according to prints, grain-line and width.
 - Pattern markings and their symbols - grain lines, seam allowances, notches for seam matching, hem lines, front and back, centerlines, numbering the pieces
5. Construction methods of-
 - Neck lines and Neck line finishes: round and jewel, scoop, square and glass, V shaped, straight and curved, scalloped, sweet heart, key hole, boat neck and

(a) - Category (Women's wear, Men's wear, Kids wear)
(b) Age group.
(c) Occasion.
(d) Season.
(e) Budget.

before

2. Neckline finishes - Facing, Binding,

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Page 9 of 38

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Parts of
Collar

Neckline finishes.

asymmetrical. Shaped facing, corded or piped neck line, bias facing-single layer binding, double layer binding, banded neckline and placket bands.

- **Collars:** how to assemble a collar, Types of collars-flat collar, rolled collar, stand collar, tie collar, turtle neck collar, shirt collar, peter-pan collar, one piece convertible collar and shawl collar.
- **Sleeves:** sleeveless - with facing, set-in-sleeve, half sleeve, puff sleeve, flared sleeve, full sleeve, petal sleeve, leg-o-mutton sleeve, bishop sleeve, cap sleeve, raglan sleeve and kimono sleeve.
- **Cuff application:** basic shirt cuff, French cuff and continuous cuff.
- **Plaques:** Inseam plaque, Hemmed plaque, Continuous plaque, Bound plaque, Face plaque, Kurtha plaque, Zipper plaque
- **Fasteners:** Hooks and eyes-hand & metal, Press studs, Touch and close, Positioning buttons and button holes, Fly zipper, Centre standard zipper, Lapped zipper, Concealed zipper, Open ended zipper.
- **Pocket making-** Patch pocket, Slashed pockets, Welt pocket.

6. Finishing the Garments:

- In process activities- ironing, trimming the thread ends, slits and notches
- Final ironing, folding and packaging.

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1. Construction Techniques: Prepare samples of the following-

- Neck lines and Neck line finishes
- Collars
- Sleeves & Cuff application
- Plackets
- Fasteners
- Pocket

2. Stitching of the following term garments by using all the techniques of garment production- (~~Any~~)

~~four of the following one from each category is mandatory.~~

1. ~~Infant layette~~
2. Kids Wear- A-Line frock, Baby Frock, Baby Suit, Romper (Any two)
2. Women's Wear- Blouse, Salwar/ Churidar- Kurta and Skirt.
3. Men's Wear- Kurta-Pajama

SEM II

Suggested Readings:

1. 'Creative sewing' – E. Olive pounds.
2. Golla D.A. and Bark B. 'How to draft basic pattern' USA. Fairchild, 1979.
3. Hayden P 'The Complete Dress Makers' Marshall Cavendish London (1976)
4. Picker M.B. 'Singer Sewing Book', Singer Sewing Machine Co., 1949.
5. Lewis S.D. et al. 'Clothing Construction & Wardrobe Planning', Macmillan Co. New York.
6. Gut's M. 'Sewing A to Z' Mills and Boon Ltd., London 1972.
7. Daksha R. 'Dacha's 'Handbook for Dress Making and Tailoring' First edition, 2001.
8. Goulbown M 'Introducing Fashion Cutting Grading and Modeling', Batsford Pub. UK.
9. Metric pattern cutting for children's wear and baby wear, 3rd edition. Winifred Aldrich Blackwell publishing, UK

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B.A. (HONOURS) PART-I

SUBJECT: FASHION DESIGNING

II

SEMESTER HONOURS-II/SUBSIDIARY

TITLE: Fundamentals of Textiles

Maximum Marks: 100

Objectives:

1. To gain knowledge about Textile fibres and their uses.
2. To develop an understanding about various kinds of fabrics, their structure and the utility.
3. To impart knowledge about Textile dyeing and printing.
4. To develop skill in understanding textiles available in the market.

Course Contents

1. Introduction to Textiles:
 - Classification of Textile fibers.
 - Fiber Identification
 - Primary & Secondary Properties of fiber.
 - Manufacturing Process and Properties of Natural fibers - Cotton, Wool, Silk and Linen.
 - Manufacturing Process and Properties of Man-made and Synthetic fibers-Viscose Rayon, Cellulose acetate, Nylon and Polyester.
2. Yarn and its Construction:
 - Mechanical & Chemical Spinning
 - Yarn types: Simple, Novelty & Textured yarn.
 - Yarn Twist- S & Z
 - Yarn Numbering System
3. Method of Fabric Construction:
 - I. Weaving: Terminology, Loom and its parts
 - Types of Weaves:
 - a. Basic weaves- Plain, Twill, Satin and their variations.
 - b. Decorative weaves- Pile, Dobby, Jacquard, Leno, Crepe and Double cloth.
 - II. Knitting

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Page 12 of 38

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III. Felt and Non woven and their Uses.

IV. Decorative Fabric Construction- Braids and Laces

4. Finishes- Definition, Importance to the Consumer.

- Basic Finishes: Singeing, De-sizing, Scouring, Bleaching, Mercerization, Tentering, Sizing, Calendaring, Napping and Shearing.
- Special finishes: Water proof finish, Flame Retardant finish, Wrinkle Resistant finish, Mothproofing and Permanent Press.
- Special finishes used for denims.

5. Dyes – Definition and Classification.

Dyeing – Definition

Stages of Dyeing –

- Fiber/Stock Dyeing
- Yarn Dyeing – Skein, Package and Beam Dyeing.
- Piece Dyeing –Jig, Winch and Beam Dyeing.
- Garment Dyeing
- 6. Printing- Definition
 - Styles of Printing:
 - Direct
 - Resist
 - Discharge
 - Methods of Printing:
 - Stencil
 - Block
 - Screen
 - Roller
 - Digital

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1. Study of Fabric Count using a pick glass.
2. Identification of fibers- Cotton, Wool, Silk, Rayon and Polyester through Visual, Microscopic and Burning tests.
3. Collection of fabric swatches - Woven, Knitted, Nonwovens, Open work (Net, Laces), Printed, Painted etc.
4. Identification of weaves and their variations.
5. Resist Dyeing: Tie & Dye and Batik.
6. Printing : Block, Stencil, Screen and Vegetable .

Suggested Readings:

1. Fiber to fabric, B.T. Corbman, Mc.Graw Hill
2. From fiber to fabrics, Egale, Allman & Sons Ltd.
3. Fiber Science and their selection, Wingate, Prentice hall
4. Encyclopedia of Textiles, Editors of American fabric magazine.
5. Textiles, Hollen N, Macmillan publishing company.
6. The complete Technology Book on textile processing with Effluent Treatment., NIER Board, Asia Pacific business Press Inc; Delhi.
7. Murphy WS, Textile Finishing, Abhishek Publications, Chandigarh.
8. Seminar/ project/assignment on technical textiles and Textile trends. Eco-friendly textiles

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B.A. HONOURS PART-II

III

SUBJECT: FASHION DESIGNING

HONOURS-I

TITLE: Advanced Apparel Construction and Garment Technology- III

Maximum Marks: 100

Objectives:

1. To enable students to give knowledge of apparel production in various stages of manufacturing.
2. To introduce the concept and importance of quality control
3. To enable the students to familiarize with the functions and procedures within an apparel production unit.

Course Content

1. Background to the clothing industry
2. Cutting Department:
 - Marker planning-methods of marker planning and marker use
 - Spreading process & equipment
 - Fabric Laying
 - Cutting of the fabric: objective and requirements of cutting, cutting machinery and systems,
 - Sorting Numbering,
 - Ticketing & bundling
3. Sewing Technology:
 - Seam Types
 - Stitch types
 - Sewing problems
 - Sewing Machinery
4. The use of components and trims.
 - Labels and motifs,

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Page 15 of 38

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- Linings
 - Interlinings
 - Wadding
 - Lace, braid and elastics
 - Seam binding and tape
 - Shoulder pads
 - Buttons, Fasteners, Zippers and Rivets
5. Alternative methods of joining material:
- Fusing, methods of fusing
 - Welding and adhesives
 - Moulding
6. Finishing and Packaging
- Machinery and Equipment for pressing
 - Packaging material and boxing

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Page 16 of 38

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1. Visit to Garment Manufacturing industry and preparing report on manufacturing process adopted.
2. Stitching of the following term garments by using all the techniques of garment production- (Any four of the following, one from each category is mandatory)

- **Kids Wear-** Party Frock, Party Dress, Romper/ Sunsuit
- **Women's Wear-** Designer Blouse, Top/shirt, trouser, Patiala Salwar or Palazzo pants with Kurta
- **Men's Wear-** Jacket and Shirt.

Suggested Readings:

1. Introduction to Clothing Manufacture – Gerry Cooklin, Blackwell Science.
2. Inside Fashion Design – Sharon Lee, Tate, Prentice Hall.
3. Apparel Manufacturing: Sewn product analysis, Ruth E Glock, Prentice hall.
4. Fashion Apparel and Accessories – Jay Diamond, Delmar Thomson Learning.
5. Stitch in Time: Learn Retailing & the Transformation of Manufacturing – Lessons. from the Apparel and Textile Industry, Frederick Albernathy, John T Dunlop, David Weil, Atticus Books.

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Institute for Excellence in Higher Education (IEHE), Bhopal

COURSE: PART-II

Sem III

FASHION DESIGNING

PART HONOURS-II/SUBSIDIARY

Fashion Illustration

Maximum Marks: 100

Objectives:

- To teach the students to explore the components that form the cohesiveness of a collection as well as elements that introduce individual creativity & diversity.
- Application of rendering techniques using different mediums
- To familiarize the students to design on full figure croques to detailed specification drawings with swatches, trimmings & stitch details on the basis of research & innovative experiment on fabric & function for any specialized apparel category.
- To enable the students to work outward from a point of focus or inspiration to develop a complete collection.

Course Contents

1. Fashion Introduction and Development Process

- Fashion Concept
- Beginning of Fashion and Fashion Development
- Fashion Terminology
- Fashion Leaders and followers
- Fashion Designers and their signature collection (Indian & International)
- Factors affecting fashion: Economic Factors, Sociological Factors, and Psychological Factors.

2. Figure Drawing

- Fashion Figure- 10 ½ figure, 12 ½ figure
- Profile - Front, Back, Side.
- Position of legs, feet, hands, faces, Hair styles.
- Sketching flesh figure and action figure.

12 sheets
4 sheet
3 action figures
2 sheet (10-5, 12-5)

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Page 18 of 38

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3. Illustrating Fashion Details –

Sketching and rendering of following fashion garment details-

- ① Sleeves and Collars ✓
- ② Cuffs and Plackets ✓
- ③ Neck lines and Hem lines ✓
- ④ Pockets and Zippers ✓
- ① Frills & flounces and Gathers, ✓ *checks - ①*
Plackets
- Pleats and Tucks ✓
- ② Yokes and cowls ✓
- Various styles of Skirt and Tops ✓
- ③ Jackets and Trousers ✓

4. Rendering on model Figure-

- Illustrating dresses (Upper and Lower) of various silhouettes on figure.
- Illustrating draped garments, dresses in varying lengths, Indian and Western dresses.
- Illustrating dresses on figure in different textures, lines and line effects, prints, colors ✓

5. Design Process (Designing a collection)

- Research
- Theme or mood board
- Inspiration Board
- Illustration Board
- Client Board
- Accessory Board
- Flat sketch board and Tech Pack — *Pg No 348*
- Trim and Fabric board
- Muslin fit (Toil)
- Actualizing the garment
- Costing
- Presentation

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6 Block Figure
6 Flesh Figure

Practical-2

Fashion Illustration

MM 100

Unit 2
1. 10 Heads
12 Heads

1. Drawing figures and fashion details listed in theory paper.
2. Style illustration of basic garment (at least two variation): Skirts, Trousers, Gowns, Dresses, Shirt, Jacket, Halter dresses, Pants.
3. Designing a collection on any two of the following categories. (after approval by subject teacher):
 - Casual wear
 - Business wear/careersuits
 - Evening wear
 - Wedding collection
 - Party wear
 - Ramp wear
 - Maternity wear
 - Sports wear

A complete portfolio should be prepared for the selected theme and category by keeping in mind the design process as mentioned in the theory.

Evaluation will be done on the complete portfolio presentation in physical and digital form.

4. Use of related softwares to make a portfolio.

Suggested Readings

1. Figure drawing for fashion design-Elizabetta Drudi, Tiziana Paci, Fashion Source Book.
2. Encyclopedia of fashion details-Patrick John Ireland.
3. Fashion Sketching, Alfer D'ortennzio, Delmer Publishers.
4. Fashion Sketch Book, 4th edition 2004, Beena Abling, New York.
5. Fashion Sketch Book, 2nd edition 2004, Beena Abling, New York.

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Page 20 of 38

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TITLE: **Computer Aided Designing**

Maximum Marks: 100

Objectives:

1. To impart the skills of fashion designing through Corel Draw.
2. To impart the skills of fashion designing through Photoshop

Course Contents

1. Introduction to computers and computer aided software: Coral draw and Photoshop.
2. Introduction to basic tools of Corel Draw:
Pick tool, shape tool, Zoom tool, Freehand tool, Smart tool, Rectangle, Ellipse, Graph paper, Basic shapes, Text, Interactive, Eyedropper, Outline, Fill, Interactive fill tool, Grid & Rules setup, Page setup & Background, Transformation, Order, Power clip, Bitmaps, Writing tool, color style, color patterns etc.
3. Drawing 10 1/2 females croqui with grids and guide lines.
4. Stylization of female croqui.
5. Drawing basic silhouette and style.
6. Importing, saving and exporting image
7. Adobe Photoshop: Getting started with Adobe Photoshop, working with adobe Photoshop.
Creating different type of effects with respect to various prints and feel of the fabric, photo repair and enhancement, image sourcing, realistic composites, replacing a background
8. Create Mood & Trend Presentation Boards. Creating textile patterns with Photoshop
9. Creating women's wear, kids wear & men's wear illustrations using pen tool
10. Creating invitation card, visiting cards and greeting cards.

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Creation and Presentation of the followings by using Coral Draw and Photoshop:

Stationary Design: Letter Head, Visiting cards and Invitation Cards & Envelope.

Promotion: Posters, Fliers and Pamphlet

Designing Souvenir or Catalogue: Designing of Professional catalogue for fashion show

1. Drawing 10 1/2 females croqui with grids and guide lines.

2. Stylization of female croqui.

3. Drawing basic silhouette and styles.

Preparation of Portfolio: (MM 50)

Objectives

The students document all their presentable work done through all semesters and those that portray the student's areas of interest. The portfolio can be an effective means of communicating the capacities and capabilities of the students to anyone who seeks their skills and talents.

Presentation & Evaluation

1. The portfolio would be done using the art software's of which the student have under gone training.
2. Students should use computer aided backdrops and various innovative layouts.
3. Appropriate selection of designer display folders & different design options are possible for showcasing their creative works.

Submit the portfolio as a record in the time of external evaluation.

Suggested Readings:

1. Photoshop 6 color, Randy Morgan/Jim Rich, New Riders Publishing.
2. Fundamental Photoshop 5.5, Adele Droblas, Greenberg & Seth, Mcgraw Hill
3. Adobe Photoshop 5.5 and Adobe Illustrator 8.0: Advanced classroom in a Book.
4. Adobe Creative Team, Adobe press
5. CAD for Fashion Design, Renee Weiss Chase, Prentice Hall
6. CAD in Clothing and Textiles : A collection of Expert Views , Winifred
7. Aldrich, Blackwell Science
8. Photoshop 6 color, randy Morgan/Jim Rich, New Riders Publishing.
9. CorelDraw 11: The Official guide, Dream Tech Publisher
10. AbhayUpadhyay, Elementary of Computers.
11. Photoshop 6, Pearson Publication.
12. CorelDraw 11 for windows; Visual Quick Start Guide

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Institute for Excellence in Higher Education (IEHE), Bhopal

B.A. (HONOURS): PART-II

Semester IV

SUBJECT: FASHION DESIGNING

PAPER: HONOURS-II/ SUBSIDIARY

TITLE: **Historic Costumes & Traditional Textiles of India**

Maximum Marks: 100

Objectives-

1. To teach the students the creative use of research and inspirational library sources to co-ordinate the artwork in the development of current designs based on historic period.
2. To study the different traditional textiles and their origin.
3. To impart knowledge on various Indian fabric embellishment techniques

Course Contents

1. **Introduction- Origin and Functions of Clothing.**
Historic background and detailed study of Ancient, Medieval and Contemporary Costumes of India.
2. **Costumes and History of -**
 - Egypt
 - Greece
 - Rome
 - Japan
 - China
3. **Costumes of India (Men & Women) -**
 - Kashmir
 - Maharashtra
 - Gujarat
 - Rajasthan
 - West Bengal
 - Tamil Nadu
 - Punjab

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Page 23 of 38

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4. Traditional Embroideries of India -

- Kantha of Bengal
- Phulkari of Punjab
- Chikankari of Uttar Pradesh
- Kasuti of Karnataka
- Kashida of Kashmir
- Mirror work of Gujarat
- Bead work and Zardosi.

5. Study of Traditional Textiles of India -

- Woven Textiles – Brocade, Chanderi, Paithani, Maheshwari and Jamdani.
- Dyed Textiles – IKAT (Patola, Pochampalli, Sambalpuri) and Bandhani.
- Printed Textiles – Sanganeri, Khadi Print of Gujarat, Bagh Prints of M.P., Ajrakhand Dabu.
- Painted Textiles – Kalamkari & Madhubani.

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Preparation / Sketching of models / Dolls with Costumes of

- India
- Egypt
- Greece
- Roman
- Japanese
- Chinese

② Collection of photographs/pictures/samples of Traditional Textiles of India -

- ① Brocade
- ② Chanderi
- ③ Paithani ✓
- ④ Maheshwari
- ⑤ Jamdani
- ⑥ Patola ✓
- ⑦ Pochampalli ✓
- ⑧ Sambalpuri ✓
- ⑨ Sanganeri ✓
- ⑩ Kalamkari ✓
- ⑪ Madhubani ✓

Preparation of sample file and one article using embroidery and motifs of ancient times

- Kantha
- Phulkari
- Chikankari
- Kasuti
- Kashida
- Mirror work
- Bead work and Zardosi

Sketching of Indian Traditional Costume for Male and Female.

Visit to a Museum/Centers related to Weaving, Dyeing, Printing and Embroidery.

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References

- Pandit, S., Indian Embroidery – It's Variegated Charms. Latest edition. VinuBai Patel, Bhopal.
- Dhamija, J.S., Handicrafts of India, National Book Trust, India, 2002.
- Dhaniya, J and Jain, J., Hand Woven Fabrics of India, Latest Edition Mapin Publishing Ltd., Ahmedabad.
- Biswas, A., Indian Costumes.
- Encyclopedia of Worlds Costumes.
- BrijBhushan, J, Costumes and Textiles of India, D.B. Taraporewala Sons and Company, 1958.
- Flynn, Costumes of India, New Delhi, IBM Publishing Co., 1971.
- Lester, K.T., Historic Costumes, Illinois, Chas and A. Bennet and Co., 1961
- Cunnington, P., English Costume, London, A.C. Blach Ltd., 1966.
- Douglas Gorsline, A History of Fashion.
- Phyllis G. Tortora & Keith Eubank, Survey of Historic Costume.
- Sodhia Manmeet, Dress Designing, Kalyani Publishers, New Delhi.
- Thames & Hadson, The Sari, Lynton Linda.
- Anand M.R., Textiles & Embroideries of India, Marg Publication Bombay, 1965.
- Naik Shailaja D, Traditional Embroideries of India, APH Publisher Corporation, New Delhi, 1996.
- Chattopadhyay K, Indian Embroidery, Wiley Eastern Ltd., New Delhi, 1977.
- Phyllis C. Totor, Keith Eubank, Survey of Historic Costume, Second Edition.
- Dar, S.N, Costume of Indian & Pakistan.

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Flat Pattern Making and Draping

Maximum Marks: 100

Objectives:

1. To enable the students to obtain perfect fit and harmony between the fabric & design of the garment.
2. To develop and understand the principles of pattern making through flat pattern.
3. To acquaint students with the techniques and skills of Draping

Course Content

1. Introduction to Flat Pattern design

- Principles of pattern Making, types of Patterns
- Methods of Patterns Making, Slopers
- Full scale, half scale and dart less Slopers

2. Dart Principles –

- Definition of darts
- Dart location, locating pivot point and pivot circle
- Types of dart according to size, length and shape

3. Concept of Dart Manipulation

- Methods of Dart Manipulation
 - Slash method
 - Pivot method

4. Bodice seam lines and fullness

- Princess lines – Straight and Curved
- Yokes and Style lines
- Dart equivalents- Gathers and Pleats

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Page 27 of 38

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5. Basic adaptations of the bodice blocks and sleeves

6. Basic fitted skirt block and adaptations

7. Fitted trouser block and adaptations

9. Basic principles of Draping

- Preparation for draping
- Draping for basic bodice block
- Draping of basic skirt.

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Page 28 of 38

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- Preparation of Slopers - bodice, sleeve, skirts

Full scale ✓

Half scale ✓

1/4 scale ✓

- Dart manipulation

Sleeve adaptations

Basic block to various dress adaptations

Skirts variants - **BASIC BLOCK**

Draping basic block and skirts ✓

Term garment (Party wear)

➤ Upper garment

➤ Skirts

➤ Full length dress (01 piece) -

➤ Designing seamless garment by using Draping method

✱ Computer Generated Pattern Making.

32" 34" 36"
16" - 17" 18"

full, c sleeve
half size
1/4 size

shifting of darts

converting the darts in
pleats, gathers, - - -

Style lines - Princess line (In seam)

(dart equivalent)

Suggested Readings

1. Pattern making for Fashion Design, Armstrong & Joseph H., Harper & Row Publications.
2. Designing Apparel Through the Flat Pattern, E. Rolfo Kopp & Zelin, Fairchild Publications.
3. How to Draft Basic Patterns, E. Rolfo Kopp & Zelin, Fairchild Publications.
4. New Fashion Areas for Designing Apparel Through the Flat Pattern, E. Rolfo Kopp & Zelin, Fairchild Publications.
5. Garment Technology for Fashion Designers, Gerry Cooklin, Book Link.
6. Draping for fashion design: Nurie Relis/ Hilde Jaffe, Reston Publishing Co
7. Designs cutting and draping for special occasion clothes : for evening wear and party
8. Wear, Drawn Cloak, Chryssalis

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TITLE: Fashion Merchandising & Retailing

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Objectives:-

1. To introduce students to aspects of Fashion Merchandising & Retailing.
2. To develop an understanding of the definition and role of the merchandiser, and merchandising department in the apparel industry.

Course Content

I. Principles of Fashion and Theories of Fashion Adoption.

II. The Movement of fashion

- Fashion cycle

- Stages of fashion cycle
- Length of fashion cycle
- Long run and short run fashions

- Factors influencing fashion movements

- Accelerating factors
- Retarding factors

- Predicting Fashion Movements

- Identifying Trend
- Sources of Data
- Interpreting Influenced Factors
- Importance of Timing

III. Fashion Business

- Scope of the fashion business

- Primary level
- Secondary level
- Retail level
- Auxiliary level

- Forms of Business ownerships

- The sole proprietorship

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Page 30 of 38

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- The partnership
- The corporation
- The franchise

IV. Product / Merchandise Categorization

- Textiles, Home Textiles
- Accessories
- Apparel

VI. Visual merchandising – Definition and Concept

- Elements of Visual Merchandising
- Types of Display and Display settings
- Window display and its types
- Store Design and Display
 - Types of Store
 - Space Allocation in a Store
 - Exterior of a Store
 - Interior of Store
 - Mannequins
 - Fixtures

VII. Fashion retailing

- Definition, Concept, history and Development of Fashion Retailing
- Types of Retail Outlets
 - General merchandise Store
 - Specialty Store
 - Chain Store
 - Emerging Forms of Fashion Retailing
- Merchandise mix

VIII. Career Opportunities in Fashion Merchandising and Retailing.

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1. Visit to Retail Stores to explore various Display methods and ways of display merchandise.
2. Planning and Designing Store Layout, Interior and Exterior, Signage and Logo.
3. Study of different types of Window Displays.
4. Preparing Look Book or Design Catalogue for a range of specific merchandise for any outlet or store of the city.

Or

Preparing Promotional and Information materials for retail stores:

Cutouts, Posters, Pamphlets, Gift coupons/ Vouchers.

5. Preparing scrapbook on various types of fixtures, mannequins and forms available in retail stores/ market for display.
6. Market research and Trend Prediction.

Suggested Readings:

1. Fashion Buying-Helen Goworek, Blackwell Science
2. Retail Buying-Jay Diamond, Gerald Pintel, Prentice Hall
3. Fashion Theory-The journal of dress, Body and Culture and FIT.
4. The Fashion Business-Theory, Practice, Image,-Nicole White, Ian Griffiths
5. Management Gurus and Management Fashions, Brad Jackson, Routeledge.
6. Inside the Fashion Business, Jeanette Jarnow, Rizzoli International Publications
7. Essential Fashion Design, Anet Boyes, Burch
8. The Style Engine: Spectacle, Identity, Design and Business: How the Fashion Industry Uses Style to Create Wealth, Giannino Manacelli Press.
9. Fashion Marketing, Micheal Easey, Thompson, Sharon, Willans, John, Blackwell Science Publications.
10. Marketing Today's Fashion, Carol Mueller, Similey, Eleanor Lewitt, Prentice Hall
11. Fashion Merchandising An Introduction, 4th Edition, Elaine Stone, McGraw-Hill Book Company.
12. Fashion Merchandising & Marketing, Marian H. Jernigan, Easterling, & Cynthia R. Prentice Hall.
13. Fashion Design and product Development, Harold Carr, John Pomeroy, Blackwell science
14. Made in America : The Business of Apparel and Sewn Products Manufacturing, Gary, Pekarsky, Ulasewicz & Connie, Garmento Speak.
15. Rags and Riches: Implementing Apparel Quotas Under the Multi-Fiber Arrangement, Kama Krishna, University of Michigan Press.
16. The Fashion Business: Theory, Practice, Image, Nicola White Berg.

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TITLE: Graduation Project

Maximum Marks: 200

Objectives:

1. To develop creative designing sensibilities among students for developing ensembles through thematic presentations and interpretations.
2. To introduce the students as fashion designers.
3. To gain work experience in design development process through work experience within the industries

I- Project Work: (150 Marks)

- Students will develop a range for the target group and develop the line and finally constructing hi-fashion garments.
- Conceptualization and development of a collection based on the following :
 - Concept selection
 - Research market trends
 - Mood board and color story
 - Costume profile
 - Fabric sourcing
 - Design development
 - Pattern development, muslin fit \ transfer on final fabric
 - Construction of final garment
 - Finishing
 - Accessorisation
 - Final presentation

Each student will conceptualize and develop a collection of at least five ensembles which demonstrate the student creativity, and understanding of the market.

The collection will be displayed as a fashion show or Fashion Exhibition.

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II-Portfolio Development: (50 Marks)

An individual Portfolio presentation based on a theme-

- It should have minimum 2 collections of 5 ensembles each (4 wearable, 1 non wearable)
- Portfolio should include development of Story board, Inspiration board, Mood board, Colour board, Swatch Board, Logo, Working drawing- costing, spec sheet, development of garments by drafting, draping or Flat Pattern method and Photo shoot of collection.
- Final Individual digital and physical Portfolio from selected collection of previous and current work.

Marks Distribution for Graduation Project (MM -200)

S. No.	Particulars	External	Internal	Total	
				Max	Min.
1	Idea/ Concept	15	15	30	12
2.	Ideation/ Conceptualization	10	10	20	08
3.	Portfolio Development (Digital and Physical)	25	25	50	20
4.	Final Presentation (Fashion show/ Exhibition)	50	50	100	40
5.	Total	100	100	200	80

All the above mentioned will be evaluated by following members of Jury:

- One expert from Industry
- One subject expert from Academic institute/ college
- Head of the Department
- Mentor of Students as an internal examiner.

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Page 34 of 38

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Practical-1	Internship/ Training	MM 100
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Internship/ Training: (100 marks)

Students will go for 60 days internship or training at industries, organizations or entrepreneur units and submit the report. Evaluation will be done on the basis of report submission, viva-voce and presentation.

Marks Distribution for Internship/ Training (MM -100)

S. No.	Particulars	External	Internal	Total	
				Max	Min.
1	Mentor's report/ feed back	-	20	20	08
2.	Attendance at venue (out of 60 days)	-	10	10	04
3.	Report writing	20	10	30	12
4.	Final Presentation and viva-voce	30	10	40	16
5.	Total	50	50	100	40

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Page 35 of 38

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THE Accessory Designing

Maximum Marks: 100

Objectives:

- To impart knowledge of Fashion Accessories
- To provide opportunity to design and to develop fashion accessories

1. Fashion Accessories:

Introduction, Definition, History and Classification.

2. Accessory types:

Head gears, Footwear, Bows, Ties, Belts, Hand bags, Gloves, Scarves,

Stoles and Shawls.

3. Materials and Processes:

Materials required.

Material Sourcing.

Design Development & Production.

4. Trends and Marketing:

Fashion Trends and Marketing of accessories.

Study of any two Accessory Designers. (One Indian and One International)

5. Jewellery:

Jewellery Design and production

Types of Jewellery – precious, costume, bridge.

Traditional Indian jeweler – temple, kundan, minakari, thewa, filigree, terracotta.

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6. Gemology:

Introduction to gems

Basic Qualities of Gems and Healing Properties of Gems.

Reference:

1. Claire Bilcocks, " Century of Bags", Chartwell Books, New Jersey 1997
2. John Peacock, " Fashion Accessories- Men". Thames and Hudson, London, 1996
3. John Peacock, " The Complete 20th Century Source Book", Thames and Hudson, London, 2000
4. MalolowBlahnik- Co Collin Macdolw, "Shoes -Fashion and Fantasies". Thames and Hudson, 1989

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Practical-2

Accessory Designing

MM 100

① ② ③ ④
1. Sketching and Rendering of headgear, hand wear, foot wear and hand bags (03 each) and Construct any one.

50

20 marks

⑤ ⑥
2. Sketching and Rendering of Belts, Gloves and Construct any one.

4 sheets

3. Sketching of Indian Jewellery- Mughal, Thewa, Kundan and Temple Jewellery

LOOK BOOK

4. Sketching of Accessories on women and Men's Croqui (2 each)

10 marks - 6th sheet

A-4

20 marks

5. Jewellery Designing based on Theme (With Concept Board)

5th sheet

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