



Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	DS138	Title of the Course	Fundamentals of Design	L	T	P	C
Year	1 st	Semester	1 st	1		4	5
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To develop visual, tactile and sensory experience and enable the ability understand form, texture ,color						

Course Outcomes	
CO1	Understanding Elements of Design
CO2	Understanding Principles of Design
CO3	Understanding Colour and its mood
CO4	Capacity to combine elements and principles of design to create designs
CO5	Creating products or designs based on the principles and elements of design



Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Elements of Design	Introduction to Visual Language, dots, lines, shapes, forms, space, pattern, texture, color	16	1, 2
2	Principles of design	contrast, balance, emphasis, proportion, hierarchy, repetition, rhythm, pattern, white space, movement, variety, and unity	14	2
3	Colour	Basics of Color (Hue, Value, Intensity), Flat Application of colors, Color schemes- Monochromatic, analogous, complimentary, split complementary, triad color schemes, warm, cool, neutral colors, Color composition- Color mixing (visually identifying the percentage of hues in a color and generation of the same. Color interaction- Interaction of color wavelengths, its effect on visual perception.	18	3, 4
4	Color and mood	Psychology of color, emotions attached to colors and its application in our environment	16	4
5	Process of ideation	Process of ideation- Integration of elements and principles of design to develop a product.	16	5

Reference Books:
Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships , Gail Greet Hannah, 2002
Basic Principles of Design, Manfred Maier, Vol. 1-4
Comdex Fashion Design, Vol I, Fashion Concepts, Navneet Kaur, Vikas Pub, 2010

e-Learning Source:
https://design.tutsplus.com/articles/the-basic-elements-of-design--cms-33922
https://xd.adobe.com/ideas/process/ui-design/6-elements-design/
https://textilelearner.net/elements-of-design-in-fashion-and-textiles/

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO7
CO1	2	2	1	3	1								1	1	1	2		
CO2	1	3	2	2	1								3	2	3	3		
CO3	2	1	3	3	2								2	3	3	1		
CO4	3	3	2	2	2								2	2	2	3		
CO5	2	1	2	1	1								3	2	2	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Ar. Safa Seraj Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session:							
Course Code	DS139	Title of the Course	History of Fashion - 1	L	T	P	C
Year	1 st	Semester	1 st	2	1		3
Pre-Requisite	None	Co-requisite	History of Fashion - 2				
Course Objectives	Students will be able to understand the history of fashion industry.						

Course Outcomes	
CO1	To obtain basic knowledge on world art
CO2	To understand the techniques used for different world art
CO3	To obtain basic knowledge and understand the techniques of paintings/ architecture of India
CO4	To obtain basic knowledge and understand the different techniques of Modern Art Movements, Avant Garde & Postmodern Visual Art
CO5	Utilizing the knowledge gained on art and Culture to make miniature prototypes / models.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to world art & cultures	Introduction: Basics of Visual perception and Visual Communication- Ancient Civilizations & Materials used. Development of Visual Forms during Prehistoric, Egyptian & Mesopotamian civilization.	9	1
2	Ancient art & architecture	Romanesque and Gothic architecture - Gothic and early Renaissance painting - Development of arches, vaults, buttresses and stained-glass windows. Painters having individuality in terms of style- Giotto, Duccio & Comabue	9	2
3	Visual art	Rajput and Mughal Miniature paintings/ architecture. Temple Architecture in South India, Ajanta painting, Ellora sculptures. Famous Indian Art and Artist.	10	3
4	Classical art periods and artist	Baroque, Rococo, Neoclassicism, Romanticism, Realism, Impressionism, Fauvism, cubism, futurism & Naturalism – Monet, Manet, Van Gogh, Edvard Munch, Henri Matisse, Kandinsky & Auguste Rodin	10	4
5	Avant garde & postmodern visual art	Dada, Abstract- Expressionism, surrealism, Pop Art, Op Art, Minimalism, Photorealism, Neo Expressionism, Digital Art, Street Art Artist - Marcel Duchamp, Pablo Picasso, Jackson Pollock & Kasimir Malevich	10	5

Reference Books:

Art: A World History, Elke Linda Buchholz (Author), Susanne Kaeppele (Author), Karoline Hille (Author), Irina Stotland (Author), Gerhard Buhler (Author), Harry N. Abrams (November 2007)

The Complete Visual Guide Artists in History - Painting, Sculpture, Styles and Schools (Big Ideas), Robert Cumming, Penguin (September 2015)

Indian Art and Culture Paperback – 11 Jan 2015 by Nitin Singhania

The Short Story of Art, Susie Hodge, Lawrence King Pub, 2017

e-Learning Source:

<https://www.lovehappensmag.com/blog/2020/12/08/20-incredible-books-covering-the-history-of-fashion/>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	2	1	1	1	1								3	1	1	1	
CO2	2	2	1	1	1								3	2	1	1		
CO3	3	2	1	1	1								3	2	1	2		
CO4	3	2	1	2	1								3	3	1	2		
CO5	1	3	3	3	2								3	3	3	3		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Ar. Safa Seraj Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	DS140	Title of the Course	Science of Textile -I	L	T	P	C
Year	1 st	Semester	1 st	2	1		3
Pre-Requisite	None	Co-requisite	Science of Textile -2				
Course Objectives	Students will able to understand the type of fabric						

Course Outcomes	
CO1	To obtain basic knowledge on Textile Industry
CO2	To be familiar with the terminology used in textile
CO3	To understand the performance characteristics of fibre, yarn and fabrics
CO4	To understand the process flow of Textiles from Yarn to Fabric
CO5	To obtain knowledge on various fabric formation processes



Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to textiles	Introduction to textile raw materials - Fiber, Filament, Yarn, Textile and Garment. End use of Textiles – Cloth tech, Sport tech, Geo tech, Oeko tech, Pack tech, Mobil tech, Indu tech, Med Tech, Home tech, Build tech, Med tech and Agro tech.	10	1
2	Fibers	Primary Properties of Fiber – Length to Width Ratio, Tenacity, Flexibility, Cohesiveness and Uniformity Secondary properties of Fiber - Fiber morphology (Luster), Elongation and elastic recovery, Resiliency, Moisture regain, Flammability and other thermal reactions, Electrical conductivity, Abrasion resistance, Chemical reactivity and resistance. Classification of Fibers based on origin – Natural & Manmade Fibers Natural Fibers - Cellulosic (Cotton, Flax & Jute), Protein – (Wool and Specialty Woolen Fibers), Silk and Mineral Fiber – Asbestos. Man Made Filament Fibers – Rayon, Polyester and Acetate Fibers	9	2, 3
3	Varn	Spinning –Spinning methods, Yarn Properties - yarn twist (S&Z directions), count and strength. Mechanical Yarn Formation of Cotton, Jute, Linen, Woolen, Worsted & Silk Yarns. Chemical Spinning – Wet, Melt & Dry spinning of filament yarns. Yarn Types - Ply Yarn, Cable yarn, double yarn and novelty yarns	9	4
4	Weaving	Parts of a Basic Loom – Shuttle, Heddle, Reed, Warp beam & Cloth Beam Basic Weaving operation – Shedding, Picking, Beating, taking in and Letting off Types of Looms – Handloom, Power loom, rapier and Jacquard loom Parts of a fabric – Warp, Weft, Grain, Bias and Selvage Basic Weaves – Plain Weave, Basket Weave, Rib, Twill, Satin and Sateen Complex & Fancy weaves – Swivel, Lappet, Leno, Double Cloth, Pile and Jacquard.	10	2
5	Knitting & non-woven fabric construction	Differences Between Woven and Knitted Fabrics. Types of Knitting Machines; Circular and Flat Machines. General Knitting Terms- Wales, Courses, Face and Back, Knitting Needles, Cut and Gauge. Knit Stitch, Purl Stitch, Miss Stitch and Tuck stitch. Fabrics: Single Jersey, Double Jersey, Interlock, rib. Non-Woven Fabrics: Methods and Materials to Manufacture Non-Woven Fabrics; Bonded Fabrics; Foam Laminated Fabrics; Felt	10	5

Reference Books:
Garment Technology for Fashion Designers, Cooklins , Hayes, MsLoughlin & Fairclough, Wiley India, 2012
Fibre to Fabric, Bernard P Corbman, Tata McGraw - Hill Education, 2003
Textile Science: An Explanation of Fibre Properties, Gohl & Vilensky , CBS Publishers, 2005
Textiles, Sara J. Kadolph, Pearson publication, 2009
e-Learning Source:
https://www.academia.edu/9936825/Textile_fiber_science_lecture_notes
https://www.coursehero.com/file/56841268/Textile-Science-Notes-Reviseddoc/

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO - PS O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO 1	1	2	3	2	3								1	3	2	2	

CO 2	3	3	2	3	1							2	2	1	1		
CO 3	2	1	1	1	1							3	2	3	1		
CO 4	3	3	3	1	3							2	2	3	3		
CO 5	2	3	3	2	3							2	2	3	3		

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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	DS141	Title of the Course	Fundamentals of illustrations	L	T	P	C
Year	1 st	Semester	1 st	1		2	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to understand the construction and composition of fabric.						

Course Outcomes	
CO1	Understanding of different drawing tools
CO2	Fundamental understanding on drawing and drawing techniques
CO3	Understanding and practicing of eye hand coordination
CO4	Understanding of intangible aspects of drawing
CO5	Ability to draw any how human eye captures

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to pencil exercises	Knowledge about usage of different points of pencils, handling of pencils, practicing lines and tone building exercises. Natural geometric forms with emphasis on depth and dimension, detail & texture, sunlight & shadow.	7	1
2	Fundamentals of drawing	Introduction-Fundamentals of drawing and its practice, introduction to drawing equipment, familiarization, use and handling of various media	12	2
3	Drawing as extension of seeing	Enhancing eye hand co-ordination blind drawing, focus on object while drawing on paper, gesture drawing, focus on movement of wrist and upper arm,	10	3
4	Identifying intangible aspects	Introduction to intangible aspects of drawing, visual experience of elements/ objects through contextualized and displaced out of context/ different context, elements. Enhancing sensorial perceptions, visual compositions as interpreting on-tangible feel or emotion. Aspect of visual experience.	7	4
5	Principles of perspectives drawing	How objects sit in real space and how the human eye captures it. Horizon, vanishing points, landscape drawing. One point, two point and three-point perspective drawing.	12	4, 5

Reference Books:
Drawing Perspective, Step by Step, Loft publication, Spain,2012
Fashion Illustration, Anna Kiper, David & Charles Book,2011
New Fashion Illustration (New Illustration Series) English, Paperback, Martin Dawber 2006
e-Learning Source:
https://www.slideshare.net/KirtiBana/fashion-illustration-91435105

PO-PSO CO	Course Articulation Matrix: (Mapping of COs with POs and PSOs)																	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	1	2	2								1	1	1	1		
CO2	2	2	1	2	3								2	2	1	1		
CO3	2	3	1	3	3								3	2	1	1		
CO4	1	3	1	2	2								2	2	1	1		
CO5	2	3	1	2	2								1	3	2	1		

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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	DS142	Title of the Course	Traditional Textiles-1	L	T	P	C
Year	1st	Semester	1st	1		4	5
Pre-Requisite	None	Co-requisite	Traditional Textiles-2				
Course Objectives	Study of Textile Crafts of India: with reference to history, production centres, techniques, designs, colors and products						

Course Outcomes	
CO1	Understanding the vastness and variety of the traditional textiles of India
CO2	Understanding the present status of the traditional Indian Textiles.
CO3	Understanding the practices adopted by designer stores.
CO4	Designing and developing collection using traditional woven textiles.
CO5	Designing and developing collection using local region skill to make the industry more sustainable.



Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Textiles craft of india	Study of Textile Crafts of India: with reference to history, production centres, techniques, designs, colours and products.	16	1, 2
2	Woven textiles of india-1	Woven Textiles: Banaras Brocades, Jamdanis and Baluchars of Bengal, Kani, Dacca Muslin, Kullu, Kinnaur and Manipuri.	16	2
3	Woven textiles of india-2	Saris of India - Kancheepuram, Dharmavaram, Kerala Kasavu, Pochampalli, Sungadi, Maheshwari, Paithani, Patola, Saulkuchi, Chanderi, Kota.	20	3
4	Embroidered textiles-1	Embroidered Textiles: Kanthas of Bengal, Kasuti of Karnataka, Phulkari of Punjab.	13	4
5	Embroidered textiles-2	Chikankari of Uttar Pradesh, Kashida of Kashmir, Gujarat embroideries.	15	5

Reference Books:
Indian Costumes, Anamika Pathak, Roil Books, 2008.
Costumes of Indian Tribe, Prakash Chandramehta, Discovery Publishing, 2011.

e-Learning Source:
https://www.researchgate.net/publication/215757088_Traditional_indian_Costumes_and_Textiles
http://cbseacademic.in/web_material/Curriculum/Vocational/2015/Traditional_India_Textile_and_Basic_Pattern_Dev_XII/CBSE_Traditional_Indian_Textiles%20XII.pdf
http://18lj4w45xq24rooa1c6upxke.wpengine.netdna-cdn.com/files/2014/06/4.A-composite-of-indian-textiles.pdf

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3								3	2	3	3		
CO2	3	3	1	2	3								3	2	3	2		
CO3	2	3	1	3	3								1	2	3	3		
CO4	1	2	2	2	3								2	3	3	3		
CO5	1	2	3	1	3								2	2	3	3		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	DS143	Title of the Course	Material exploration on Workshop	L	T	P	C
Year	1st	Semester	1st	1		2	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to understand the construction and composition of fabric						



Course Outcomes	
CO1	To obtain basic knowledge on construction techniques of fabrics
CO2	Handling different types of fabrics
CO3	Understanding fabric based on tactile and visual impression
CO4	Capacity to visualize and represent fabrics using illustration

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Construction techniques	Woven & Knitted Fabrics, Non-Woven, Crochet, Tatting, Macramé, Felted Fabrics & Lace	9	1
2	Cotton & wool fabrics	Bedford Cord, Canvas, Calico, Cambric, Casement, Chambray, Cheese cloth, Chino, Corduroy, Damask, Denim, Dotted Swiss, Drill, Flannelette, Gabardine, Gingham, Organdy, Oxford, Plisse, Poplin, Seersucker, Terry cloth, Voile etc. Wool: Differentiation between Woolen and Worsted fabric. Cloth, Boucle, Cavalry Twill, Flannel Gabardine, Serge, Wool, Blanket Boiled wool, Tweed Fabrics	10	2, 3
3	Silk & pile fabrics	Silk: Brocade, Charmeuse, Crepe, Dupion, Eri, Habutai, Matelasse, Matka, Muga, Noil, Pongee, Reeled Silk, Shantung, Spun silk, Surah, Taffeta, Tussar, Chiffon, Georgette, Organza, Cut & Uncut piles- Corduroy, Velour, Velvet, Synthetic Fur, Terry	9	3
4	Knit fabrics	Single Jersey, Double Knit, Interlock, Fleece, Knitterry, Velour, Tricot, Pique, Raschel, etc.	10	4
5	Non-wovens	Non-Woven Fabrics, Suede and Rexine	10	5

Reference Books:
Understanding Fabrics, Akshay Fabrics, Sarv International, 2017
Raoul Jewel (2001), Encyclopedia of Dress Making, APH Publication Corporation
Dana Willard (2012), Fabrics A-to-Z: The Essential Guide to Choosing and Using Fabric for Sewing, Harry N Abrams
e-Learning Source:
https://www.slideshare.net/ssuser713c71/fabric-47960367?qid=be393a86-9bac-4b64-ae8e-0a2f7b12be70&v=&b=&from_search=6



Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3								3	3	2	3		
CO2	2	3	3	2	3								3	2	3	2		
CO3	2	2	2	3	3								2	3	3	3		
CO4	1	2	3	3	3								3	3	3	3		

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CO 1	3	1	1	2	2							1	2	2	3		
CO 2	3	1	1	2	2							1	2	1	3		
CO 3	3	1	2	2	2							1	2	2	3		
CO 4	3	1	2	2	2							1	2	1	3		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

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Integral University, Lucknow

Effective from Session:							
Course Code	DS149	Title of the Course	History of Fashion-2	L	T	P	C
Year	1 st	Semester	2 nd	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To get to know about the fashion history in different eras.						

Course Outcomes	
CO1	To obtain basic knowledge on Fashion and Fashion terminology
CO2	To understand the movement of fashion
CO3	To obtain knowledge on fashion designers
CO4	To understand the concept of fashion as a socio-cultural phenomenon
CO5	To understand the role of fashion in media, sports, movies and various other fields.



Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Fashion	Introduction to fashion, Fashion as a socio cultural phenomenon Factors affecting fashion- Social, Political, Technological, Geographical, Demographical, Psychographic, Lifestyle changes	16	1, 2
2	Fashion & Culture	Fashion & Culture High culture (Fine art, Literature, Classical Music, Theatre Pop culture (Television, Pop Music, Movies, celebrity culture) Low culture (Activities pursued by “ Special – interest – groups” outside the mainstream e.g. skateboarding) Study fashion in relation with Modernity and Technological advancement; Street styles – “the Bubble up effect”; industrialization and consumption; globalization	14	2
3	Theories of Fashion & Fashion Terminology	Fashion theory – Trickle up, Trickle down and Trickle across Fashion Cycle - Classic, FAD, Trend, Style, Fashion product Fashion Seasons – International market and Indian market Fashion Terminologies - Design, Prototype, Manufacturing, Product Launch, Retail store, Couture, RTW, Mass-produced, Fashion Designer, Stylist, Fashion Journalist, Fad, Fit, Pattern, Size label, Care label, Laundering, Fashion Shows, Catwalk, Fashion Magazines, Webzines, Social Media, Lingerie, Longue wear, Fragrance, endorsement, Model, Mannequin, Merchandise & Fashion seasons	18	3, 4
4	Designer Study	Indian designers – Sabyasachi, Manish Malhotra, Manish Arora, Ritu Kumar and Anita Dongre International designers – Alexander McQueen, Coco Chanel, Donatella Versace, Giorgio Armani, Yohji Yamamoto	16	4
5	Fashion Brands & Icons	Fashion Brands Fashion capitals, Fashion Icons and Role of Fashion in Movies, Sports, Politics	16	5

Reference Books:	
Gini Stephen Frings (2007), Fashion Concept to Consumer, Pearson	
Elaine Stone (2013), Dynamics of Fashion, Fair Child Books	
Fred Davis (2002), Fashion, Culture and Identity, University of Chicago Press	
e-Learning Source:	
https://www.slideshare.net/estherlarsen/fashion-history	
https://slideplayer.com/slide/2558064/	
https://www.powershow.com/view4/6f19c0-ZjE1N/Fashion_History_powerpoint_ppt_presentation	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO - PS O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
	CO 1	2	2	1	3	1								1	1	1	2	
CO 2	1	3	2	2	1								3	2	3	3		
CO 3	2	1	3	3	2								2	3	3	1		
CO 4	3	3	2	2	2								2	2	2	3		

CO 5	2	1	2	1	1							3	2	2	2		
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 Ar. Safa Seraj Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	DS150	Title of the Course	Traditional Textiles-II	L	T	P	C
Year	1st	Semester	2nd	1	0	2	3
Pre-Requisite	Traditional Textiles-I	Co-requisite	None				
Course Objectives	Study of Textile Crafts of India: with reference to history, production centres, techniques, designs, colors and products						

Course Outcomes	
CO1	Understanding the vastness and variety in printing and painting of textiles.
CO2	Designing and developing collections using traditional Printed textiles.
CO3	Designing and developing collections using traditional Painted textiles.
CO4	Designing and developing collection using traditional died textiles
CO5	Understanding to properly take care of textile fiber.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Printing-introduction	Earlier decoration of textiles, hand printing, screen printing, roller Printing etc.	10 hrs	CO1
2	Printed textiles of india	Pabu ji ki Phad, Mata Ni Pachadi, Patachitra, Pichwai, Roghan, Kalamkari etc.	9 hrs	CO2
3	Printed textiles of india	Block Printed - Bagh, Sangneer, Bagru. Dabdu And Ajrak etc	9 hrs	CO3
4	Dyed textiles	andhnis of Rajasthan and Gujarat, Ikats Patola of Gujarat, Bandhas of Orissa, Telia Rumal	10 hrs	CO4
5	Conservation of traditional textiles	Factors influencing degradation of textiles Care and storage techniques.	10 hrs	CO5

Reference Books:

Indian Costumes, Anamika Pathak, Roil Books, 2008

Costumes of Indian Tribe, Prakash Chandramehta, Discovery Publishing, 2011

e-Learning Source:

https://www.researchgate.net/publication/215757088_Traditional_indian_Costumes_and_Textiles

http://cbseacademic.in/web_material/Curriculum/Vocational/2015/Traditional_India_Textile_and_Basic_Pattern_Development_XII/CBSE_Traditional_Indian_Textiles%20XII.pdf

<http://18lj4w45xq24rooa1c6upxke.wpengine.netdna-cdn.com/files/2014/06/4.A-composite-of-indian-textiles.pdf>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	1	2	3	1	1								2	1	1	1	
CO2	2	2	3	2	1								2	3	3	3		
CO3	2	2	3	2	1								2	3	3	3		
CO4	2	2	2	2	1								2	3	3	3		
CO5	3	2	3	2	1								2	1	1	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

<p>Name & Sign of Program Coordinator</p>	<p>Sign & Seal of HoD</p>
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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	DS151	Title of the Course	Fashion Illustration I	L	T	P	C
Year	1st	Semester	2nd	1		4	5
Pre-Requisite	None	Co-requisite	Fashion Illustration II				
Course Objectives	In this intermediate level fashion course importance will be given to creativity and development of a personal style as well as the improvement of technical skills, such as technical drawings and spec-sheets. Students will learn how to use different coloring and rendering techniques using various color mediums offering a particularly artistic look in fashion illustration. The class will involve the study of different categories of the fashion market such as menswear, accessories, active sportswear, high fashion-haute couture, jeanswear, and how to create related sketches..						

Course Outcomes	
CO1	The Fashion Illustration course enables the students to understand the proportion and contours of the human form and to facilitate fluency in the expression of fashion concepts.
CO2	Understanding the human body posters and movement drawing to develop a realistic representation of the figure.
CO3	Developing a sense of self style in the artforms
CO4	Understanding and expressing different textures and draping of fabrics on human body
CO5	Handling different color mediums on fashion figure

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to human anatomy	Working on basic human proportions, gesture drawing, visual understanding of shapes in human figures	16	1, 2
2	Fashion figures	Understanding and developing fashion croquis on 8 head, 9 head, 12.5 inches figure, Drawing different figure view (front, back, ¾), fleshing out	14	1,2
3	Posture and movements	Stick figures, different postures and movements	18	1,3
4	Face and Feet	Understanding and simplifying drawing facial features, hands and feet, drawing hairstyles, skin rendering	16	1,5
5	Garment draping	Developing nudes in different color mediums, draping garments on croqui, experimenting with different color mediums	16	4,5
6	Designing ensembles	Developing ensembles of 3 separates, beach wear, bridal wear, casual wear, met gala look		

Reference Books:
1. Bina abling, the sketchbook
e-Learning Source:
https://www.scribd.com/docs
https://www.scribd.com/doc/297084953/Fashion-Sketchbook-Bina-Abling

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	1	1	1	3								1	1	1	1		
CO2	2	1	1	1	3								2	1	1	1		
CO3	2	1	2	2	3								2	1	3	2		
CO4	3	3	2	2	3								2	2	2	1		
CO5	2	1	2	1	3								3	1	2	1		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



Ar. Safa Seraj

Name & Sign of Program Coordinator



Sign & Seal of HoD



Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	DS152	Title of the Course	Basic Pattern Making and Garment Construction I	L	T	P	C
Year	1 st	Semester	2 nd	1		4	5
Pre-Requisite	None	Co-requisite	Basic Pattern Making and Garment Construction II				
Course Objectives	To develop a basic understanding of varying garment making techniques used in the industry. The details involved in bulk and customised garment construction. Understanding about the basic human anatomy and fitting of garment. Preparing basic standard drafting blocks required for preparation of a garment .						

Course Outcomes	
CO1	Understanding anatomy, proportion and disproportion of human figure types and variations
CO2	Standard body measurements for children,women and men. Sequence of taking body measurements for various age groups .standarisation of body measurements. Figure types and sizes of ready to wear garments.
CO3	Understanding methods of flat pattern making techniques in garment industry and in customised sectors
CO4	Be able to identify and prepare quality gaments and fashion products with technical knowledge of construction and finishes
CO5	Learning of industrial tools and equipments in garment construction and be able to resolve fitting and construction issues

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to garment construction	<ol style="list-style-type: none"> 1. A brief overview of garment construction 2. Terminologies of garment manufacturing 3. Measuring, drafting tools and equipments in basic pattern making and garment construction 4. Sewing tools and equipments 5. Types of figures and body measurements 	16	1, 2
2	Drafting and Pattern making	<ol style="list-style-type: none"> 1. Drafting and Pattern making Techniques 2. Paper pattern, pattern terminology 3. Grain lines, usage of grain lines in pattern making and drafting 4. Sewing machine , Parts of a basic sewing machine 	14	1,2
3	Basic and decorative stitches	<ol style="list-style-type: none"> 1. Basic hand stitches (basting , uneven basting, hemming, over casting , blanket stitch, open herring bone stitch,) 2. Decorative stiches and finishes (fringes, smocking , tucks) 	18	1,3
4	Basic seams	<ol style="list-style-type: none"> 1. Flat seam, 2. Bound seam, 3. Lapped seam, 4. French seam , 5. Double top seam, 6. Pinked seam 7. Overlocking or overlock seam 	16	1,5
5	Basic sewing Techniques and product operations	<ol style="list-style-type: none"> 1. Quilting 2. Darts, 3. Gathers, 4. Shirring. 5. Flare – Ruffles, Frills, (straight /circular) 6. Tucks- Plain, Cross, Diagonal, Pin, Space 7. Pleats- Knife, Box , Inverted 	16	4,5

6.	Basic blocks	<ol style="list-style-type: none"> Drafting of basic adult bodice block (female , male) Drafting of basic sleeve (male and female) Drafting of basic skirt (female) Drafting of basic trouser (female) 	16	4,5
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Reference Books:



- Pattern Making for Fashion Design” By Helen Joseph Armstrong
- Basic Pattern Skills for Fashion Design” By Bernard, Publisher Jeanne.
- Draping for Fashion Design” By Jaffe Hilde and Relis Nuire.

e-Learning Source:

<https://www.scribd.com/docs>
<file:///C:/Users/IUARCH005/Downloads/Patternmaking-For-Fashion-Design-HELEN%20LifeFeeling.pdf>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	1	1	1	3								1	1	1	1		
CO2	2	1	1	1	3								2	1	1	1		
CO3	2	1	2	2	3								2	1	3	2		
CO4	3	3	2	2	3								2	2	2	1		
CO5	2	1	2	1	3								3	1	2	1		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Ar. Safa Seraj Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	DS153	Title of the Course	Computer Applications -I	L	T	P	C
Year	1st	Semester	1st	1	1	4	6
Pre-Requisite	None	Co-requisite	Computer Applications -II				
Course Objectives	Understanding Rasterize computer designing tools Creating designs and image editing						

Course Outcomes	
CO1	Develop a basic concept of computers & its structure.
CO2	Enable students to understand the working of commonly used software and their use in business organizations.
CO3	Enable students to work with professional documents i.e., records, letters, resumes, spec sheets, cost sheets and presentations for themes or collections.
CO4	Enable students to make small design using tools in MS Paint
CO5	Develop ability to use the internet and various search engines for Academic purposes.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Computer Orientation	Introduction to Computer Hardware & Software: Parts of a computer, External Storage Device, RAM, ROM, System Software, Application Software, Computer Peripherals Viruses, Anti-Virus software, Spyware, Preventive measures Basic functions of File Management: Managing Windows Explorer; Creating, moving, renaming and deleting folders and files; Understanding file extensions; Viewing storage devices and network connections. Introduction to the Internet: The role of Internet in design process flow, Internet Browsers, Internet Tools, Search Engines	12	1,2
2	Microsoft Word	Using templates to create new documents, Creating and editing text, Formatting text, pages, and paragraphs, Adding headers, footers, and page numbers, Applying styles and themes to documents, Creating bulleted and numbered lists, Working with tables, macros, and building blocks, Illustrating documents, Proofing, reviewing, and printing documents	8	2,3
3	Microsoft Excel	Working with the Excel interface, Entering data, Formatting rows, columns, cells, and data, Working with alignment and text wrap, Creating formulas and functions, Finding and replacing data , Printing and sharing worksheets , Creating charts and PivotTables Inserting and deleting sheets	12	2,3
4	Microsoft Presentation Software	Understanding presentation and types of presentation Creating presentations from themes and templates, Using and editing slide masters Changing the layout or theme, Adding pictures, objects, shapes, diagrams, and charts Working with bullet points, text boxes, and tables, Incorporating video, audio, and animation , Adding speaker notes and comments , Revising and Running a slideshow Reusing and sharing PowerPoint presentations	8	3,4
5	Scanning And Ms. Paint	Scanning Techniques: Understanding pixels and resolution, Choosing scanning software, Resolution, color modes, Scanning for print, for use on websites, Converting images and documents to PDFs, Creating PDFs for OCR Explore drawing skills: Working with selection tools, Brush tools, shapes, colors, text	12	4,5

Reference Books:

Comdex Computer Course, Vikas Gupta, PM Publications, 2015

Mastering MS Office – 2000 by Tech Media



e-Learning Source:

<https://www.youtube.com/watch?v=DzTCFsdxMP4>

<https://www.vmaker.com/tutorial-video-hub/microsoft-tutorial-videos/microsoft-office-tutorial/>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO																		
CO 1	1	1	3	1	1								1	2	1	2		
CO 2	1	1	3	1	3								2	1	1	1		
CO 3	1	1	3	2	1								1	2	2	2		
CO 4	1	1	3	1	2								2	1	3	2		
CO 5	1	1	3	1	1								1	2	2	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Ar. Safa Seraj Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	DS244	Title of the Course	Retail planning & visual merchandising	L	T	P	C
Year	2 nd	Semester	3 rd	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	<ul style="list-style-type: none"> To create an understanding of the retail fashion business and the planning required for their successful retail organization. To familiarize the students with the retail organization, their working and roles & responsibilities of the personnel in retail organization. 						

Course Outcomes	
CO1	To obtain basic knowledge about retail market
CO2	To understand the buyers markets and roles of merchandisers
CO3	To know the responsibilities of store managers and different retail formats
CO4	To understand the concept of visual merchandising
CO5	To understand the meaning of sustainability of different brands of retail industry.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Retail management	What is retail -Definition, Functions of Retail Management, location of retail stores, the store image, basis of segmentation, targeting and positioning of retail store.	10	1
2	Plan for retail merchandising	Points to be considered for preparing merchandising plan, assortment planning and control. Buying -Buying plan, buying-selling cycle, shopping the market. Roles and responsibilities of merchandiser, supply chain management, inventory management, record keeping.	12	2
3	Organization of retail	Hierarchy of retail organization, roles and responsibilities of store manager, inventory manager, sales representatives. Pricing in retail -Markup pricing, mark down pricing & other pricing methods. Different retail formats.	12	3
4	Visual merchandising	Visual merchandising concept, role of visual merchandiser, window shopping, interior decoration, layout, different types of display based on theme, seasons, festivals.	15	4
5	Sustainability in retail	Meaning of sustainability, importance of sustainability in retail, initiatives of different national and international brands towards sustainability in retail. Fast fashion, slow fashion, green fashion, future of sustainability in fashion industry.	10	5

Reference Books:	
Marketing Management; Philip Kotler and Kevin Keller; Pearson publication; 15th Edition, 2015.	
Fashion retailing; Dimitri Kourobis; Fairchild books publication, 2018	
Visual merchandising; Tony Morgan; Laurence king publisher; 2 nd Edition, 2011	
Sustainability in fashion and apparels; M. Prathiban(Editor) ; M.R. Srikrishnan (Editor); P. Kandhavadiu(Editor); Woodhead publishing India, 2018	
e-Learning Source:	
https://slideplayer.com/slide/12757302/	
https://www.lsracheja.org/wp-content/uploads/2019/09/Retail-magt.pdf	
https://www.powershow.com/view/4129c8-ZDkwM/Visual_Merchandising_powerpoint_ppt_presentation	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	2	1	3	1								1	1	1	2		
CO 2	1	3	2	2	1								3	2	3	3		
CO 3	2	1	3	3	2								2	3	3	1		
CO 4	3	3	2	2	2								2	2	2	3		
CO 5	2	1	2	1	1								3	2	2	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



Ar. Safa Seraj
Name & Sign of Program Coordinator



Sign & Seal of HoD



Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	DS245	Title of the Course	TECHNOLOGY OF SEWING	L	T	P	C
Year	2nd	Semester	3rd	01	00	02	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to learn how to handle sewing machines and do stitching.						

Course Outcomes	
CO1	Introducing Sewing mechanism, Machineries and material handling.
CO2	Understanding the features of sewing needles and fabric handling
CO3	Understanding the production quantity in each process and stitching types.
CO4	Understanding the types of seams
CO5	Shaping the garment by using fullness

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Sewing Machine & its Parts	Parts of a Sewing Machine and their Function. Threading a machine. Common problems and methods to overcome.	9	CO1
2	Industrial Sewing Machine	Introduction to Industrial Sewing machine – Types - SNLS-DNLS-FOA-machine and machine parts, bar tack machine - button-sewn machine, buttonhole machine - terminology, safety rules, care and maintenance. Different types of sewing machine. Over lock Machine 3 & 5 thread –its application.	9	CO2
3	Temporary & Permanent Stitches	Sewing Treads and Selection of Sewing threads based on count. Temporary stitches: basting- even, uneven and diagonal. (ii) Permanent stitches: hemming, slip stitching, blanket, and fagoting. Making terminologies & symbols (notches, punch/circles,) Pattern information (grain, part, piece, cut symbols) seam allowance, fabric terms (grain, Bowing).	10	CO3
4	Seams & Seam Finishes	Different types of seams- Plain seams, top stitched seam, welt seam, lapped seam, slot seam, flat fell seam, French seam, mantua maker’s seam and piped seam. Seam finishes- Piped finish, edge stitched finish, double stitched finish, overcast finish, herringbone finished seam and bound seam edge finish.	10	CO4
5	Fullness	Fullness and its types - Darts, Tucks, Pleats, Gathers, Shirring, Ruffles and Godets.	10	CO5

Reference Books:



- Cutting & Sewing Theory, Gayathri Verma & Kapil Dev, Asian Publishers, 2015
- Garment Technology for Fashion Designers, Gerry Cooklin, Wiley-Blackwell, USA, 2012
- Garment Manufacturing Technology, EIRI Board, Engineers India Research Institute

e-Learning Source:

<https://www.slideshare.net/AmanuzzamanAman1/presentation-on-garments-sewing>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	1	2	1	1	1								3	1	2	1	
CO2	2	1	1	1	1								3	2	3	2		
CO3	3	3	2	3	1								3	2	3	2		
CO4	3	2	1	1	1								3	1	1	2		
CO5	2	3	1	1	1								3	1	3	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	DS246	Title of the Course	Fashion Illustration II	L	T	P	C
Year	3rd	Semester	6th	1		4	5
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The student should research fabrics, trims and accessories. Create mood boards. Compile original visual research in the form of drawings, mark making, sketchbook work and photographs. Learn to illustrate fashion designs, fabrics and accessories using a range of techniques, media and approaches. Create original fashion design ideas on the figure. Develop, evaluate and select design ideas. Producing final design ideas and specification drawings with fabric samples.						

Course Outcomes	
CO1	Understanding and illustrating various garments details
CO2	Recognize and illustrate the feel and visual textures of different fabrics and surface ornamentation of a fabric on a garment
CO3	Duplication and replicating the exact garment and various prints and textures helps students in improving their illustration skills
CO4	Developing personalised illustration style using various mediums and techniques
CO5	Learning and demonstrating a coordinated fashion collection

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Gament and Garment Details	<ol style="list-style-type: none"> 1. Sketching necklines and collars 2. Sketching sleeves 3. Sketching blouses and dresses 4. Sketching skirts 5. Sketching flares and gathers 6. Sketching pleats 	16	1, 2
2	High end rendering techniques	<ol style="list-style-type: none"> 1. Sketching ruffles 2. Sketching cascades 3. Sketching cowls 4. Sketching smocking, shirring 5. Sketching gores, cowl drape, and pintucks 	14	1,2
3	Fabric rendering	<ol style="list-style-type: none"> 1. Rendering Denim 2. Rendering sequins 3. Rendering Brocade 4. Rendering codroy 5. Rendering silk 6. Rendering chiffon 7. Rending fur 8. Rendering leather 	18	1,3
4.	Print duplication	<ol style="list-style-type: none"> 1. Rendering and duplicating checks 2. Rendering and duplicating fabric prints (floral, geometrical, abstract) 		
5.	Stylized Illustration	<ol style="list-style-type: none"> 3. Study of 5 fashion illustrators 4. Developing personalised style of fashion illustration 	16	1,5
6.	Design Collection	<ol style="list-style-type: none"> 1.Designing a coordinated garment collection /ensembles of 3 seperates (casual wear) 2.Designing a coordinated garment collection /emsembles of 5 to 7 gaments (couture or Indian bridal wear) 	16	4,5

Reference Books:

1. Fashion sketchbook, Bina abling , 6th edition
2. The art of fashion illustration , Somer Flarey Tewjwani
3. Fashion Sketchbook by Abling Fairchild Publications

e-Learning Source:



<https://www.scribd.com/docs>

https://unigug.ac.in/portal/web_site_attachment/files/MFD%20Syllabus%20Sem_I_MFD%20Syllabus%20Sem_II.pdf

file:///C:/Users/IUARCH005/Downloads/The-Art-of-Fashion-Illustration-by-Somer-Flaherty-Tejwani-pdf-free-download-booksfree.org_.pdf

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	1	1	1	3								1	1	1	1		
CO2	2	1	1	1	3								2	1	1	1		
CO3	2	1	2	2	3								2	1	3	2		
CO4	3	3	2	2	3								2	2	2	1		
CO5	2	1	2	1	3								3	1	2	1		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Ar. Safa Seraj Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2023-24

Course Code	DS247	Title of the Course	Creative textiles-1	L	T	P	C
Year	2 nd	Semester	3 rd	01	00	02	3
Pre-Requisite	None	Co-requisite	Creative textiles-2				
Course Objectives	Obtain basic knowledge on World Textiles to understand the techniques used for different World Textiles						

Course Outcomes	
CO1	Understanding about different types of textiles, their production centre and their techniques.
CO2	Knowledge of Traditional Textiles currently being used in Modern India.
CO3	Designing and developing collection using European textiles
CO4	Designing and developing collection using Far east and Eastern textiles
CO5	Understanding Costumes and their different folds.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Traditional Textiles In Modern India	Status of traditional textiles in modern India- Evolution and socio-economic significance of Khadi.	10 hrs	CO1
2	Textiles: European	European Textiles: French Textiles-Linen in France-the French Renaissance-Motifs-the Rococo Style- Toile De Jouy.	9 hrs	CO2
3	Textiles: Far East	Far East Textiles: Chinese Textiles-Silk- Motifs and designs-Animal motifs-The tiger-dragon, phoenix, and unicorn	9 hrs	CO3
4	Textiles: Eastern	Middle East Textiles: Egypt, African, Motifs of Egyptian Fabrics-Coptic Textiles-Tapestry weaving.	10 hrs	CO4
5	Costumes- History & Origin	Evolution of Costumes in Historic times and origin of dress.	10 hrs	CO5

Reference Books:

The Chronicle of western Costume, John Peacock, Thames & Hudson, 2010.
 Stuart Robinson, 1969”AHistoryofPrintedTextiles”, StudioVistaLtd., London.Costumes of Indian Tribe

e-Learning Source:

<http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBellsworthTextiles/reference/humanecol.mbellsworthtextiles.i0010.pdf>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	1	2	1								2	1	2	3		
CO2	3	1	1	2	1								3	1	2	3		
CO3	2	3	2	1	1								2	2	3	3		
CO4	2	3	2	1	1								2	2	3	3		
CO5	2	3	1	2	1								2	1	3	3		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2023-24

Course Code	DS248	Title of the Course	Textile Dyeing and Printing	L	T	P	C
Year	2nd	Semester	3rd	1	0	2	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to understand different types of printing.						

Course Outcomes	
CO1	Understanding the importance of fabric processing
CO2	Understanding the procedure to dye and print fabrics
CO3	Awareness about the environmental hazards caused by the effluents of Wet processing industry
CO4	Understanding the importance of fabric processing
CO5	Understanding the procedure to dye and print fabrics

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Fabric processing	Importance of Fabric Processing. Grey Fabric Treatments– Degumming, Desizing, Scouring and Bleaching. Types of Bleaches– Oxygen and Reducing bleaches	9	CO1
2	Dyes and pigments	History of Dyes, Natural–Animal, Plant and Mineral Sources and Mordants. Synthetic-Direct, Vat, Sulphur, Reactive, Naphthol, Acid, Basic and Disperses	9	CO2
3	Dyeing methods	Stages of Dyeing-Fiber, Yarn, Fabric & Garment. Methods Of Dyeing, Traditional Dyeing Techniques–Tie and Dye– Bandhani and Leheriya, Batik and Indigo dyeing.	10	CO3
4	Printing	Types of Printing– Direct, Discharge and Resist printing techniques. Traditional Methods– Block, Screen, Stencil. Modern methods–Roller Printing, Transfer Printing, Digital Printing, Ink Jet Printing, Laser printing and Emboss Printing.	10	CO4
5	Finishing	Mechanical Finishes– Singing, Stentering, Calendaring, Embossing, Beating and Napping Chemical Finishes– Weighting, Sizing and Mercerization. Special Finishes- Crease resistant, Water resistant, Fire resistant and Anti-Microbial finishes.	10	CO5

Reference Books:

Color and Design on Fabric, Creative publishing, USA, 2000

Elementary Textile, Parul Bhatnagar, Abishek Puib, Chandigarh, 2012

Textile Science, Gohl & Vilensky, CBS Publishers, New Delhi, 2005

Textile, Sara J. Kadolph, Pearson Pub, 2013



e-Learning Source:

<https://slideplayer.com/slide/12483251/>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	1	1	1	1	1								2	1	1	1	
CO2	2	1	1	2	1								2	3	3	3		
CO3	2	1	1	2	1								2	3	3	3		
CO4	2	1	1	2	1								2	3	3	3		
CO5	3	1	1	2	1								2	1	1	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2023-24

Course Code	DS249	Title of the Course	Basic Pattern Making and Garment Construction-2	L	T	P	C
Year	2nd	Semester	3rd	1	0	4	5
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to understand basic pattern making and garment construction.						

Course Outcomes

CO1	Ability to develop traditional Indian Ethnic Wear
CO2	Ability to develop western wear garments
CO3	Capacity to develop any type of women's wear

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Salwar and varieties	Construction of Salwar, Kameez, Chudithar and Patiyala	16	1
2	Blouse and varieties	Construction of Ladies blouse, katori blouse and princess cut blouse	16	2
3	Skirts	Construction of gore inner skirt, Circular, Pleated Skirt, Divided and Balloon skirt	16	3
4	Evening wear	Bias Draped Slip, Halter neck, Off shoulder and evening wear full length dress	16	2
5	Designer knock off development	Construction of Pattern Development of designer replica of Indian women's wear (Lehenga/ Gaghra Choli)	16	1

Reference Books:

Garment Construction: A Complete Course on Making Clothing for Fit and Fashion (Illustrated Guide to Sewing) by Peg Couch



e-Learning Source:

<https://slideplayer.com/slide/12483251/>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO CO	Course Articulation Matrix: (Mapping of COs with POs and PSOs)																	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	1	1	1	1								2	1	1	1		
CO2	2	1	1	2	1								2	3	3	3		
CO3	2	1	1	2	1								2	3	3	3		
CO4	2	1	1	2	1								2	3	3	3		
CO5	3	1	1	2	1								2	1	1	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	DS250	Title of the Course	COMPUTER APPLICATIONS-2	L	T	P	C
Year	1 st	Semester	2 nd	1		3	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Understanding Rasterize computer designing tools, Creating designs and image editing.						

Course Outcomes	
CO1	Understanding Rasterize computer designing tools
CO2	Understanding the use of photoshop
CO3	Creating designs and image editing
CO4	Understanding vector shapes
CO5	Understanding the application of filters

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Understanding of Raster and Vector Graphics	Principles of Bitmap graphics and file formats, Bitmap Vs. vector graphics, differentiation, their usage and applicability, Introduction to digital color theory and calibration, Graphical interface using Photoshop, Conversion of vector image to raster and vice a versa	12	1, 2
2	Introduction to Adobe Photoshop	Introduction to Tools, Image size & Resolutions, Understand basic and commonly used Photoshop tools and Palettes, Selecting correct file size and resolution depending on required outcome, Selection Tools, Saving and Importing.	14	2
3	Image Editing, Typography, Brushes	Using layers, Layer styles, Transforming images, Creating and using brushes, Understanding Typography.	14	3, 4
4	Paths and Vector Shapes	Mastering the Pen tool, Using the paths palette, Editing paths; saving paths; reshaping; converting paths to selection; stroking and filling paths, Create shapes, rasterize a shape layer, transform a shape layer, Converting between paths and selection borders, Silhouetting with paths.	16	4
5	Applying Filters, Colour Tone Adjustments and Management	Use of certain filters to create print patterns and effects , Working on Backgrounds, Scanning and Printing in Photoshop, Cleaning hand drawn sketches in Photoshop.	12	5

Reference Books:
Eismann, Katrin, Photoshop Retouching Techniques, Simmon — Steve
Adobe Photoshop CS6, Class room in a book, Dorling Kingslay Pub, 2013, Photoshop CS6 In Simple Steps, Anand book house, Delhi, 2015
e-Learning Source:
http://help.adobe.com/archive/en/photoshop/cs6/photoshoreference.pdf
http://www.mypracticalskills.com/store/photoshop-for-fashion-ebook/
https://www.mooc-list.com/course/learn-designing-using-adobe-hotoshop-scratch-eduonix

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	2	1	3	2								2	1	3	2		
CO2	1	3	2	2	1								2	2	1	3		
CO3	2	1	1	3	2								1	1	3	1		
CO4	3	2	2	2	2								2	2	2	3		
CO5	2	1	2	2	1								1	1	1	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



Ar. Safa Seraj
Name & Sign of Program Coordinator



Sign & Seal of HoD



Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	DS251	Title of the Course	Modern and Contemporary Art & Design	L	T	P	C
Year	2 nd	Semester	4 th	01	00	02	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	<ul style="list-style-type: none"> Understanding of the influencers of Fashion and art in various period of history Understand the various art forms and their impact on culture of the country 						

Course Outcomes	
CO1	To know Representation of human lingual representation in art and craft
CO2	To learn about Romanesque and Gothic architecture
CO3	To learn about the connection of architecture and the elements of space and form
CO4	To know about the famous artists with their work
CO5	To know about the famous art works and crafts of India



Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Development of visual representation	Development of visual representation and its form in Material Cultures. Evolution of 2D & 3D representation of human lingual representation in art and craft. Greek, Roman and byzantine. (Origin in Egyptian way of human figure representation. Indian: Gandhar period.	16	1
2	Classical world	Romanesque and Gothic architecture and Gothic and early Renaissance painting. Development of arch, vaults, buttresses and stained-glass windows. Painters having individuality in terms of style- Giotto, Duccio, Camabue. Indian Miniatures or Japanese, landscapes or Mughal Miniature paintings/ architecture.	14	2
3	Moving focus- the changing semiotics and semantics of the visual language	The revolution of using visual elements in a dynamic environment which create theatrical effect. The connection of architecture and the elements of space and form. Discovery of illusion and distortion for dramatic effect on the viewers mind. Fall of Napoleon and outbreak of the war, French revolution, Darwin, Karl marks, birth of photography and change in perception of visual experience.	18	3
4	Famous artist & their work	Impressionism and Expressionism Monet, Edouard Manet, Van Gogh, Edward Munch, Henri Matisse, Wassily Kandinsky, Sculpture- August Rodin. Dada, The all of Marcel Duchamp, Pablo Picasso. and Jackson Pollok	16	4
5	Indian art, artist and their work	Famous Indian Art works, Artists and their works and crafts of India	16	5

Reference Books:	
<ul style="list-style-type: none"> Art: A World History, Elke Linda Buchholz, Susanne Kaeppele, Karoline Hille, Irina Stotland, Gerhard Buhler, Harry N. Abrams (November 2007) The Complete Visual Guide Artists in History - Painting, Sculpture, Styles and Schools (Big Ideas), Robert Cumming, Penguin (September 2015) Indian Art and Culture Paperback - 11 Jan 2015 by Nitin Singhania The Short Story of Art, Susie Hodge, Lawrence King Pub, 2017 	
e-Learning Source:	
<ul style="list-style-type: none"> Indian Culture and Heritage http://www.nios.ac.in/media/documents/Sec1CHCour/English/CH.02.pdf The Story of Textiles - https://www2.cs.ari.zon.aed.u/pattems/weaving/books/vrp_1925-1.pdf 	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	1	3	1								1	1	1	2		
CO 2	1	3	2	2	1								3	2	3	3		
CO 3	2	1	3	3	2								2	3	3	1		
CO	3	3	2	2	2								2	2	2	3		

4																		
CO 5	2	1	2	1	1								3	2	2	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Ar. Safa Seraj Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2023-24

Course Code	DS252	Title of the Course	Elective- I Creation of Artifact in Society	L	T	P	C
Year	2nd	Semester	3rd	1	1	0	2
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to understand about the yarns, fabric, fibers and construction of fabric.						

Course Outcomes

CO1	Understanding the basic embroidery stitches
CO2	Ability to do traditional Indian embroidery and the different fabric construction techniques
CO3	Capacity to incorporate and develop new design using surface embellishments

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Basics of embroidery	Basic equipment's—selection of needle, thread and fabric, methods of transferring the design, care and preservation of embroidery articles. Flat Stitch – Running, Back, Stem, Cross Stitch, Satin stitch, Long and Short. Knotted Stitches-Bullion knots, French Knots Linked or chain stitch–Chain, Lazy daisy .Looped stitch: Blanket Stitch, Feather.	7	1
2	Embellishing textiles	Theme or Fashion Forecast based motifs using Sequin work, bead work, mirror work, Metal Work, Applique, Aari, Couching, drawn thread work and Machine Embroidery	7	1
3	Traditional indian embroidery	Chikankari, Pulkari, Kasuti, Kantha, Kashida, Chamba Rumal and kutch embroidery	6	2
4	Fabric construction techniques	Theme or Fashion Forecast based motifs using Knitting and crochet	6	3
5	Traditional embroidery of the world	Theme or Fashion Forecast based motifs using Macramé and Tatting	6	3

Reference Books:

Embroidery Designs, Nirmala C. Mistry, Navneet Pub, 2004

Shailaja.D. Naik, "Traditional Embroideries Corporation, New Delhi. Of India", A.P.H Publishing

e-Learning Source:

<https://www.slideshare.net/hemaupadhayay/traditional-embroideries-of-india-76836145>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	1	1	1	1	1								2	1	1	1	
CO2	2	1	1	2	1								2	3	3	3		
CO3	2	1	1	2	1								2	3	3	3		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

<p>Name & Sign of Program Coordinator</p>	<p>Sign & Seal of HoD</p>
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Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	DS255	Title of the Course	Export Planning & Apparel Merchandising	L	T	P	C
Year	2 nd	Semester	4 th	02	01	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To be enriched in the concept of Apparel Merchandising and in Export planning business.						

Course Outcomes	
CO1	To obtain basic knowledge about apparel merchandising
CO2	To understand the export management system
CO3	To understand the concept of apparel industry and apparel production
CO4	To understand the safety measures in apparel industry
CO5	To understand the pricing strategies used in Export management

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Basics of apparel merchandising	Introduction, Functions and role of Merchandiser, Merchandising Process, Meaning and Need for quality control in Merchandising process.	08	1
2	Introduction to export management	Definition, Need-for export management, Nature of export management, Features of export management, Process of export management, Functions of an export manager, Organisation structure of an export firm.	12	2
3	The overview of apparel industry & apparel production	Apparel industry - Major segments; Organizational structures - Structure of Export house, buying house and Domestic companies, Buyer's classification and buying network in exports. Sources of fabric buying and selling of finished fabric. Apparel construction techniques - Introduction to Drafting & Patten making. Machinery & Equipment - Cutting, sewing, finishing, washing, stain removal, embellishment. Production methodology - Assembly line, individual garment manufacturing, job work, quality checkpoints. Design & Tech-pack - Introduction & Definition. Labelling & Packing.	12	3
4	Workplace safety management practices	Health and safety instructions – Importance of sound health, hygiene and good habits. Ill-effects of alcohol, tobacco and drugs. Occupational health and safety risks. Signage related to health and safety. Personal protective equipment's & its use. Method of write report on the hazards and risks / threats faced at workplace. event of a mock drills, evacuation procedures, accident, emergency or fire Environmental management system (EMS) - EMS procedures. Proper disposal system for waste and by-products. Identification, handling and storage of hazardous substances.	15	4
5	Export pricing and finance	Export Pricing – Factors determining export price, Export pricing objectives, Export pricing quotations, Marginal cost pricing, Break even pricing, Export pricing strategies. Export Finance – Types of export finance, Features of pre -shipment and post-shipment finance, Methods of payment, Role of commercial banks and EXIM bank in export finance, Role of ECGC in export cover.	12	5

Reference Books:

Gini Stephens Frings (1999). Fashion: From concept to consumer, Prentice-Hill Inc.
 Kadolph Sara,J (2009). Textiles, Pearson
 Leila Aitken. Step by step dress making course
 Fuller, C. & Vassie, L. H. (2004). Health and safety management: principles and best practice. Pearson Education.

e-Learning Source:

<https://slideplayer.com/slide/4244682/>
https://www.academia.edu/36341597/EXPORT_STRATEGY_AND_MARKETING

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6	CO 7	CO 8	CO 9	CO 10	CO 11	CO 12	CO 13	CO 14	CO 15	CO 16	CO 17	CO 18
CO 1	2	2	1	3	1								1	1	1	2		
CO 2	1	3	2	2	1								3	2	3	3		
CO 3	2	1	3	3	2								2	3	3	1		
CO 4	3	3	2	2	2								2	2	2	3		
CO 5	2	1	2	1	1								3	2	2	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



Ar. Safa Seraj
Name & Sign of Program Coordinator



Sign & Seal of HoD



Integral University, Lucknow

Effective from Session: 2023-24

Course Code	DS256	Title of the Course	SCIENCE OF TEXTILES-2	L	T	P	C
Year	2nd	Semester	4th	01	01	00	2
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to understand about the yarns, fabric, fibers and construction of fabric.						

Course Outcomes

CO1	Obtain basic knowledge on World Textiles to understand the techniques used for Different World Textiles
CO2	Recreating knowledge gained by developing period costumes using drapes
CO3	Using skill creating miniature prototypes of period costumes

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Basics of embroidery	Basic equipment's—selection of needle, thread and fabric, methods of transferring the design, care and preservation of embroidery articles. Flat Stitch – Running, Back, Stem, Cross Stitch, Satin stitch, Long and Short. Knotted Stitches-Bullion knots, French Knots Linked or chain stitch–Chain, Lazy daisy .Looped stitch: Blanket Stitch, Feather.	7	1
2	Embellishing textiles	Theme or Fashion Forecast based motifs using Sequin work, bead work, mirror work, Metal Work, Applique, Aari, Couching, drawn thread work and Machine Embroidery	7	1
3	Traditional indian embroidery	Chikankari, Pulkari, Kasuti, Kantha, Kashida, Chamba Rumal and kutch embroidery	6	2
4	Fabric construction techniques	Theme or Fashion Forecast based motifs using Knitting and crochet	6	3
5	Traditional embroidery of the world	Theme or Fashion Forecast based motifs using Macramé and Tatting	6	3

Reference Books:

- Embroidery Designs, Nirmala C. Mistry, Navneet Pub, 2004
- Shailaja.D. Naik, "Traditional Embroideries Corporation, New Delhi. Of India", A.P.H Publishing

e-Learning Source:

- <https://www.slideshare.net/hemaupadhayay/traditional-embroideries-of-india-76836145>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO CO	Course Articulation Matrix: (Mapping of COs with POs and PSOs)																	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	1	1	1	1								2	3	3	3		
CO2	2	1	1	2	1								2	3	3	3		
CO3	2	1	1	2	1								2	1	1	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

<p>Name & Sign of Program Coordinator</p>	<p>Sign & Seal of HoD</p>
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Integral University, Lucknow

Effective from Session:							
Course Code	DS257	Title of the Course	Garment Draping	L	T	P	C
Year	2nd	Semester	4th	1		4	5
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To understand the technical process of garment draping specifically used for customised hi end clients without using basics patterns. This course will help students to create beautiful and intricate customised designed and experiment with their creativity.						



Course Outcomes	
CO1	Understanding customised draping technique for garment construction
CO2	Creation of intricate and beautiful couture garment designs
CO3	Developing hands on practice of working on a dress form for draping technique
CO4	Be able to handle and develop complicated designs without the use of standard patterns
CO5	Learning a method of expressing garment designs using delicate fabrics and hi end clients

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to garment draping	1. Introduction to industrial garment construction techniques 2. Drafting 3. Pattern making 4. Garment draping 5. Grading 6. Tools and equipments in draping 7. Basic terminologies of draping	16	1, 2
2	Muslin preparation	1. Preparing the dressform 2. Preparing the fabric 3. Pinning the fabric 4. Marking and cutting 5. Tracing	14	1,2
3	Basic blocks	1. Basic bodice block 2. Basic skirt block	18	1,3
4	Ruffles and Pleats	1. Ruffles 2. Gathers 3. Pleats 4. Creating variations from the above	16	1,5
5	Garment collection	1. Creation of a collection of 3 draped couture garments (preferably party gowns)	16	4,5

Reference Books:
Pattern Making for Fashion Design” By Helen Joseph Armstrong
Basic Pattern Skills for Fashion Design” By Bernard, Publisher Jeanne
Draping for Fashion Design” By Jaffe Hilde and Relis Nuire.
e-Learning Source:
https://www.scribd.com/docs
file:///C:/Users/IUARCH005/Downloads/Patternmaking-For-Fashion-Design-HELEN%20LifeFeeling.pdf

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	1	1	1	3								1	1	1	1		
CO2	2	1	1	1	3								2	1	1	1		
CO3	2	1	2	2	3								2	1	3	2		
CO4	3	3	2	2	3								2	2	2	1		
CO5	2	1	2	1	3								3	1	2	1		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Ar. Safa Seraj Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session:							
Course Code	DS258	Title of the Course	Fashion Illustration III	L	T	P	C
Year	2nd	Semester	4th	1		4	5
Pre-Requisite	Fashion Illustration II	Co-requisite	None				
Course Objectives	To develop and learning of personalised sense of style as a a fashion illustrator and designer. Understanding the technical requirement and techniques in fashion illustration in industry.						

Course Outcomes	
CO1	To be able to render and duplicate garments , fabrics and trims
CO2	Understanding of client’s or market requirement and designing likewise
CO3	Developing a sense of design aesthetics in designing and illustration
CO4	Be able to demonstrate a capacity to identify different fabrics and rendering their textures , prints , ornamentations etc.
CO5	Experimenting and innovating in designs and thinking abilities



Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Fabric Rendering	<ol style="list-style-type: none"> 1. Fabric texture duplication 2. Fabric print duplication 3. Surface ornamentation duplication 4. Duplicating laces 	16	1, 2
2	Garment Rendering	<ol style="list-style-type: none"> 1. Garment duplication I 2. Garment duplication II 	14	1,2
3	Creative rendering	<ol style="list-style-type: none"> 1. Illustrating using 3d materials and experimentation 2. Creating self stylized fashion illustrations using various wet and dry colors mediums 	18	1,3
4	Project I	<ol style="list-style-type: none"> 1. Coordinated Bridal wear collection 2. Coordinated Casual wear collection 3. Coordinated couture collection 	16	1,5
5	Project II	<ol style="list-style-type: none"> 1. Preparation of a coordinated design collection on a theme of 7 garments (follow the complete design process for a theme with specs sheets eg. Avante garde collection) 	16	4,5

Reference Books:
<ol style="list-style-type: none"> 1. Fashion sketchbook, Bina abling , 6th edition 2. The art of fashion illustration , Somer Flarey Tewjwani 3. Fashion Sketchbook by Abling Fairchild Publication

e-Learning Source:
https://www.scribd.com/docs
https://www.scribd.com/docs
file:///C:/Users/IUARCH005/Downloads/The-Art-of-Fashion-Illustration-by-Somer-Flaherty-Tejwani-pdf-free-download-booksfree.org_.pdf
file:///C:/Users/IUARCH005/Downloads/The-Art-of-Fashion-Illustration-by-Somer-Flaherty-Tejwani-pdf-free-download-booksfree.org_.pdf
file:///C:/Users/IUARCH005/Desktop/zia/Fashion-Sketchbook-6th-Edition-by-Bina-Abling-pdf-free-download.pdf

PO- PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	1	1	1	3								1	1	1	1		
CO2	2	1	1	1	3								2	1	1	1		
CO3	2	1	2	2	3								2	1	3	2		
CO4	3	3	2	2	3								2	2	2	1		
CO5	2	1	2	1	3								3	1	2	1		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Ar. Safa Seraj Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	DS259	Title of the Course	Garment Construction	L	T	P	C
Year	2nd	Semester	4th	1	0	4	5
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to learn different types of garment construction.						

Course Outcomes	
CO1	Obtain basic knowledge on World Textiles to understand the techniques used for Different World Textiles
CO2	Recreating knowledge gained by developing period costumes using drapes
CO3	Using skill creating miniature prototypes of period costumes

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Drafting of female adult bodice block & its adaptation	Skirt Top Saree Blouse Ladies Kameez/ Kurta, Kalidar Kurta	16	CO1
2	Drafting of female adult bodice block & its adaptation	Churidaar/ Salwar Trouser	16	CO1
3	Construction of Dress	Off shoulder dress Bias cut dress	16	CO2
4	Construction of Gown	Evening gowns	16	CO3
5	Construction of Night Dress	Night dress	16	CO3

Reference Books:



- Illustrated Guide to Sewing: Garment Construction: A Complete Course on Making Clothing for Fit and Fashion Paperback – by Colleen Dorsey

e-Learning Source:

- https://www.researchgate.net/publication/345044538_Advanced_Garment_Construction_Guide

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																			
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
	CO1	1	1	1	1	1								2	1	1	1		
CO2	2	1	1	2	1								2	3	3	3			
CO3	2	1	1	2	1								2	3	3	3			

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2023-24

Course Code	DS260	Title of the Course	Creative Textiles-2	L	T	P	C
Year	2 nd	Semester	4th	1	0	2	3
Pre-Requisite	Creative Textiles-1	Co-requisite	None				
Course Objectives	Obtain basic knowledge on World Costumes to understand the techniques used in various region of world.						

Course Outcomes

CO1	Designing and developing collection using traditional costumes and textiles of various region of India.
CO2	Designing and developing collection of appropriate textiles for variety of activities.
CO3	Designing and developing collection of European costumes.
CO4	Designing and developing collection of Far Eastern costumes.
CO5	Designing and developing collection of American and African costumes.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Costumes of india	Regional Costumes of Tamil Nadu, Kerala, Karnataka, Maharashtra, Madhya Pradesh, Rajasthan, Gujarat, Manipur and Kashmir.	10	CO1
2	Dance costumes of india	Bharatha-natayam, Mohiniattam, Bangra, Katakali, Manipuri and Odissi etc.	9	CO2
3	Costumes of european countries	Costumes of European countries –Italy, France, Greece, Roman, Sweden & Germany etc.	9	CO3
4	Costumes of far eastern countries	Japan, Korea, Sri-Lanka, Pakistan, Malaysia, China, Burma, Thailand & Philippines.	10	CO4
5	American & african costumes	North and South America–Men & Women costumes of different states of America. Popular African costumes	10	CO5

Reference Books:

The Chronicle of western Costume, John Peacock, Thames & Hudson, 2010.

Stuart Robinson, 1969 "A History of Printed Textiles", Studio Vista Ltd., London. Costumes of Indian Tribe

e-Learning Source:

<http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBellsworthTextiles/reference/humanecol.mbellsworthtextiles.i0010.pdf>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO CO	Course Articulation Matrix: (Mapping of COs with POs and PSOs)																	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	1	1	1	1								2	1	1	1		
CO2	2	1	1	2	1								2	3	3	3		
CO3	2	1	1	2	1								2	3	3	3		
CO4	2	1	1	2	1								2	3	3	3		
CO5	3	1	1	2	1								2	1	1	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Ar. Safa Seraj

Name & Sign of Program Coordinator



Sign & Seal of HoD



Integral University, Lucknow

Effective from Session: 2023-2024							
Course Code	DS261	Title of the Course	Computer Applications-3	L	T	P	C
Year	2 nd	Semester	4 th	1		5	6
Pre-Requisite	Computer Applications-2	Co-requisite	None				
Course Objectives	Understanding Rasterize computer designing tools, Creating designs and image editing.						



Course Outcomes	
CO1	Understanding the basic tools of vector software and developing basic pattern Set using tools.
CO2	Create flat drawings
CO3	Develop prints and patterns
CO4	Understanding tracing of images
CO5	Understanding the application of filters

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Vector Graphic Software	Getting to Know the Work Area, Selecting and Aligning, Creating and Editing Shapes, Transforming Objects, Drawing with the Pen and Pencil Tools.	18	1, 2
2	Basic Drawing, Coloring and Arrangement of Objects	Color and Painting, Working with Type, Working with Layers, Working with Perspective Drawing, Blending Colors and Shapes, Working with Brushes.	18	2,3
3	Working on Technical Drawings	Creating basic garments and their templates, creating necklines, collars, sleeves, hemlines, gathers, cowls, darts etc. Concentrating on small trims, like buttons, buckles, zippers, lace, ties, etc.	20	3
4	Surface Design and Fabric Prints	Working on trim /embroidery /print design. Develop textile prints and various color ways.	16	4
5	Technical Spec Sheet	Completing the technical drawings with the specs and measurements, Applying Effects, Applying Appearance Attributes and Graphic Styles, Working with Symbols, Combining IllustratorCS6 Graphics with Other Adobe Applications	18	5

Reference Books:
https://www.amazon.in/CoreIDRAW-Training-Guide-Satish-Jain/dp/938728400X
https://bookauthority.org/books/beginner-adobe-illustrator-books
e-Learning Source:
https://www.pgsd.org/cms/lib07/pa01916597/centricity/domain/202/illustrator_for_beginners_tastytuts.pdf
https://helpx.adobe.com/pdf/illustrator_reference.pdf
https://www.youtube.com/watch?v=AinkCNooh2A

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	2	1	3	2								3	1	3	2		
CO2	1	2	2	2	1								2	3	1	3		
CO3	2	1	1	3	1								1	1	3	1		
CO4	3	2	3	2	2								2	2	1	1		
CO5	2	1	2	2	1								3	1	1	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Ar. Safa Seraj Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2023-24

Course Code	DS262	Title of the Course	Fashion Photography	L	T	P	C
Year	2nd	Semester	4th	1	1	0	2
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to learn different types of garment construction.						

Course Outcomes

CO1	Understanding and handling camera for effectively communicating ideas
CO2	Creating the look through fashion styling and capturing the visual image
CO3	Understand the theme, purpose and its role in fashion industry.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to photography	Parts of a camera	6	1
2	Elements of photography	Elements of photography, lighting, camera techniques, Depth of Field and Focus and framing	6	1
3	Preparation for the shoot	Selection of location for an indoor/ outdoor, Creation of a suitable ambience/ back drop for shoot, Sourcing and coordination of clothes and accessories according to a theme/season, criteria and selection of model, Coordination of movement, mood and image of model and apparel	6	2
4	Fashion photography	Photography in indoor and outdoor shoots– Settings and techniques	7	3
5	Fashion photoshoot	Model Photo Shoot with Styling, for magazine cover and posters	7	3

Reference Books:

Langford Fox, sawdon Smith, Basic Photography, Taylor andFrancis,2012



e-Learning Source:

<https://www.slideshare.net/viva07071/fashion-photography-presentation>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	1	2	1	3	3								2	1	1	1	
CO2	2	2	1	3	3								2	3	3	3		
CO3	2	2	1	3	3								1	2	2	3		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

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Integral University, Lucknow

Effective from Session:							
Course Code	DS344	Title of the Course	FASHION TREND (TIMELINE FORECAST)	L	T	P	C
Year	3rd	Semester	5th	2	1		3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to understand how to do fashion forecasting before making any design collection.						



Course Outcomes	
CO1	Develop a holistic understanding of fashion, trends, and forecasting in a global setting.
CO2	Effectively communicate your understanding of fashion trends in both visual and written form.
CO3	Understand the relationship from the forecasting to product development and the need for forecasting knowledge for all aspects of apparel and textile businesses.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Fashion forecasting	Fashion Forecasting & its types Forecasting (Time based), Short term forecasting, long term forecasting, Forecasting (Technique based), Judgmental forecasting, Intuitive forecasting, Delphi technique. Process of fashion forecasting; sources of fashion forecasting.	6	CO1
2	Colour forecasting	Color Forecasting, Its importance, Its impact on fashion scenario, 24 moods categorization.	6	CO1
3	Trend analysis	Trend Analysis Identification/Selection of target market, Trend analysis of earlier seasons to understand trend spotting methods & trend life cycles Forecast interpretation of the current/subsequent season, Developing Style directions based on selected markets, Trend reporting & Data presentation.	6	CO2
4	Trend analysis	Trend analysis for the different seasons, Trend Analysis Agencies–WGSN and Promo style, Trend Reports, Google Trends.	7	CO2
5	Trend study	Trend Setters, Influence of Media on trend–Paper, Movies and social media. National & International Trend Spotting.	7	CO2

Reference Books:	
Gini Stephen Frings (2007), Fashion Concept to Consumer, Pearson	
Elaine Stone (2013), Dynamics of Fashion, Fair Child Books	
e-Learning Source:	
https://www.slideshare.net/SimranParmar/fashion-forecasting-69971996	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	1	3	2	1								1	2	1	3		
CO2	2	1	3	2	1								2	2	1	3		
CO3	3	1	3	3	2								2	2	3	3		
CO4	3	2	3	3	2								2	3	2	3		
CO5	2	1	3	3	1								3	2	2	3		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

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Integral University, Lucknow

Effective from Session:							
Course Code	DS345	Title of the Course	SUSTAINABILITY IN FASHION & TEXTILE	L	T	P	C
Year	3rd	Semester	5th	01	01	00	2
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to understand the sustainable design and fashion.						

Course Outcomes	
CO1	Understanding the environmental impact of the Textile and Fashion on the ecosystem.
CO2	Awareness about the various issues caused by improper use of resources around the world.
CO3	Creating or developing sustainable practices to protect and preserve resources.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to sustainability	Ecosystem, Triple bottom line approach, Resource, Reduce, Reuse, Recycle.	6 hrs	CO1
2	Sustainability in apparel & textile industry	Sustainable Industrial Development and its relevance in context of Textiles & Fashion Industry, Ecological footprint	6 hrs	CO1
3	Fashion case studies	Recycle Fashion Case study	6 hrs	CO1
4	Measures of sustainability	Measuring Sustainable Production and Sustainability Index, certifications and Index	6 hrs	CO2
5	Sustainable practices	Sustainable Practices in India and World–Past and Present	6 hrs	CO3

Reference Books:
Managing Quality in the Apparel Industry–Mehta and Bhasadwaj, 1998
Sustainable Development by Jose Manuel Prado-Lorenzo(Editor);Isabel Maria Garcia Sanchez(Editor),2012
e-Learning Source:
https://slideplayer.com/slide/12937696/

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	1	2	2	3								2	1	2	1		
CO2	2	2	3	2	3								2	2	3	1		
CO3	2	1	3	2	3								2	1	2	1		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

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Integral University, Lucknow

Effective from Session:							
Course Code	DS346	Title of the Course	Export planning & merchandising -2	L	T	P	C
Year	3 rd	Semester	5 th	02	01	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	<ul style="list-style-type: none"> Understand the meaning of Export Management Know the need for Export Management Discuss the nature of Export Management Explain the functions of Export Manager Understand the concept Export organizational structural design. 						

Course Outcomes	
CO1	To obtain basic knowledge about export management
CO2	To understand the export services and trading.
CO3	To learn how to organise an export firm
CO4	To understand the foreign trade policy and export promotion
CO5	To understand the export product planning

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to export management	Definition, Need-for export management, Nature of export management, Features of export management, Process of export management, Functions of an export manager, Organisation structure of an export firm.	10	1
2	India's export trade	Trends in India's export trade since independence, Composition of India's export trade, Direction of India's export trade, India's share in world trade, Reasons for India's poor share in world trade, Export of services.	12	2
3	Organising an export firm and developing an export Marketing plan	Nature of export firm, setting up of an export firm, Registration formalities, Need for export marketing plan, Contents of export marketing plan, Developing an effective export marketing plan.	15	3
4	Foreign trade policy and export promotion	Foreign Trade Policy – 2009-14, Objectives of Foreign Trade Policy, Main highlights of Foreign Trade Policy, Main Export Promotion Organisations in India – EPCs, Commodity Boards, STC, FIEO, Chambers of Commerce, IIP, ITPO.	15	4
5	Export product planning	Modes of entry in foreign markets, Criteria for selection of products for exports, Steps in new product development process, identifying foreign markets for export of products, Product Life Cycle, Product mix, Product Branding, Product packaging and labelling.	14	5

Reference Books:	
Export Management – P. K. Khurana – Galgotia Publishing Company, New Delhi.	
Export Management – T. A. S. Balagopal – Himalaya Publishing House, Mumbai.	
Export Management – D. C. Kapoor – Vikas Publishing House Pvt. Ltd., New Delhi.	
e-Learning Source:	
https://slideplayer.com/slide/4244682/	
https://www.academia.edu/36341597/EXPORT_STRATEGY_AND_MARKETING	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	2	1	3	1								1	1	1	2		
CO 2	1	3	2	2	1								3	2	3	3		
CO 3	2	1	3	3	2								2	3	3	1		
CO 4	3	3	2	2	2								2	2	2	3		
CO 5	2	1	2	1	1								3	2	2	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



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Effective from Session:							
Course Code	DS347	Title of the Course	Professional Ethics	L	T	P	C
Year	3 rd	Semester	5 th	02	00	00	02
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To enable students to Understand the trends in Clothing behavior and Gain an insight on the planning process involved in Clothing selection.						

Course Outcomes	
CO1	Learn the core values that shape the ethical behavior.
CO2	Gain awareness on professional ethics and human values.
CO3	Understand design practice according to social and cultural issues, code of ethics and role of professional ethics in Designing field
CO4	Improve the skills needed to practice professionally in fashion industry.
CO5	Acquire knowledge about roles of designers in variety of global issues and able to apply ethical principles to resolve situations that arise in their professional lives

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to professional practice for turning fashion designers into professionals	Develop more focused – resolved approach to their practice and specialism as well as performing more complex skills - consistency and developing new ideas from conception to realization	10	CO1
2	Synthesizing new innovative ideas and practical experimentation	Contemporary issues and practice - Methods of thinking - planning to help resolve problems in self-initiated projects - effective presentation skills in relevant contexts	9	CO2
3	Design practice including the work of contemporary national and international practitioners	Represent in different professional cultural and technological contexts	9	CO3
4	Identification and application of the skills	Identification and application of the skills needed to practice professionally in fashion industries - an understanding of innovative practices - concepts and debates in the field of fashion	10	CO4
5	An in-depth understanding of fashion including professional	An in-depth understanding of fashion including professional - cultural and technological innovations evolving in this field	10	CO5



Reference Books:	
Professional Practice by Krishnamurthy K.G	
The Designer's Field Guide to Collaboration by Caryn Brause	
Enhancing Professional Practice: A Framework for Teaching, 2nd edition by Charlotte Danielson, ISBN: 978-1-4166-0517-1	
Professional Practice for Interior Designers Hardcover by Christine M. Piotrowski	
Designing Your Business: Professional Practices for Interior Designers by Gordon T. Kendall	

e-Learning Source:	
https://www.slideshare.net/kirstenhedgpeth/ethical-fashion-lecture	
https://www.slideshare.net/sunitkapoor1/professional-ethics-47619046	
https://ethicalmadeeasy.com/what-is-ethical-fashion/	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	3	2	2	3	3								2	3	3	2		
CO 2	2	2	2	2	2								1	3	3	2		
CO 3	3	1	2	3	1								2	3	3	2		

CO 4	3	2	2	2	1							1	2	3	2		
CO 5	2	1	1	2	1							1	3	3	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

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Integral University, Lucknow

Effective from Session:							
Course Code	DS348	Title of the Course	Range Development- 1	L	T	P	C
Year	3rd	Semester	5th	1	0	4	5
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Student will be able to make design collection.						



Course Outcomes	
CO1	Understand and develop the design through inspiration.
CO2	Understand and develop Mood board
CO3	Understand and develop how to make flat sketches.
CO4	Learn the basics of measurement and size chart
CO5	Gain insight into activities related to test fit development

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Concept building	Orientation of the design collection at various platforms: Industry/design house/In house Concept Development and Finalization of Theme, category of clothing (inspiration can be taken from forecast) Research for the concept: research will include the area of inspiration, detail, origin/history, motifs/textures, Development of Mood board: depiction of the mood for the collection, occasion /season for which the collection will be prepared	16 hrs	CO1
2	Making boards	selection of the pantone shades for the collection based on concept or inspiration from forecast can be taken. Fabric sourcing: Various number of 8*8 swatches for the collection to be collected from market, which are expected to use for the development of design collection..	16 hrs	CO2
3	Making flat sketches	Illustrations: Rendered 50 illustrations for the design collection including fabric and color details and the finalized 5 sketches to be developed as stylized illustrations/croque.	16 hrs	CO3
4	Making spec sheet	measurements of the garments to be specified & taken along with spec sheets	16 hrs	CO4
5	Muslin fit and final product development	The selected silhouettes of the garment to be developed in to muslin fits Presentation: the muslin test fits to be presented along with complete research file to the internal mentors. Final fabrication of the design collection after approval of test fits Submission of five garments along with accessories	16 hrs	CO5

Reference Books:
Form Fit Fashion by Jay Calderin
e-Learning Source:
https://www.slideshare.net/simiraaj/introduction-on-fashion-designing-concepts-in-fashion

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																			
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
	CO1	2	1	3	2	3								2	3	2	3		
CO2	2	1	3	1	3								1	3	2	2			
CO3	3	1	3	2	2								1	3	2	3			
CO4	2	1	2	2	3								2	3	1	2			
CO5	3	1	3	2	2								1	3	2	2			

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

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Integral University, Lucknow

Effective from Session:							
Course Code	DS349	Title of the Course	Men's Pattern Making and Garment Construction	L	T	P	C
Year	3rd	Semester	5 th	1	0	4	5
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to understand the patterns of men's garment.						

Course Outcomes	
CO1	Understanding the method to develop and construct basic men's wear pattern.
CO2	Capacity to manipulate basic patterns to develop new designs.
CO3	Ability to create and recreate any men's wear.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Shirts	Construction of Basic Shirt, Slack Shirt, Inner vest and T-Shirt.	6	CO1
2	Trouser	Construction of Brief, Trouser, Track pant and shorts.	6	CO1
3	Jacket	Construction of Jacket.	6	CO1
4	Professional values	Professional values – Definition – Competence – Confidence – Devotion to duty –Efficiency – Accountability –Respect for learning /learned – Willingness to Learn-Open and balanced mind – Team spirit – Professional Ethics – Willingness for Discussion; Difference between understanding and assuming Time Management: Issues of planning, as well as concentration (and aligning with self-goals) Expectations from yourself. Excellence and competition, coping with stress, Identifying one's interests as well as strengths.	6	CO2
5	Behavioural values	Behavioral values – Individual values and group values. Anger: Investigation of reasons, watching one's own anger; Understanding anger as: a sign of power or helplessness, distinction between response and reaction. Right utilization of physical facilities. Determining one's needs, needs of the self and of the body, cycle of nature. Relationship with teachers. Inside the class, and outside the class, interacting with teachers. Complimentary nature of skills and values. Distinction between information & knowledge Goals: Short term goals and long term goals; How to set goals; How to handle responsibilities which have to be fulfilled while working for goals.	6	CO3

Reference Books:	
	PatternCutting&MakingUp, MartinShoben&Janet Ward,CBSPublishers,1999
	PatternMakingforFashionDesign,HelenJArmstrong,PrenticeHall.UK,2009
e-Learning Source:	
	https://www.slideshare.net/ashenafisolomon2/pattern-making-men-c1-c2

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	3	2	1								2	2	3	2		
CO2	2	1	3	2	1								2	3	3	2		
CO3	3	1	3	2	2								2	2	3	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

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Integral University, Lucknow

Effective from Session:							
Course Code	DS350	Title of the Course	Kids Pattern Making and Garment Construction	L	T	P	C
Year	3rd	Semester	5th	1		4	5
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To develop a basic understanding of varying kid's garment making techniques used in the industry. Understanding about the basic child anatomy and fitting of garment. Preparing basic standard drafting blocks required for preparation of a kids garment						

Course Outcomes	
CO1	Understanding anatomy, proportion and disproportion of kids body types and variations
CO2	Standard body measurements for children. Sequence of taking body measurements for various age groups .standardisation of body measurements. Body types and sizes of ready to wear garments.
CO3	Be able to identify and prepare quality garments and fashion products with technical knowledge of construction and finishes
CO4	Learning of industrial tools and equipment's in garment construction and be able to resolve fitting and construction issues
CO5	Creation of beautiful and comfortable designs taking care of the technicalities

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Pattern Making	1. Basic Child's blocks 2. Design creation using dart manipulation 3. Basic garment terminologies	16	1, 2
2	Infant garments	1. Pattern making and construction of Jabla 2. Pattern making and construction of Bib, Nappy etc 3. Pattern making and construction of onseis and rompers	14	1,2
3	Toddlers garments	1. Girls (Frocks and dresses, A- line dress, skirt variations eg. Circular, layered) 2. Boys (shirts, baba suit, lounge pants, shorts and knickers)	18	1,3
4	Kid's wear	1. Girls (Frocks and dresses, jumpsuit, sleepwear, shorts, skirts,dungarees) 2. Boys (shirts, shorts, sleepwear, loungewear/ trackpants	16	1,5
5	Teen's wear	1. Girls (Ethnic wear ,Sets and words,Party wear) 2. Boys (Ethnic wear , party wear)	16	4,5

Reference Books:
1. Pattern Making for Fashion Design” By Helen Joseph Armstrong 2. Basic Pattern Skills for Fashion Design” By Bernard, Publisher Jeanne. 3. Draping for Fashion Design” By Jaffe Hilde and Relis Nuire.

e-Learning Source:
https://www.scribd.com/docs
file:///C:/Users/IUARCH005/Downloads/Patternmaking-For-Fashion-Design-HELEN%20LifeFeeling.pdf

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO7
CO1	2	1	1	1	3								1	1	1	1		
CO2	2	1	1	1	3								2	1	1	1		
CO3	2	1	2	2	3								2	1	3	2		
CO4	3	3	2	2	3								2	2	2	1		
CO5	2	1	2	1	3								3	1	2	1		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



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Integral University, Lucknow

Effective from Session:							
Course Code	DS351	Title of the Course	Elective II: Designing & Creating Trousers	L	T	P	C
Year	3 rd	Semester	5 th	1	1	0	2
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To enable students to Understand the parts of trousers and stitching.						



Course Outcomes	
CO1	To learn about the basic parts of trousers
CO2	To learn about the basic types of trousers
CO3	To learn about the basic specifications of men’s trousers
CO4	To learn about the basic specifications of women’s trousers
CO5	Students will stitch one trouser.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Basic parts of trousers	Belt loop, Waist belt, Side pocket, Fly piece/zipper fly, Back pocket, Cross/Crutch point, Under side, Top side, Leg opening	10	CO1
2	Types of trousers	dress pants, jeans, khakis, chinos, leggings, overalls, and sweatpants.	9	CO2
3	Men’s trouser	Study men’s trousers	9	CO3
4	Women’s trouser	Study women’s trousers	10	CO4
5	Practical working on trousers	Stitch one trouser	10	CO5

Reference Books:
Making Trousers for Men & Women: A Multimedia Sewing Workshop by David Page Coffin
e-Learning Source:
https://www.slideshare.net/jahid3244/trouser-120237813
https://slideplayer.com/slide/16246816/
https://slideplayer.com/slide/8779524/

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	1	2	4	1	2								2	3	2	2		
CO 2	2	2	3	2	2								2	2	1	2		
CO 3	3	3	2	3	3								1	2	1	1		
CO 4	4	3	2	4	3								3	2	1	2		
CO 5	5	4	2	3	4								3	2	2	3		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

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Integral University, Lucknow

Effective from Session:							
Course Code	DS352	Title of the Course	Digital Fashion Mindset	L	T	P	C
Year	3rd	Semester	5 th	1	1	0	2
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Exploring the nature of digital transformation in the fashion industry.						

Course Outcomes	
CO1	Overview of digital transformation of the fashion industry
CO2	Influence of digitalization on the fashion supply chain
CO3	Digitalization of product design and development
CO4	Digital business model innovation
CO5	Sustainability effects in design & development stage



Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Transformation in fashion industry	influencing digital transformation in dimensions – economic, societal, and cultural	16	1
2	Influence in fashion industry	Use of technology in 2d drawings	14	2
3	Designing a product	To design a product using Technologies	18	3
4	Digital business model	mapping the changes in value creation, delivery, and capture based upon Osterwalder and Pigneur’s	16	4
5	Sustainability effects	Illustrating the Sustainability positive effects of digital fashion sampling over physical sampling during the design and development phases.	16	5

Reference Books:
 Andrae, A. 2017. “Life Cycle Assessment of a Virtual Reality Device.” Challenges 8 (2): 15. doi:10.3390/ challe8020015. A
 Bertola, P., and J. Teunissen. 2018. “Fashion 4.0: Innovating Fashion Industry through Digital Transformation.” Research Journal of Textile and Apparel 22 (4): 352–369. doi:10.1108/RJTA-03-2018- 0023

e-Learning Source:
 Anamxr (<https://www.anamxr.com/>) ARdrobe (<https://ardrobe.com/>) Atacac (<https://atacac.com/>) Auroboros (<https://www.auroboros.co.uk/>)
 Institute of Digital Fashion (<http://institute-digital.fashion/>)
 Sunnei Canvas (<https://sunnei.it/blogs/news/introductingsunnei-canvas>)

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	2	1	3	1								1	1	1	2		
CO2	1	3	2	2	1								3	2	3	3		
CO3	2	1	3	3	2								2	3	3	1		
CO4	3	3	2	2	2								2	2	2	3		
CO5	2	1	2	1	1								3	2	2	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Ar. Safa Seraj Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session:							
Course Code	DS355	Title of the Course	Internship	L	T	P	C
Year	3rd	Semester	6th	00	00	00	0
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to learn how to work in a fashion industry.						



Course Outcomes	
CO1	To familiarize students with about export house working culture.
CO2	To understand the working environment of manufacturing or design manufacturing.
CO3	Designing units so as to acquire an in-depth knowledge of the industry.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Aim and Objectives of Practical Training	The student must try to seek a variety of experiences in his/her 'Training office' to acquaint himself/herself with various works, procedures etc. of the fashion profession. Preferably the students must opt their Training offices in developed cities to have maximum exposure of new fabrics, technologies, practices etc.	0	CO1
2	Honorarium/Stipend	<p>The fashion designers usually pay some amount as honorarium/stipend to meet out of pocket expenditure to the trainee. The University shall have no objection if the trainees accept/receive such honorarium/stipend.</p> <ul style="list-style-type: none"> ● The mode and amount of the honorarium shall depend upon the office and be based upon a mutual agreement between the employing designer and the trainee. However, it shall neither be a claim of the trainee nor binding on the designer but for proper professionalism and to maintain the dignity of profession, the training office of fashion designer pay a respectable amount as stipend/honorarium. ● The University/Training and Placement cell of the Institute shall not in any way be responsible for the payment against any sorts of damages, whatsoever. 	0	CO3
3	Code of conduct for the trainee	<ul style="list-style-type: none"> ● He/she shall abide by the rules, regulations and general instructions of the office/firm. He/she shall remain punctual and regular in attendance. ● He/she shall make all efforts to learn the work involved in the profession, and if so required for work, shall attend the office beyond the scheduled time in the office. ● He/she shall respect and obey the senior members of the office/firm. ● He/she shall take up the job with full responsibility and show utmost interest in the work allotted. ● He/she shall inform the institute/training and placement cell about joining in the training office, its address and contact numbers. He/she shall also inform the address of the accommodation acquired during the training period. ● He/she shall remain in regular touch with the University/ 'Training and Placement Cell' and shall keep the Training and Placement Cell fully informed about his/her progress in the training office. ● In case of any complaint or misconduct, the University/Training and Placement Cell may take suitable and strict action against the student. 	0	CO3
4	Joining and Leaving the Training Office	<ul style="list-style-type: none"> ● The trainee is expected to join the training office on the scheduled date, and submit his 'Joining Report' on the letterhead of the office duly signed by Head of the Training to the Training Coordinator Institute in the Performa prescribed for the purpose and contained in the Log Book. ● The trainee must obtain a 'No Dues Certificate' duly and get relieved from the office at the end of the training period or before changing the 'Training Office'. The trainee must submit this 'No Dues Certificate' along with the Log Book. 	0	CO3
5	Change of Training Office	<ul style="list-style-type: none"> ● In case of any emergency, a trainee may be permitted to change the training office/place of training once only during the entire period of training. He/she shall inform the Principal/Director/Head of Department/Officer in-charge of the 'Training and Placement Cell', and seek prior permission for such a 	0	CO3

		change 0 <ul style="list-style-type: none"> The total duration of the practical training shall be the sum of the period of stay in different offices. It shall be in conformity with the 'Duration of Training' as prescribed in the 'Ordinances, Scheme of Examination & Syllabus' of the University. 		
6	Continuous Assessment and Monitoring	The Trainee will have to submit through e-mail fortnightly progress reports to the Training Coordinator of Fashion Design program, Department of Architecture, Integral University, on the prescribed format, who shall monitor the progress of each and every trainee and suggest remedial measures as and when required. The Training Coordinator will also remain in constant touch with the Trainer to ensure that the trainee is going on as per the aim and objectives of the training.	0	CO2
7	Final Submissions	After completion of practical training, the trainee is required to submit the following in the University: <ul style="list-style-type: none"> 'Certificate' of successful completion of the practical training mentioning the attendance in percentage, from the fashion designer. 'Daily Diary' with details of the day to day work record, which will be returned to the student after assessment and viva voce examination. The suggested 'Performa' of the page of the daily diary is available in the prescribed 'Log-Book'. 'Training report' supplemented with the prints and documents of work done during practical training. The prints and documents shall be obtained with the permission of the fashion designer's office and shall be duly signed by the 'Supervisor'. Training report shall be submitted in three copies. First copy shall be returned to the student after assessment of sessional marks and viva voce examination. The second copy shall be retained by the Training and Placement Cell/library. These shall be presented in A-4 size with ring binding. 	0	CO1
8	Failures	In case the student/ trainee remains unsuccessful or fails in completing his/her training, internal assessment or viva- voce examination, he/she shall have to repeat the whole semester and will not be promoted to the next class till successfully completing and clearing the Practical Training.	0	CO3

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	3	2	3								3	2	2	3		
CO2	3	2	3	1	3								3	3	2	3		
CO3	3	3	3	2	3								3	2	2	3		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23

Course Code	DS444	Title of the Course	Fashion Business Management	L	T	P	C
Year	4th	Semester	7 th	02	01		3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to handle merchandising concept in fashion industry.						

Course Outcomes

CO1	Understanding the basics of business management.
CO2	Capacity to understand and appreciate successful brands retail/business plans.
CO3	Ability to manage store and create a business plan to start own boutique

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Management	Definition, Nature and Purpose, Introduction to Modern Business organizations, Types of ownership, Levels of management, functions of manager.	9	1
2	Introduction to management process	Planning–Importance, types & steps of planning process, Organizing, Staffing, Leading and Controlling.	9	1
3	Organizing and decision making	Types of Organizational structures, line, staff function, responsibility and authority, Decision making–types of decisions, factors Affecting Decision making, Process of rational decisional making, techniques of decision making.	10	2
4	Direction control and evaluation	Functions of directing– Planning, budgeting, resource allocation, time plan, production. Control process – production flow, quality, cost.	10	3
5	Evaluation and business economics	Analysis of positives and negatives, modification of future plans, Demand and Supply–basic costing, budgeting, capital and revenue, marketing introduction and growth mapping.	10	3

Reference Books:

- The Intellectual Property, Richard Stim, Cengage Learning India Pvt. Ltd., 2007.
- Essentials of Management, Harold & Heinz, Tata McGraw Hill Education Private Limited, New Delhi, 2012.
- Cross Cultural Management, Shobana Madhavan, Oxford Uni Press, 2014.



e-Learning Source:

- <https://www.slideshare.net/REMLimited/fashion-management-da>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	3	3	2	1	1								2	3	3	3	
CO2	2	3	2	2	1								2	3	3	3		
CO3	2	3	2	2	1								3	3	3	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	DS445	Title of the Course	Fashion Media	L	T	P	C
Year	4 th	Semester	7 th	02			2
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Discover and obtain basic knowledge on how to report from the catwalk shows; co-ordinate a fashion shoot and create cutting edge fashion content; content writer for fashion magazine/ fashion blogs.						



Course Outcomes	
CO1	Understanding about professional public relations practices for the fashion industry
CO2	Gain insight into the nuances of the complex fashion world and the role of public relations and marketing in the fashion industry
CO3	Identify current trends in fashion promotion, visual merchandising, and production of fashion events.
CO4	Learn the basics of public relations methods, campaigns and strategies
CO5	Gain insight into activities related to planning, publicity, and promoting special events and fashion shows.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Fashion news-introduction	Fashion news: how to wow your readers with the most cutting-edge stories. Fashion features how to choose exciting subjects for long reads, and how to keep your reader reading. Essential interview technique important tips on face-to-face interviews, from coming up with questions to navigating your first interview	6	1
2	Fashion shoots	Fashion shoots how to style and produce a shoot from conception to publication, and how to come up with original creative ideas.	7	2
3	Fashion and social media	Fashion and social media fashions changing role online, and how you can be part of it.	6	3
4	Content writing	The pitch how to come up with compelling content and get it published. Content crispering in blogs and magazine.	7	4
5	Audience	Gettig familiar with your audience. Knowing your audience from podcasts to moving image to features writing.	6	5

Reference Books:	
Fashion Media Past and Present	
Djurdja Bartlett, Shaun Cole, Agnès Rocamora, Djurdja Bartlett, Shaun Cole, Agnès Rocamora	
e-Learning Source:	
https://www.slideshare.net/pearlacademyindia/fashion-media-communication	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO4	PSO5	PSO6	PSO7
	CO1	1	3	2	1	1								3	2	1	1	
CO2	2	3	3	2	1								3	3	2	1		
CO3	2	3	3	2	1								3	3	2	1		
CO4	2	3	2	2	1								3	2	2	1		
CO5	2	3	2	2	1								3	2	2	1		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session:							
Course Code	DS446	Title of the Course	Basics of Footwear Design	L	T	P	C
Year	4th	Semester	7 th	01	00	02	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to learn different types of footwear.						

Course Outcomes	
CO1	Understand footwear terminology and anatomy
CO2	Learn about the components commonly used in footwear making
CO3	Learn about various footwear constructions
CO4	Learn about materials used in footwear making
CO5	Learn how trend and mood boards are used in footwear design

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Terminology and Anatomy	Terminology: fold edge, deboss emboss, stitch & turn, rubber tricot, chemical sheet, air mesh Anatomy of a shoe	10	1
2	Footwear Classification	Different types of footwear	9	2
3	Footwear Construction Types	Goodyear Welt Construction Blake Stitch (The McKay Method) Blake-Rapid Construction Bologna Construction Norwegian (Storm Welt) Other Construction Methods	9	3
4	Materials	Different types of materials used for construction of a footwear	10	4
5	Sketching a Product	Making a mood board for a theme and designing footwear according to the theme.	10	5

Reference Books:	
Handmade in India, Aditi Ranjan & MP Ranjan, Mappin Pub Ltd, 2014.	
Fashionpedia, Fashionary International Lts Hong kong, 2017.	
e-Learning Source:	
https://www.slideshare.net/RangeetMitra1/introduction-to-design-and-footwear-testing	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	3	2	1								2	2	1	1		
CO2	2	3	2	2	1								2	3	2	1		
CO3	2	3	2	2	1								3	3	2	1		
CO4	2	3	2	2	1								3	2	2	1		
CO5	2	3	2	2	1								3	2	2	1		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

<p>Ar. Safa Seraj Name & Sign of Program Coordinator</p>	<p>Sign & Seal of HoD</p>
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Integral University, Lucknow

Effective from Session: 2023-23

Course Code	DS447	Title of the Course	BASICS OF ACCESSORY DESIGN	L	T	P	C
Year	4th	Semester	7 th	01	00	02	3
Pre-Requisite	Nil	Co-requisite	Nil				
Course Objectives	Students will be able to learn different types of footwear.						

Course Outcomes

CO1	Understanding the trends and history of Fashion accessories.
CO2	Develop and create fashion accessories using various materials and methods.
CO3	Capacity to create unconventional material into products.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to fashion accessories	Introduction to types of accessories, materials and colors used. Market study on latest trends in Fashion Accessories. Material Manipulation – Paper, Metal, Terracotta, Leather, Glass, Ceramic, Wood, Textile, Plastic and Recycled Material	10	CO1
2	Fashion accessories– bags/ hat	Develop theme or Fashion Forecast based accessories (Bag / Hat) using various materials colours and surface embellishments	9	CO1
3	Fashion accessories– shoes/belt	Develop theme or Fashion Forecast based accessories (Shoes/belt) using various materials colours and surface embellishments	9	CO2
4	Fashion ornaments	Cutting folding saw piecing, wire work all in awling, scoring, etching and threading. Develop any three theme or Fashion Forecast based Fashion ornaments (Ring/ Head gear/ nose ring/ earring/ bangle/ bracelet/ watches/ anklet/ toe ring/ neck ornament) using various materials colours and surface embellishments	10	CO2
5	Recycled accessories	Develop theme or Fashion Forecast based products using unconventional material	10	CO3

Reference Books:

Handmade in India, Aditi Ranjan & MP Ranjan, Mappin Pub Ltd, 2014.

Fashionpedia, Fashionary International Lts Hong kong, 2017



e-Learning Source:

<https://www.slideshare.net/DharmendraKumar344/accessory-design-studymaterial>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	3	2	1								3	3	2	2		
CO2	2	3	2	2	1								3	2	2	2		
CO3	2	3	2	2	1								3	2	2	3		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Ar. Safa Seraj Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	DS448	Title of the Course	Range Development- 2	L	T	P	C
Year	4th	Semester	7 th	01	00	04	5
Pre-Requisite	Range Development- 1	Co-requisite	None				
Course Objectives	Student will be able to make design collection.						



Course Outcomes	
CO1	Understand and develop the design through inspiration.
CO2	Understand and develop Mood board
CO3	Understand and develop how to make flat sketches.
CO4	Learn the basics of measurement and size chart
CO5	Gain insight into activities related to test fit development

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Concept building	Orientation of the design collection at various platforms: Industry/design house/In house Concept Development and Finalization of Theme, category of clothing (inspiration can be taken from forecast) Research for the concept: research will include the area of inspiration, detail, origin/history, motifs/textures, Development of Mood board: depiction of the mood for the collection, occasion /season for which the collection will be prepared	16	1
2	Making boards	selection of the pantone shades for the collection based on concept or inspiration from forecast can be taken. Fabric sourcing: Various number of 8*8 swatches for the collection to be collected from market, which are expected to use for the development of design collection..	16	2
3	Making flat sketches	Illustrations: Rendered 100 illustrations for the design collection including fabric and color details and the finalized 25 sketches to be developed as stylized illustrations/croque.	16	3
4	Making spec sheet	measurements of the garments to be specified & taken along with spec sheets	16	4
5	Muslin fit and final product development	The selected silhouettes of the garment to be developed in to muslin fits Presentation: the muslin test fits to be presented along with complete research file to the internal mentors. Final fabrication of the design collection after approval of test fits Submission of five garments along with accessories	16	5

Reference Books:	
Form Fit Fashion by Jay Calderin	
e-Learning Source:	
<ul style="list-style-type: none"> https://www.slideshare.net/simiraaj/introduction-on-fashion-designing-concepts-in-fashion 	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	3	1	1	3								1	1	3	1		
CO2	2	3	1	2	3								1	2	3	2		
CO3	2	3	1	2	3								1	2	3	2		
CO4	2	3	2	1	3								2	1	3	2		
CO5	2	3	2	1	3								2	1	3	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Ar. Safa Seraj Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	DS449	Title of the Course	Fashion styling	L	T	P	C
Year	4 th	Semester	7 th	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	<ul style="list-style-type: none"> To learn how to style an individual. 						



Course Outcomes	
CO1	To know about fashion styling and grooming
CO2	To understand celebrity styling and choosing wardrobes.
CO3	To learn professional etiquettes in business.
CO4	To understand theory of Color therapy used in individuals
CO5	To understand the trends of styling in past years

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Fundamentals of Fashion Styling	Fashion Styling: An Introduction," Fashion Styling Specialties, Fashion Styling Skills, History of Styling, Fashion Styling Fundamentals, How to Become a Fashion Stylist, Talents and Skills, Styling for Print, Getting Ready for a Test, Styling for Entertainment, Image Management, Knowing Your Body, Knowing Your Style, Working on the Job, Portfolio Building, and Branding	10	1
2	Personal/ Celebrity Styling	What is Personal Style? Personal Styling Individuality and new image Choosing your Look, shopping for and Keeping Up Your Wardrobe, wardrobe necessities the getaway and evening looks are stylish.	12	2
3	Professional Protocols & Etiquette	Styling Your Business: Business Fundamentals for Stylists & Marketing Your Business, Forms & Contracts, Finding Work /Freelance Stylist, Personal & Celebrity Clients	15	3
4	Color Therapy	Color Therapy: Types, Techniques, & Benefits	15	4
5	Costume Trends	Trending costumes of past 2-3 years in fashion Industry.	14	5

Reference Books:
Fashion Styling by Jacqueline McAssey
e-Learning Source:
https://www.slideshare.net/InaLekiewicz/fashion-styling-54619971
https://www.powershow.com/view0/697f2a-Y2YxN/Fashion_Wardrobe_Stylist_powerpoint_ppt_presentation

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO 1	2	2	1	3	1								1	1	1	2	
CO 2	1	3	2	2	1								3	2	3	3		
CO 3	2	1	3	3	2								2	3	3	1		
CO 4	3	3	2	2	2								2	2	2	3		
CO 5	2	1	2	1	1								3	2	2	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Ar. Safa Seraj Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	DS450	Title of the Course	Dissertation	L	T	P	C
Year	4 th	Semester	7 th	01	00	02	03
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To enable students to understand and learn how to do research.						

Course Outcomes	
CO1	To understand the concept of research design.
CO2	To understand the concept of sampling.
CO3	To understand the concept of tools and techniques used in research.
CO4	To understand the process of research.
CO5	To understand how to plan the research subject.



Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction & types of research	Research- Meaning, purpose and approach, Exploration, Description, Explanation, Scientific method and research, Research Designs Experimental and Observational, Quantitative and Qualitative approaches, Conceptualization and Measurement, Variables, concepts and measurement, Levels of measurement, Units of analysis	10	CO1
2	Sampling	Sampling & Tools, Role of sampling in research, Types of sampling.	9	CO2
3	Tools and technique	Research Tools and Techniques, Validity and reliability, Interviewing and observational methods.	9	CO3
4	Research problem	The Research Process, Defining the problem, research questions, objectives, hypotheses, Review of related literature and originality in writing	10	CO4
5	Referencing	Planning the research, Subjects context and ethics, Methodology and tools, Citation formats: in medical sciences, social sciences	10	CO5

Reference Books:
The Craft of Research by Wayne C. Booth

e-Learning Source:
<https://www.slideshare.net/sheetal321/researchmethodologyppt>
<chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://mgcub.ac.in/pdf/material/2020040608310264546184c6.pdf>
<https://slideplayer.com/slide/2476442/>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	3	3	2	1								2	2	1	1		
CO 2	2	3	2	2	1								2	3	2	1		
CO 3	2	3	2	2	1								3	3	2	1		
CO 4	2	3	2	2	1								3	2	2	1		
CO 5	2	3	2	2	1								3	2	2	1		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	DS451	Title of the Course	Intellectual Property Rights (IPR)	L	T	P	C
Year	4th	Semester	7th	1		4	5
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To develop an understanding of Intellectual Property Rights in Design and creative fields This course introduces the student to the basics of Intellectual Property Rights, Copy Right Laws Trade Marks and Issues related to Patents. The overall idea of the course is to help and encourage the student for startups and innovations. Pertaining knowledge of legal rights and infringements necessary in Design .						

Course Outcomes	
CO1	Understanding, defining and differentiating different types of intellectual properties (IPs) and their roles in contributing to organizational competitiveness.
CO2	Recognize the crucial role of IP in organizations of different industrial sectors for the purposes of product and technology development
CO3	Identify activities and constitute IP infringements and the remedies available to the IP owner and describe the precautions steps to be taken to prevent infringement of proprietary rights in products and technology development.
CO4	Be able to demonstrate a capacity to identify, apply and assess ownership rights and marketing protection under intellectual property law as applicable to information, ideas, new products and product marketing
CO5	Be able to anticipate and subject to critical analysis arguments relating to the development and reform of intellectual property right institutions and their likely impact on creativity and innovation.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to IPR	<ol style="list-style-type: none"> 1. Introduction To Intellectual Property 2. Types Of Intellectual Property 3. International Organizations 4. Agencies And Treaties 5. Importance Of Intellectual Property Rights 	16	1, 2
2	Trademarks	<ol style="list-style-type: none"> 1. Trade Marks : Purpose And Function Of Trade Marks 2. Acquisition Of Trade Mark Rights 3. Protectable Matter 4. Selecting And Evaluating Trade Mark 5. Trade Mark Registration Processes 	14	1,2
3	Law of Copyrights	<ol style="list-style-type: none"> 1. :Law Of Copy Rights : Fundamental Of Copy Right Law 2. Originality Of Material 3. Rights Of Reproduction 4. Rights To Perform The Work Publicly 5. Copy Right Ownership Issues 6. Copy Right Registration 7. Notice Of Copy Right 8. International Copy Right Law. 9. Law Of Patents : Foundation Of Patent Law 10. Patent Searching Process 11. Ownership Rights And Transfer 	18	1,3
4	Trade Secrets	<ol style="list-style-type: none"> 1. Trade Secrets : Trade Secrete Law 2. Determination Of Trade Secrete Status 3. Liability For Misappropriations Of Trade Secrets 4. Protection For Submission 5. Trade Secrete Litigation. 6. Unfair Competition : Misappropriation Right Of Publicity 7. False Advertising 	16	1,5

5	New Development, Innovation & IPR	<ol style="list-style-type: none"> 1. New Developments Of Intellectual Property 2. New Developments In Trade Mark Law 3. Copy Right Law 4. Patent Law 5. Intellectual Property Audits. 6. International Overview On Intellectual Property 7. International – Trade Mark Law 8. Copy Right Law 9. International Patent Law 10. International Development In Trade Secrets Law. 	16	4,5
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Reference Books:

1. Intellectual Property Rights, Deborah. E. Bouchoux, Cengage Learning.

Intellectual Property Rights– Unleashmy The Knowledge Economy, Prabuddha Ganguli, Tate Mc Graw Hill Publishing Company Ltd.,



e-Learning Source:

<https://www.scribd.com/docs>

<https://www.wipo.int/portal/en/index.html>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																			
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
CO1	2	1	1	1	3								1	1	1	1			
CO2	2	1	1	1	3								2	1	1	1			
CO3	2	1	2	2	3								2	1	3	2			
CO4	3	3	2	2	3								2	2	2	1			
CO5	2	1	2	1	3								3	1	2	1			

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Ar. Safa Seraj Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23

Course Code	DS455	Title of the Course	Portfolio Development	L	T	P	C
Year	4th	Semester	8 th	0	0	3	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to learn how to make for portfolio for their upcoming future.						

Course Outcomes

CO1	Understanding the design development process
CO2	Creating a prototype of design collection
CO3	Creating digital portfolio of their works

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Design development	Research, Mind Mapping, Inspiration, Theme, Client Study, mood board & Story board - Design brief, Development of theme and range.	10	1
2	Market survey and fabric development	Market Survey, Fabric and trim Development and Sourcing, Swatch and trim board.	9	1
3	Illustration & tech pack	Fashion Illustration, Flat sketches, tech pack, Spec sheet, Cost sheet	9	2
4	Digital portfolio creation	Graphic design enhancement using, Corel Draw, Photoshop, Illustrator and Flash	10	3
5	Creation of e-portfolio	Developing a personal style and communicating ideas. Creation of blog or web page using Word Pressor social network sites.	10	3

Reference Books:

Fashion Illustration, Anna Kiper, D&C limited Pub, 2011.

Fashion Stylist hand book, Danielle Griffiths, Laurence King Pub. Ltd., 2016



e-Learning Source:

<https://slideplayer.com/slide/5763552/>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	3	2	1	1								3	2	1	1		
CO2	2	3	3	2	1								3	3	2	1		
CO3	2	3	3	2	1								3	3	2	1		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23

Course Code	DS456	Title of the Course	Graduation Project	L	T	P	C
Year	4th	Semester	8 th	00	00	10	10
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to learn how to work in the design sector.						

Course Outcomes

CO1	Understanding Crafts of India
CO2	Understanding the production process involved in the selected craft
CO3	Understanding the problems associated with the craft & the craftsmen
CO4	Creating solutions to problems by designs
CO5	Society Interaction and contribution to social upliftment

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Literature study	Learning about the different indigenous crafts of India. Identifying local craft development centers and crafts.	35	1
2	On site study	Craft Development Procedure	29	2
3	Data collection	Collection of Data about the craft & craftsmen thru survey / questionnaire / interview. Recording of data using pictures, videos, sketches & sample collection.	30	3
4	Data analysis	SWOT Analysis, Problem Identification & Finding Solutions	28	4
5	Design solution	Providing solution to the problem identified in the form of designs & preparation of document	38	5

Reference Books:

Crafts of India - Handmade in India – Aditi Ranjan & MP Ranjan, Council of Handicraft Development Corporations



e-Learning Source:

<https://www.slideshare.net/ibrahimifti/graduation-project-presentation-67845346>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	3	2	1	1								1	1	1	3	1	
CO2	2	3	3	2	1								2	1	2	3	2	
CO3	2	3	3	2	1								2	1	2	3	2	
CO4	2	3	2	2	1								2	1	2	3	2	
CO5	2	3	2	2	1								2	1	2	3	2	

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Ar. Safa Seraj Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	DS457	Title of the Course	Elective III : Entrepreneurship Development	L	T	P	C
Year	4th	Semester	8 th	01	02		03
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to learn how to become an entrepreneur.						



Course Outcomes	
CO1	To understand the basics of Marketing and Entrepreneurship.
CO2	Capacity to understand the importance of consumer and to effectively manage an organization as an entrepreneur.
CO3	Understanding the qualities of a successful entrepreneur and using the same for professional success.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Marketing	Marketing concept–Marketing Environment–Customer oriented organization– Marketing interface with other functional areas marketing in a globalized environment. 4P’s of Marketing (Marketing Mix) and Promotion methods (Promotional Mix), Advertisement and personal selling.	10	1
2	Product planning	Product planning, design & development – Product life cycle –Market Segmentation & Targeting and positioning, developing marketing mix, pricing decisions – channel design and management–Retailing and wholesaling–promotion methods, Product Classification.	9	2
3	Consumer behavior and brand	Introduction to Consumer behavior–influencing factors–Consumer Buying process. Types of Buyers. Industrial buyer against individual buyer and strategies of Marketing for each. Branding and its importance in Marketing, Brand development.	9	3
4	Entrepreneurship	Nature, Functions, Types, Characteristics, importance and Scope of Entrepreneurship, Economic Development and Entrepreneurship; Entrepreneurship and Psychological Factors, Definition, Qualities and Features of Entrepreneurs, Theories of Entrepreneurship.	10	4
5	Entrepreneurship management	Entrepreneurship and Management; Training and Development Program; Evaluation of entrepreneurship development; Development of support system; Business Promotion form of Business, Organization, Need of License, Capital issues and Legal environment.	10	5

Reference Books:
Essentials of management, Harold Koontz & Heinz Weihrich, McGraw Hill, 2012.
e-Learning Source:
https://www.slideshare.net/PrajeeshMenon/entrepreneurship-development-42111038

PO-PSO CO	Course Articulation Matrix: (Mapping of COs with POs and PSOs)																	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	1	1	1								2	1	1	1		
CO2	3	3	2	1	2								3	2	1	2		
CO3	3	3	2	1	2								3	2	1	2		
CO4	3	2	2	1	2								2	2	1	2		
CO5	3	2	2	1	2								2	2	1	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session:							
Course Code	DS458	Title of the Course	Elective III: Market Behavior in Fashion	L	T	P	C
Year	4th	Semester	8th	1	2	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Students will be able to learn to determine market and consumer needs to plan and execute integrated marketing communications using research.						

Course Outcomes	
CO1	Be able to appreciate the nature and model of consumer involvement
CO2	Understand the need of studying consumer behavior
CO3	Be aware of the contemporary issues in fashion marketing
CO4	Understand the reasons for marketing implications of consumer behavior.
CO5	Differentiate between organizational buying behavior and consumer buying behavior



Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to fashion marketing & consumer behaviour	INTRODUCTION TO FASHION In terms of : Concepts, Theories, Marketing Consumer Behavior, The Creation and Diffusion of Fashion Consumer Culture	10	1
2	Consumer characteristics and fashion implications	Individual consumer Dynamics: The Self, Motivation and values 6: Demographic Subcultures: Age, Race, Ethnicity, Income and Social Class and Psychographics: Personality, Attitudes and Lifestyle	9	2
3	Fashion communication and decision making	Fashion Communication: Fashion consumer decision-making and Sociological aspects of consumer behavior	9	3
4	Fashion marketing research	The fashion market: size and structure : Marketing environment: Micro and Macro environment: Research design and Data sources , Role of Marketing research in new product development and Forecasting Fashion	10	4
5	Target marketing and managing the fashion marketing mix	Mass marketing and market segmentation: The fashion marketing mix, Designing and marketing fashion product and The product mix and range planning, Fashion and related life cycle, pricing and planning : External and internal factors influencing price decisions, Main methods of setting prices, Pricing strategies in relation to new products and to match the competition, Planning process and objectives, Marketing strategy and The fashion marketing plan	10	5

Reference Books:	
Easey, M., Fashion Marketing, Wiley-Blackwell Publishing, 2009	
Posner, H., Marketing Fashion, Laurence King Publishing Ltd., 2011	
Rabolt, M. R., Consumer Behavior in Fashion, Kindersley Publishing Pvt. Ltd.,2009	
e-Learning Source:	
http://www.barnesandnoble.com/consumer-behavior-in-fashion.../11005081 □	
http://www.gobookee.org/consumer-behaviour-in-fashion-solomon □	
http://www.academia.edu/1430234/CONSUMER_BEHAVIOUR □	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO																	
CO 1	1	3	2	1	1								2	1	1	1		
CO 2	2	3	3	2	1								2	3	3	3		
CO 3	2	3	3	2	1								2	3	3	3		

CO 4	2	3	2	2	1								2	3	3	3		
CO 5	2	3	2	2	1								2	3	3	3		

1- **Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation**

 Ar. Safa Seraj Name & Sign of Program Coordinator	 Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23							
Course Code	DS459	Title of the Course	Elective III: Fashion Psychology	L	T	P	C
Year	4th	Semester	8th	01	02	00	03
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To enable students to Understand the trends in Clothing behavior and Gain an insight on the planning process involved in Clothing selection.						

Course Outcomes	
CO1	Define and apply concepts and theories from the social sciences to the study of the consumer behavior process for clothing and adornment.
CO2	Understand the internal dynamics of individuals as consumers, including motivational processes, construction of the self-concept, and the impact of attitudes, values, and lifestyles on consumption practices.
CO3	Understand how individuals make consumer decisions and the influence that others have on the decisions made.
CO4	Explore how a membership in various sub-cultures influences consumer behavior
CO5	Understand research methods in the exploration of fashion as a consumer behavior.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Factors influencing fashion changes	Psychological needs of fashion , Social psychology of Fashion , technological , economical , political ,legal and seasonal influence .role of costume as a status symbol , Personality and dress, cloths as sex appeal, cultural value Fashion cycles, repetition of fashion	10	1
2	Fashion evolution	Fashion cycles , Length of cycles , consumer groups in fashion cycles fashion leaders , fashion innovators, fashion motivation , fashion victim, fashion victims, Fashion followers .Adoption of Fashion –trickle down , trickle up and trickle across theory. Fashion forecasting –market research , evaluating the collection , Fashion services and resources (fashion services ,Colour services ,video services, News letter services, web sites, Directories and references),Design-Historic and ethnic costumes	9	2
3	Visual merchandising of fashion	types of displays –window displays , interior displays ,Elements of display –the merchandise , mannequins and forms , props , signage , lighting Merchandising presentation –tools and techniques-back drop, forms, fixtures. Fashion show-Definition , planning ,budgeting, location, timings, selection of models, collection, set design ,music , preparing the commentary , rehearsal	9	3
4	Understanding fashion designer	classicist,idealist, influenced, realist, thinking poet. Indian Fashion designers – Haute couture –Rohit Khosla, Gitanjal kashyap , hemant Trivedi, J.J Valaya ,James ferrerira, Ritu Kumar ,Rohit bal, Tarun Tahiliani Minimalists-Himanshu and sonali sattar , sangeethe Chopra, Wendell Rodricks.Village India-Bhamini Subramaniam, Anju modi, Indiar, Broker, Madhu Jain.Studio line –Bhairavi jaikishan ,Kishan Mehta ,Ravi Bajaj ,Ritu beri, Rockys	10	4
5	World fashion centers	France, Italy, America, Fareast. Contributions of well-known designers from France, Italy, America, Britain and Fareast Countries.	10	5



Reference Books:
The Psychology of Fashion by Carolyn Mair

e-Learning Source:
https://www.slideshare.net/SaranyaDeepu1/fashion-psychology-232636347
https://www.slideshare.net/mikesolomon/psychology-of-fashion-2016
https://www.scribd.com/doc/274739802/Fashion-Psychology

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	3	3	2	1								2	1	1	2		
CO 2	2	3	2	2	1								3	2	1	3		

CO 3	2	3	2	2	1								3	2	1	3		
CO 4	2	3	2	2	1								2	2	1	2		
CO 5	2	3	2	2	1								2	2	1	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Name & Sign of Program Coordinator	 Sign & Seal of HoD
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