

Faculty of Architecture and Planning, Integral University, Lucknow

INTEGRAL UNIVERSITY, LUCKNOW
FACULTY OF ARCHITECTURE AND PLANNING

B.Des. (Fashion Design)

Scheme of Teaching, Examination & Syllabus

(Session 2020-21)

Scheme of Teaching

L	Tu	ST/P	Total
2	1	-	3

B.DES. (FASHION DESIGN). - I SEMESTER

Scheme of Examination

CA	T	P/V	Total
60	40	-	100

DS101 Theory of Fashion Design-I

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- Basic Design provides the framework for understanding design as a new language by sensitizing students to the conceptual, visual and perceptual issues involved in the design process.
- To understand the basics elements, principles of design and composition
- To understand the theories of colour and its impact on our lives.

CONTENTS

UNIT I

INTRODUCTION TO DESIGN

Definitions and meaning of design, importance of design, examples of design from nature. Fundamental elements of design in 2-D and their definitions; point, line, shape, form, space, texture, value, colour and material. Introduction to the principles of design in 2-D and 3D - unity, balance, symmetry, proportion, scale, hierarchy, rhythm, contrast, harmony, focus, etc. ; use of grids, creating repetitive patterns.

UNIT II

CONCEPTS OF GEOMETRY

Introduction to different 3-D forms and primitive forms, shapes and understanding the behavior when combined. Transformation of 2-D to 3-D.

UNIT III

PRINCIPLES OF COMPOSITION

Principles of composition using grids, symmetrical/ asymmetrical, Rule Of Thirds, Center Of Interest, Gestalts Theory of Visual Composition.

UNIT IV

THEORY OF COLOURS

Introduction –visible spectrum, coloured light, colour temperature, colour interaction, colour blindness. Color wheel – primary, secondary, tertiary colors, color wheel, color schemes color value, intensity, and modification of color hues– tints, shades, neutralization. Color charts– types, making and using. Color harmony, use of color harmony.

UNIT V

USE OF COLOURS

Psychological impact of color – warm, cool and neutral colors, impact of specific hues, meanings of color, color and form, color and light, color and surface qualities, color and distances and scales.

Problems with color. Use of colors in various functional contexts– e.g. residential interiors, Non Residential interiors. Use of color in special situations – out door/indoor spaces, accessories, art works etc.

SUGGESTED BOOKS

- Linda Holtzschue, Understanding color, an introduction for designers, Van Nostrand Reinhold, Newyork, 1995.
- Hanks, A.David. Decorative Designs of Frank Lloyd Wright, Dover Publications, Inc. New York, 2003.
- Ching, Francis D.K. Architecture Form, space, and Order, 3rd ed. Van Nostrand Reinhold, New York, 2007.
- Hanks, A.David. Decorative Designs of Frank Lloyd Wright, Dover Publications, Inc. New York, 2003.

E BOOKS

- <http://www.edb.utexas.edu/minliu/multimedia/PDFfolder/DESIGN~1.PDF>
- <http://v5.books.elsevier.com/bookscat/samples/9780750660754/9780750660754.PDF>

MOOC

- <https://www.onlinestudies.com/Course-in-Fashion-Design/United-Kingdom/ICI/>

Scheme of Teaching

L	Tu	ST/P	Total
2	-	6	8

B.DES. (FASHION DESIGN). - I SEMESTER

Scheme of Examination

DS102 Basic Fashion Design-I

CA	T	P/V	Total
60	50	-	100

Abbreviations: L=Lectures; P= Practical; Tu = Tutorial; ST = Studio; S = Sessional;
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OBJECTIVES

- Develop out of box thinking skill
- Understanding on various creative problem solving techniques

CONTENTS

UNIT I

INTRODUCTION TO BASIC DESIGN

Definitions of creativity, understanding components of creativity, definitions of problem solving, theories of creativity, goals and objectives, value judgments, defining problems, information gathering, creative incubation, creative thinking and creative process

UNIT II

THINKING TECHNIQUES

Principles in generative, convergent, lateral, interactive, graphical thinking, check lists, analysis and synthesis simulation, action ability and implementations of intentions. Blocks in creative thinking.

UNIT III

TOOLS AND TECHNIQUES OF CREATIVITY

Mind mapping, brain storming with related stimuli and unrelated stimuli, positive techniques for creativity, creative pause, Focus, Challenge, alternatives, concepts, sensitizing techniques, group or individual techniques.

UNIT IV

PROBLEM STATEMENTS

Brain writing with unrelated stimuli, idea mapping, random input, story boarding exercises, problem solving techniques –brain storming, lateral thinking of De Bono

UNIT V

CREATIVE SOLUTIONS

Applicable to designs – Design, Invention, opportunity, problems, improvement, planning, projects, conflicts. Simple Design exercises. Creative Design process – conceptual design, embodiment design, detail design, Iterations
Assignments: students are to design & produce at least 24 minor & 12 major basic products of day to day use and submit conceptual sketches along with a written report for internal and external assessment

SUGGESTED 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 BOOKS

- <https://www.pdfdrive.net/six-thinking-hats-e32030055.html>
- <https://books.google.co.in/books?id=I1o4DgAAQBAJ&lpg=PP1&dq=mooc%20courses%20on%20glass&pg=PT48#v=onepage&q&f=false>

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- <http://asimetrica.org/wp-content/uploads/2014/06/design-thinking.pdf>

MOOC

- <https://iversity.org/en/courses/design-101-or-design-basics>

Scheme of Teaching

L	Tu	ST/P	Total
2	1	-	3

B.DES. (FASHION DESIGN). - I SEMESTER

Scheme of Examination

CA	T	P/V	Total
60	40	-	100

DS103 Ergonomics

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- To understand the concept of Ergonomics and Anthropometrics
- To study their importance and application in practice
- To understand its impact on the human Health , Safety and Productivity

CONTENTS

UNIT I

NEED FOR STUDY

Introduction to Ergonomics, Evolution of Ergonomics theory and practice, Main considerations & focus of Ergonomics

UNIT II

ERGONOMICS OVERVIEW

Human Factors fundamentals & influence in practical & work situations, Physiology (work physiology) and stress. Environmental factors influencing human performance, Ergonomics applications for improvement (productivity/Stress)

UNIT III

ANTHROPOMETRY

Introduction to Anthropometry its importance & its relation with Ergonomics Human physical dimension concern: Human body- structure, function and anthropometrics,

UNIT IV

APPLICATION IN WORK AREAS

Design of Work place using Anthropometry data/analysis and Ergonomic principles. Practical examples highlighting advantages and benefits.

UNIT V

INFLUENCE IN GARMENT / FASHION INDUSTRY

Various applications in Garment and Fashion Industry. Standardization of sizes and measurements. Work place design for ease of operations and improved Productivity. Improvement of worker health and morale

SUGGESTED BOOKS

- Bridger, RS: Introduction to Ergonomics, 2nd Edition, Taylor &Francis, 2003.
- Dul, J. and Weerdmeester,B. Ergonomics for beginners, a quick reference guide, Taylor & Francis, 2008.
- G.Salvendy (4TH edition), Handbook of Human Factors and ergonomics, John Wiley & Sons, Inc., 2012
- Singh,S (Edt),Ergonomics Interventions for Health and Productivity, Himanshu Publications, Udaipur, New Delhi, 2007
- Anthropometry , Apparel Sizing & Design Woodhead Publishing edited by Deepthi Guptha & Noraasda Zakaria

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E BOOKS

- https://ac.els-cdn.com/S2351978915007702/1-s2.0-S2351978915007702-main.pdf?_tid=b6ee4149-f115-4b5a-ab2c-e8e6e4ee1bba&acdnat=1528451883_13671bb4d588b9185f8475ddfa9714ed
- https://www.ijirset.com/upload/2015/april/65_Anthropometric.pdf

MOOC

- <https://www.mooc-list.com/course/70167012x-human-factors-and-culture-design-edx>

Scheme of Teaching

L	Tu	ST/P	Total
1	1	-	2

B.DES. (FASHION DESIGN). - I SEMESTER

Scheme of Examination

CA	T	P/V	Total
60	40	-	100

DS104 Civilization Culture And Fashion

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
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OBJECTIVES

- To understand the evolution of art, culture and civilization over the ages
- To understand the effect of art on the culture and society

CONTENTS

UNIT I

ART DEVELOPMENT

History of western art from prehistoric times till date

UNIT II

EFFECT ON CULTURE

World war I & II and its effect on western art and culture

UNIT III

INDUSTRIAL REVOLUTION

Industrial Revolution and its effect on Western art and Culture

UNIT IV

INDUS VALLEY CIVILIZATION

Art & Culture of the Indus Valley Civilization.

UNIT V

NEW DIRECTIONS IN ART

Prechristianity era, Gothic era, Renaissance, Neo Classical, Romanticism, Realism, Impressionism, Cubism and Bauhaus.

SUGGESTED BOOKS

- 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 BOOKS

- <http://www.tekstilec.si/wp-content/uploads/2014/12/321-333.pdf>
- <https://www.odi.org/sites/odi.org.uk/files/odi-assets/publications-opinion-files/3361.pdf>

MOOC

- <https://www.mooc-list.com/course/art-history-103a-wma>

Scheme of Teaching

L	Tu	ST/P	Total
1	-	2	3

B.DES. (FASHION DESIGN). - I SEMESTER

Scheme of Examination

CA	T	P/V	Total
60	-	40	100

DS105 Sketching

Abbreviations: L=Lectures; P= Practical; Tu = Tutorial; ST = Studio; S = Sessional;
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OBJECTIVES

- Fundamental understanding on drawing and drawing techniques
- Ability to draw any object or landscape

CONTENTS

UNIT I

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.

UNIT II

FUNDAMENTALS OF DRAWING

Introduction – Fundamentals of drawing and its practice, introduction to drawing equipment, familiarization, use and handling of various media

UNIT III

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

UNIT IV

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 non-tangible feel or emotion. Aspect of visual experience.

UNIT V

PRINCIPLES OF PRESPECTIVE 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.

SUGGESTED 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 BOOKS

- https://msvetterochs.weebly.com/uploads/4/0/3/8/40384243/sketching_garments_&_details_.pdf
- <http://www.ytech.edu/common/pages/DisplayFile.aspx?itemId=20658920>
- http://www.floobynooby.com/pdfs/Perspective_Drawing_Handbook-JosephDAmelio.pdf

MOOC

- <http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/fashion-illustration-course-online/>
- <http://awesomeartschool.com/p/fashion-illustration-for-beginners>

Scheme of Teaching

L	Tu	ST/P	Total
1	-	4	5

B.DES. (FASHION DESIGN). - I SEMESTER

Scheme of Examination

CA	T	P/V	Total
60	-	40	100

DS106 Visualization and Representation-I

Abbreviations: L = Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- Hand and eye coordination while drawing
- Capacity to draw any object in 2D and 3D form

CONTENTS

UNIT I

INTRODUCTION TO VISUALIZATION AND REPRESENTATION

Introduction to Visualization and Representation. The need of Visualization and Representation With-in Design process. Visualization as an optical & psychological process. Visualization as a tool to know one's own potential to perceive and memorize the impactful events and its visuals.

UNIT II

HAND DRAWING

Drawing lines of different direction as the result of simple controlled hand movement and their experience (Straight-vertical, horizontal, Diagonal- both directions, wavy, circular, zigzag.) freehand line drawings (emphasis is on the appearance of lines and varying pressure and use of various grades of pencil.) Observation of different kinds of lines from reality, and its representation and improvisation.

UNIT III

INTRODUCTION TO DIFFERENT TOOLS OF DRAWING

Introduction to different tools of drawing and its application in to representation of visual elements- line, shape, form, space, light & shade, texture and tones. Linear strokes made by different tools like chalk, charcoal, brush and ink, ballpoint pen.

UNIT IV

DRAWING OBJECTS

Drawing from object – Nature, Enhancing and expanding the skill of drawing depiction of form and communication. The relationship of 3D view and 2D representation, by making use of a transparent sheet and making a basic drawing of the view of converging or diverging lines.

UNIT V

MATERIAL PROJECTIONS

Enhancing and expanding the skill of drawing depiction of form and communication.- Freehand Isometric drawing, Isometric Drawings of Cuboids,

SUGGESTED BOOKS

- Kate Wilson- The Artist's Everything Handbook: A New Guide to Drawing and Painting (Publisher: Harper Design, Edition - 2015)
- Betty Edward Fontana- Drawing on the Right Side of the Brain (Publisher: Tarcher; 4 edition (November 2012)
- Betty Edward Fontana -Color: A Course in Mastering the Art of Mixing Colors (Publisher: Penguin USA (September 2004)
- H, Wilson Kate- Drawing & Painting: Materials and techniques of contemporary Artists. (Publisher: THAMES & HUDSON, Edition - 2015)

E BOOKS

- <http://dsf.edu.ph/wp-content/uploads/2017/04/The-Complete-Book-of-Drawing-Techniques.pdf>
- <http://ncert.nic.in/ncerts/l/legd103.pdf>

MOOC

- <https://www.mooc-list.com/course/drawing-nature-science-and-culture-natural-history-illustration-edx>

Scheme of Teaching

L	Tu	ST/P	
1	-	3	4

B.DES. (FASHION DESIGN). - I SEMESTER

Scheme of Examination

CA	T	P/V	Total
60	-	40	100

DS107 Model Making/ Workshop

Abbreviations: L=Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
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OBJECTIVES

- Understanding the properties of soft materials
- Ability to manipulate soft and pliable material to create new forms

CONTENTS

UNIT I

INTRODUCTION TO MODEL MAKING

Introduction to the Mount Board/Paper/Boards for model making – types, properties etc. Hand building techniques on different planes - making rigid forms like, cubic, spherical, pyramidal shaped forms, depiction of steps, free forms, sculptures, etc.

UNIT II

MATERIALS AND TECHNIQUES (CLAY & CERAMIC)

Ceramics – clay/ plaster of Paris: Introduction to model making, Need; role of scale models in design: general practices - The potter's wheel – kneading the clay, function of hands in throwing. Introduction to the Ceramic materials used for model making – clay, types and mixtures, properties etc. Hand building techniques- coiling, hand building with clay strips- making a small sculpture in Relief work – addition - making a mural, scooping– tile work.

UNIT III

MATERIALS AND TECHNIQUES (METAL)

Introduction to Gold, Silver, Platinum (Designer application). Introduction to Lurex(Zari)/wires/rods etc (Designer application). Procedures related to Metallic Staining. Properties of metals, definitions of terms with reference to properties and uses of metals, various methods of working with metals, fixing and joinery in metals, finishing and treatment of metals., Simple finishing methods like-Filing, Buffing, Polishing

UNIT IV

MATERIALS AND TECHNIQUES (PAPER, PLASTIC & THERMOCOL)

Properties and uses, various methods of working with paper, paper Mache, plastic and thermocol, fixing and joinery, finishing and treatments, creating shapes and 3D objects.

UNIT V

MATERIALS AND TECHNIQUES (RECYCLED MATERIAL)

Explore recyclable and found pliable materials to form 3 dimensional structures (Volume, Proportion, Surface, quality, characteristic of curve, plane, form and space). Yarn Manipulation using 3 strand braid, Interlace braid and Half knot chain, Square knot/flat knot chain, Alternating square knots, Right hand / Left hand vertical half hitch, Josephine knot and Square knots with beads/rings.

SUGGESTED BOOKS

- Carol Stangler, The crafts and art of Bamboo, Rev. updated edition, Lark books, 2009.
- Dr. Angelika Taschen, Bamboo style: Exteriors, Interiors, Details, illustrated edition, 2006.
- Peter Korn, Wood working Basics: Mastering the essentials of craftsmanship, Taunton, 2003

E BOOKS

- <https://www.pdfdrive.net/the-big-book-of-weekend-woodworking-wood-tools-e12932213.html>

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- <https://www.pdfdrive.net/from-clay-to-pots-synthesis-of-the-ceramic-semblage-e32932498.html>

MOOC

- <https://www.udemy.com/jewelry-making-wire-wrapped-jewelry-for-beginners>

Scheme of Teaching

L	Tu	ST/P	Total
1	1	-	2

B.DES. (FASHION DESIGN). - I SEMESTER

Scheme of Examination

CA	T	P/V	Total
60	-	40	100

DS108 Communication Skills

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
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OBJECTIVES

- Enhance the communicative competence with focus on syntax and fluency
- Excel oral and written medium and prepare them for employability
- To prepare students to acquire understanding and fluency in English for professional work.

CONTENTS

UNIT I

IMPORTANCE OF COMMUNICATION

Communication: Importance of Communication; Elements of good individual communication; organizing oneself; different types of communication; Barriers in the path of Communication

UNIT II

LISTENING SKILLS

Listening skills: Listening to conversation and speeches (Formal and Informal) Reading: Techniques of reading, skimming, Scanning, SQ3R technique

UNIT III

CREATIVE WRITING SKILLS

Creative Writing: Scope of creative writing; Report writing, Paragraph, Letter Writing (Formal and Informal), Memo, Circular, Preparation of Agenda, Minute of the meeting, Notice, Description of Projects and Features. Oral Report; Periodical Report; Progress Report; Field Report Preparation of minutes; Video conference; Tele conference / Virtual meeting

UNIT IV

SPEAKING SKILLS

Speaking: How to converse with people, How to communicate effectively; Language and grammar skills; Pronunciation drills, Phonetics, vowels, Diphthongs, consonants, Stress, Rhythm and intonation, Conversational skills Features of effective speech- practice in speaking fluently –role play – telephone skills–etiquette. Short Extempore speeches – facing audience – paper presentation – getting over nervousness –Interview techniques – preparing for interviews – Mock Interview – Body Language

UNIT V

DIGITAL COMMUNICATION

Impact of internet on communication; communication through computers; voice mail; broadcast messages; e-mail auto response; etc. Video Conference; Tele conference.

SUGGESTED BOOKS

- Professional speaking Skills by Arun Koneru, Oxford University Press, 2017.
- Krishna Mohan & Meera Banerji: Developing Communication Skills Macmillan India, 2nd edition,2009
- K. Ashwathappa: Organizational Behavior, Himalaya Publishing House
- Daniel Colman: Emotional Intelligence, Bloomsburry publication India,2010
-

E BOOKS

- English Language–TN College Text Book -
<http://www.textbooksonline.tn.nic.in/books/dted/dted1-english.pdf>

MOOC

- <https://www.mooc-list.com/course/business-english-basics-coursera>

Scheme of Teaching

L	Tu	ST/P	Total
2	1	-	3

B.DES. (FASHION DESIGN). – II SEMESTER

Scheme of Examination

CA	T	P/V	Total
60	40	-	100

DS109 Theory of Fashion Design-II

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
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OBJECTIVES

- Understanding the use of Principles and Forms in Garments
- Understanding on Typography and Basic Geometric Shapes

CONTENTS

UNIT I

INTRODUCTION

Primary elements of design –Point, Line, Plane, Volume. Primary forms, properties of form, transformation of forms - dimensional transformation, subtractive, additive forms, organization of additive forms - Articulation of forms. Space defining elements-horizontal, vertical, openings in space defining elements, Spatial relationship, Spatial organization.

UNIT II

PRINCIPLES OF DESIGN

Exploration of the basic principles of composition such as Proportion, Scale, Balance, Rhythm, Unity, Contrast, Character with garment examples. Ordering Principles such as Axis, Symmetry, Hierarchy, Datum, Rhythm & Repetition.

UNIT III

ORGANISATION OF FORMS

Spatial Relationships: i) Space within space, ii) Interlocking spaces, iii) Adjacent spaces, iv) Space linked by a common space b) Spatial Organization: influencing factors and their types i) Centralized, ii) Linear, iii) Radial, iv) Clustered, v) Grid c) Articulation of forms and spaces types: i) Edges and corners, ii) Surface. A Project on Creation of forms & spaces using the principles learnt.

UNIT IV

PRINCIPLES OF COMPOSITION; TYPOGRAPHY & GEOMETRY

Unity, harmony and specific qualities of design to include dominance, punctuating effect, dramatic effect, fluidity, climax, accentuation and contrast with garment examples. Basics of Calligraphy and typography, Understanding structure and proportion of types of (Roman Serif and San Serif). Basic solid Geometry

UNIT V

CIRCULATION

Function of building circulation components of building circulation - The building approach, The building entrance, configuration of the path, path space relationship, form of circulation space with examples. Simple circulation diagram for buildings

SUGGESTED BOOKS

- Francis D. K. Ching, 'Architecture - Form, Space and Order', Van Nostrand Reinhold Company, 2007
- V.S.Pramar, 'Design Fundamentals in Architecture', Somaiya Publications, New Delhi, 2007
- Leland M.Roth, 'Understanding Architecture', Routledge; 3 edition, 2013

E BOOKS

- <http://www.edb.utexas.edu/minliu/multimedia/PDFfolder/DESIGN~1.PDF>

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- <http://v5.books.elsevier.com/bookscat/samples/9780750660754/9780750660754.PDF>

MOOC

- <https://www.onlinestudies.com/Course-in-Fashion-Design/United-Kingdom/ICI/>

Scheme of Teaching

L	Tu	ST/P	Total
2	1	-	3

B.DES. (FASHION DESIGN). – II SEMESTER

Scheme of Examination

CA	T	P/V	Total
60	40	-	100

DS110 History of Classical Fashion

Abbreviations: L = Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
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OBJECTIVES

- 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

CONTENTS

UNIT I

DEVELOPMENT OF VISUAL REPRESENTATION

Development of visual representation and its form in Material Cultures. Evolution of 2D & 3D representation of human figural representation in art and craft. Greek, Roman and byzantine. (Origin in Egyptian way of human figure representation. Indian: Gandhar period.

UNIT II

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.

UNIT III

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.

UNIT IV

FAMOUS ARTIST & THEIR WORK

Impressionism and Expressionism Monet, Edouard Manet, Van Gogh, Edward Munch, Henri Matisse, Wassily Kandinsky, Sculpture- August Rodin. Dada, The art of Marcel Duchamp, Pablo Picasso, and Jackson Pollok

UNIT V

INDIAN ART, ARTIST AND THEIR WORK

Famous Indian Art works, Artists and their works and crafts of India.

SUGGESTED BOOKS

- 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 BOOKS

- Indian Culture and Heritage <http://www.nios.ac.in/media/documents/SecIHCour/English/CH.02.pdf>
- The Story of Textiles - https://www2.cs.arizona.edu/patterns/weaving/books/wp_1925-1.pdf

MOOC

- <https://www.mooc-list.com/course/art-history-103a-wma>

Scheme of Teaching

L	Tu	ST/P	Total
2	1	-	3

B.DES. (FASHION DESIGN). – II SEMESTER

DS111 Science of Textiles

Scheme of Examination

CA	T	P/V	Total
60	40	-	100

Abbreviations: L=Lectures; P= Practical; Tu = Tutorial; ST = Studio; S = Sessional;
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OBJECTIVES

- To obtain basic knowledge on Textile Industry and the terminology used in textiles
- Understand the performance characteristics of fibre, yarn and fabrics, their production process and the fabric construction process
- Analyze and the different types of fibers and fabrics and their unique characteristics

CONTENTS

UNIT I

INTRODUCTION TO TEXTILES

Introduction: 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.

UNIT II

FIBER

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, 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

UNIT III

YARN

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

UNIT IV

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, Dobby loom, Power loom, rapier and Jacquard loom Parts of a fabric – Warp, Weft, Grain, Bias and Selvedge Basic Weaves – Plain Weave, Basket Weave, Rib, Twill, Satin and Sateen Complex & Fancy weaves – Swivel, Lappet, Leno, Double Cloth, Pile and Jacquard

UNIT V

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

SUGGESTED BOOKS

- Garment Technology for Fashion Designers, Cooklins , Hayes, MsLoughlin & Fairclough, Wiley India, 2012

Faculty of Architecture and Planning, Integral University, Lucknow

- Fibre to Fabric, Bernard P Corbman, (6th edition), 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 BOOKS

- Hand Book of Technical Textiles
https://textInfo.files.wordpress.com/2012/10/handbook_of_technical_textile_.pdf
- Textiles & Clothing - <http://www.textbooksonline.tn.nic.in/books/11/stdxi-voc-textiles-em.pdf>
- Fabric Study
[http://cbse.nic.in/publications/vocational/Fashion%20Design%20and%20Garment%20Technology/Fabri%20Study%20%20\(Textbook%20+%20Practical%20Manual\)%20XII.pdf](http://cbse.nic.in/publications/vocational/Fashion%20Design%20and%20Garment%20Technology/Fabri%20Study%20%20(Textbook%20+%20Practical%20Manual)%20XII.pdf)
- Fiber to Fabric
[http://www.nios.ac.in/media/documents/SecHmsscicour/english/Home%20Science%20\(Eng\)%20Ch-10.pdf](http://www.nios.ac.in/media/documents/SecHmsscicour/english/Home%20Science%20(Eng)%20Ch-10.pdf)

MOOC

- <https://www.mooc-list.com/course/textile-fundamentals-mooc-marist-college>

Scheme of Teaching

L	Tu	ST/P	Total
1	-	-	1

B.DES. (FASHION DESIGN). – II SEMESTER

DS112 Sustainable Fashion-I

Scheme of Examination

CA	T	P/V	Total
60	40	-	100

Abbreviations: L=Lectures; P= Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- To understand our natural resources, ecosystem and the biodiversity of the planet
- Obtain basic knowledge on environment pollutions, its types and pollutants
- Understanding the Social Issues and the impact of Population on the Environment

CONTENTS

UNIT I

INTRODUCTION TO WORLD ART & CULTURES

Definition, scope and importance, of environmental studies, Need for public awareness. Renewable and non-renewable resources: Natural resources and associated problems. Forest resources: Water resources: Mineral resources : Food resources : Energy resources: Land resources :

UNIT II

ECO SYSTEMS

Structure and function of an ecosystem, Concept of an ecosystem , Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids, Types of Ecosystem

UNIT III

BIODIVERSITY AND ITS CONSERVATION

Bio-geographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, Hot-spots of biodiversity. Threats to biodiversity. Endangered and endemic species of India. Conservation of biodiversity

UNIT IV

ENVIRONMENTAL POLLUTION

Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, nuclear hazards, Solid waste Management, Disaster management: floods, earthquake, cyclone and landslides.

UNIT V

SOCIAL ISSUES AND THE ENVIRONMENT

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation. Public awareness

SUGGESTED BOOKS

- Cunningham, W.P. Cooper T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p
- Text Book for environmental Studies For UGC, Erach Bharucha, 2004

E BOOKS

- <http://www.ugc.ac.in/oldpdf/modelcurriculum/env.pdf>

MOOC

- <http://academicearth.org/environmental-studies/>

Scheme of Teaching

L	Tu	ST/P	Total
1	-	-	1

B.DES. (FASHION DESIGN). – II SEMESTER

DS113 Value and Ethics for Fashion Design

Scheme of Examination

CA	T	P/V	Total
60	40	-	100

Abbreviations: L=Lectures; P= Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- Understanding values and its importance in current scenario
- Understanding human rights and identifying the social evils
- Spreading awareness amongst others to help curb injustice and spread human values
- To provide guiding principles and tools for the development of the whole person, recognizing that the individual is comprised of Physical, Intellectual, Emotional and Spiritual dimensions.

CONTENTS

UNIT I

NEED FOR STUDY

Value Education—Introduction – Definition of values – Why values? – Need for Inculcation of values – Object of Value Education – Sources of Values – Types of Values: i) Personal values ii) Social values iii) Professional values iv) Moral and spiritual values) Behavioral (common) values

UNIT II

PERSONAL VALUES

Personal values – Definition of person – Self-confidence – Relative and absolute confidence, being self-determined, swatantrata (loosely equivalent to freedom). Self-discipline – Self Assessment – Self-restraint –Self motivation – Determination – Ambition – Contentment Self- respect and respect to others; expression of respect

UNIT III

SOCIAL VALUES

Social values – Units of Society - Individual, family, different groups – Community – Social consciousness – Equality and Brotherhood – Dialogue – Tolerance – Sharing – Honesty Responsibility – Cooperation; Freedom – Repentance and Magnanimity. Peer Pressure – Ragging - examples - making one's own choices

UNIT IV

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.

UNIT V

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.

SUGGESTED BOOKS

- Values (Collection of Essays)., Published by : Sri Ramakrishna Math., Chennai — (2008)
- Prof. R.P.Dhokalia., Eternal Human Values NCRT – Campus Sri Aurobindo Marg., New Delhi
- M.G.Chitakra: Education and Human Values, A.P.H.Publishing Corporation, New Delhi, 2003
- Holy Books of all religions

E BOOKS

- https://www.researchgate.net/publication/293755836_VALUE_EDUCATION_NEED_OF_THE_HOUR
- <http://cbseportal.com/e-books/download-free-ncert-e-book-education-for-values-in-school-a-framework>

Scheme of Teaching

L	Tu	ST/P	Total
2	-	4	6

**B.DES. (FASHION DESIGN). – II SEMESTER
DS114 Fashion Illustration-I**

Scheme of Examination

CA	T	P/V	Total
60	-	40	100

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- Remembering and understanding the course contents
- Applying the knowledge acquired from the course
- Understanding of various approaches to figure drawing

CONTENTS

UNIT I

INTRODUCTION TO FASHION ILLUSTRATION

Changes in fashion illustration styles and proportion over the centuries. The role of fashion illustration as a mode of expression and representation for contemporary apparel styles and trends.

UNIT II

BASIC GESTURE DRAWING

Make stick figures in different poses, make geometric figures, blocking the human body, bodyline reading through different poses.

UNIT III

FLESHED FIGURE

Understanding Human Anatomy and studying the different body parts in detail.

UNIT IV

DRAWING FEATURES

Face analysis. Draw features eyes, nose, ear, lips, face, hands, arms, feet, legs and hairstyles.

UNIT V

THE FASHION FIGURE

Fashion figure - The Greek Canon , 8½, 10 and 12 heads, front, back and ¾ profiles

SUGGESTED BOOKS

- Fashion Illustration, Anna Kiper, David & Charles Book, 2011
- Fashion Illustration Children, Patric, John Ireland, BT Bastford Ltd, 2005
- New Fashion Illustration (New Illustration Series) English, Paperback, Martin Dawber 2006

E BOOKS

- Fashion Sketch Book -
http://msvetterochs.weebly.com/uploads/4/0/3/8/40384243/sketching_garments_&_details_.pdf

MOOC

- <https://www.udemy.com/learn-to-draw-fashion-with-adobe-illustrator-cc-beginners/?siteID=SAyYsTvLiGQ-uausPN8UukNxyGp.flegTA&LSNPUBID=SAyYsTvLiGQ>
- <https://www.milanfashioncampus.eu/fashion-illustration>
- <http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/fashion-illustration-course-online/>
- <http://awesomeartschool.com/p/fashion-illustration-for-beginners>

Scheme of Teaching

L	Tu	ST/P	Total
1	-	4	5

**B.DES. (FASHION DESIGN). – II SEMESTER
DS115 Visualization and Representation-II**

Scheme of Examination

S	T	P/V	Total
60	-	40	100

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- The student shall be able to replicate what he or she sees. Reinforcing the principles of traditional drawing skills.
- Developing new ways of thinking, seeing, and creating (making).
- Understanding the principles of perspective drawing and colour

CONTENTS

UNIT I

UNDERSTAND BASIC PRINCIPLES OF RENDERING IN COLORMEDIA

Introduction to colour application based on colour theory (Pigment theory). Introduction to various colour media- dry colour media, colour pencils, pens, crayons, oil pastels, dry pastels, Wet colour media, water colours, poster colours, photo colour inks

UNIT II

COLOUR

Focusing on colour mixing and achieving different nuances of colour. To understand how colours react and combine to give an intended effect/experience. Colour mixing techniques- Cross hatching, smudging, Water colour wash, Imitating/Copying the work of a master artist.

UNIT III

COLOUR RENDERING TECHNIQUES

Rendering in detail of at least 4 different materials (e.g. Wood, Plastic, Ceramic, Glass, Fabric etc.) using different mediums.

UNIT IV

STILL LIFE AND NATURE STUDY

Monochromatic Study of still life Compositions by varying arrangements/by observing from different angles, Multicolor Study of still life Composition by varying arrangements/by observing from different angles, Multicolor Studies of Composition in Nature by observing from different angles and viewpoints. Colour Pencils, Dry Pastels, Water colours, Acrylic/ Poster Colours

UNIT V

HUMAN ANATOMY

Studies in: Understanding Human Anatomy with respect to realistic proportions. Body balance and proportions -Male & Female, to understand the aesthetics of human postures. Body movements & Postures using live models/ photographs/ master's works.

SUGGESTED BOOKS

- Betty Edward Fontana- Drawing on the Right Side of the Brain (Publisher: Tarcher; 4 edition (November 2012)
- Betty Edward Fontana -Color: A Course in Mastering the Art of Mixing Colors (Publisher: Penguin USA (September 2004)
- H, Wilson Kate- Drawing & Painting: Materials and techniques of contemporary Artists. (Publisher: THAMES & HUDSON, Edition - 2015)

E BOOKS

- <http://dsf.edu.ph/wp-content/uploads/2017/04/The-Complete-Book-of-Drawing-Techniques.pdf>
- <http://ncert.nic.in/ncerts/l/legd103.pdf>

MOOC

- <https://www.coursera.org/learn/uva-darden-design-thinking-innovation>

Scheme of Teaching

L	Tu	ST/P	Total
1	-	3	4

B.DES. (FASHION DESIGN). – II SEMESTER

DS116 Computer Design-I

Scheme of Examination

S	T	P/V	Total
60	-	40	100

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- Develop a basic concept of computers & its structure.
- Enable students to understand the working of commonly used software and their use in business organizations.
- Create small design using tools in Ms. Paint

CONTENTS

UNIT I

COMPUTER ORIENTATION

Introduction to Computer Hardware & Software:

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.

UNIT II

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

UNIT III

MICROSOFT EXCEL

Working with 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

UNIT IV

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

UNIT V

SCANNING AND MS. PAINT

Scanning Techniques: Understanding pixels and resolution, choosing scanning software, Resolution, colour 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`

SUGGESTED BOOKS

- Comdex Computer Course, Vikas Gupta, PM Publications, 2015
- Mastering MS Office – 2000 by Tech Media

E BOOKS

- <http://freecomputerbooks.com/microsoftOfficeBooks.html>

MOOC

- <https://www.edx.org/school/microsoft>

Scheme of Teaching

L	Tu	ST/P	Total
1	-	3	4

**B.DES. (FASHION DESIGN). – II SEMESTER
DS117 Creative Thinking**

Scheme of Examination

S	T	P/V	Total
60	-	40	100

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- Developing Problem solving skill
- Understand the various techniques of out of box thinking and selecting appropriate one based on the circumstance and situation

CONTENTS

UNIT I

CREATIVITY

Explanation on creativity, Icebreaker: Thinking Outside the Box, Combining Ideas: How to combine ideas for creative thinking breakthroughs, Combining ideas is one of the fundamental exercises in creative thinking.

UNIT II

CREATIVE THINKING TOOLS

Thinking tool no. 1: Kick Cards, 2: The Inverse, 3: Double Six Good Bad Interesting: Get creative thinking with the G.B.I. exercise – Dr Edward de Bono. Brainstorming,

UNIT III

PRINCIPLES OF CREATIVITY

Creative Problems: Defining creative problems and solutions. Diffusion: Spreading ideas through social networks. Divergence and convergence: Staying open and staying focused. Exploration: Going where no one has gone before. Forced association: Banging things together to create new things. Ground Rules: Shared rules that enable safe creativity. Jumping: Jumping to new idea domains. Practice: Build your 'creative muscle' with regular practice. Questioning: Asking things to get the mind going.

UNIT IV

TOOLS FOR DEFINING THE PROBLEM

CATWOE, Challenge, Chunking, Context Map, A Day in the Life of., Is – Is not, how to: The Kipling method (5W1H), Positives, Negatives, Problem Statement: achieve. Purposing: Reversal: Storyboarding: Visioning: Assumption Busting: Brainstorming: Brain mapping. Essence: Forced Conflict: Lotus Blossom: PSI: Problem + Stimulus = Idea, Random Words: Modeling: Morphological Analysis, Post-Up: Provocation: Role-play: Reverse Brainstorming: , SCAMPER: , Storyboarding: , Visioning: , Wishing

UNIT V

TOOLS FOR SELECTING IDEAS

Concept Screening: The Hundred Dollar Test: , Negative Selection: , NUF Test: Check idea is New, Useful and Feasible., PINC Filter: , Swap sort:

SUGGESTED BOOKS

- Rod Judkins, The Art of creative thinking, Sceptre Pub, 2015

E BOOKS

- <https://www.pdfdrive.net/six-thinking-hats-e32030055.html>
- <https://books.google.co.in/books?id=11o4DgAAQBAJ&lpg=PP1&dq=mooc%20courses%20on%20glass&pg=PT48#v=onepage&q&f=false>
- <http://asimetrica.org/wp-content/uploads/2014/06/design-thinking.pdf>

MOOC

- <https://iversity.org/en/courses/design-101-or-design-basics>

Scheme of Teaching

L	Tu	ST/P	Total
2	1	-	3

B.DES. (FASHION DESIGN). – III SEMESTER

DS201 Fashion Forecasting and Trend Study

Scheme of Examination

CA	T	P/V	Total
60	40	-	100

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

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

CONTENTS

UNIT I

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

UNIT II

COLOUR FORECASTING

Color Forecasting Its importance, Its impact on fashion scenario, 24 moods categorization

UNIT III

TREND ANALYSIS

Trend Analysis Identification / Selection of target market Trend analysis of earlier seasons to understand trend spotting methods & trend lifecycles Forecast interpretation of the current / subsequent season Developing Style directions based on selected markets Trend reporting & data presentation

UNIT IV

TREND ANALYSIS

Trend analysis for the different seasons, Trend Analysis Agencies – WGSN and Promo style, Trend Reports, Google Trends

UNIT V

TREND STUDY

Trend Setters, Influence of Media on trend – Paper, Movies and Social Media. National & International Trend Spotting

SUGGESTED BOOKS

- Gini Stephen Frings (2007), Fashion Concept to Consumer, Pearson
- Elaine Stone (2013), Dynamics of Fashion, Fair Child Books

E BOOKS

- Fashion Sketch Book http://msvetterochs.weebly.com/uploads/4/0/3/8/40384243/sketching_garments_&-details_.pdf

MOOC

- <https://www.udemy.com/learn-to-draw-fashion-with-adobe-illustrator-cc-beginners/?siteID=SAyYsTvLiGQ-uausPN8UukNxyGp.f1egTA&LSNPUBID=SAyYsTvLiGQ>
- <https://www.milanfashioncampus.eu/fashion-illustration>

Scheme of Teaching

L	Tu	ST/P	Total
2	1	-	3

B.DES. (FASHION DESIGN). – III SEMESTER

DS202 Fashion Foundation

Scheme of Examination

CA	T	P/V	Total
60	40	-	100

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- Understand the fashion terminologies, fashion scenario and fashion industry
- To foster an understanding of international / Indian designers and their work
- Get an insight into the more recent developments in the field of global fashion and fashion trends

CONTENTS

UNIT I

INTRODUCTION TO FASHION

Introduction to fashion, Business of Fashion: Importance of Fashion, Economic importance of Fashion Business, Four levels of Fashion (Primary level, Secondary level, Retail level & Auxiliary level) Market segmentation (Demographics, Geographic, Psychographics & Behavioural), Economic Environment, Social Environment

UNIT II

FASHION INFLUENCES

Factors influencing Fashion: Political influence, Social influence, Environmental influence, Geographical influence, Cultural influence Environment of Fashion: Theory of Clothing Origin, Fashion cycle, Theories of fashion adoption, Principles of Fashion, International Fashion centres. Principles of Fashion movement: Fashion Movements – Belle époque, Flapper, punks, hippies, minimalists, grunge, gothic, and heavy metal

UNIT III

FASHION THEORIES

Fashion theory – Trickle up, Trickle down and Trickle across. Fashion terms: Fashion, Fad, Classic, Trend, Haute-couture, Prêt-a-porter, Knockoff, accessories, Toile, atelier, and boutique, bespoke. Consumer identification with fashion life cycle – fashion leaders/ Style Icon / followers/ innovators/motivators/ victims Fashion for creative and artistic expression. Fashion for functional requirements. Fashion and technology. Fashion for social and environmental consciousness.

UNIT IV

FASHION SEASONS & TERMINOLOGIES

Fashion Seasons – International market and Indian market Evolution of Fashion, Terminology of Fashion, 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

UNIT V

FASHION DESIGNER STUDY

Designer Study: International & Indian fashion designers and their brands based on following criteria:- Introduction of the Designer, Education, Specialty, Brand / label, Contribution to Fashion, Product range, Outlets, Collection Showcase. Fashion Brands Fashion capitals, Fashion Icons and Role of Fashion in Movies, Sports, Politic.

SUGGESTED 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 BOOKS

- On Trend – The Fashion Series -
<http://www.deborahweinswig.com/wp-content/uploads/2017/02/From-Runway-To-Checkout-February-1-2017.pdf>
- Fashion Studies –Text Book
http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf
- Fashion & Style - http://www.gov.pe.ca/photos/original/4hsk_fashionRG.pdf

MOOC

- <https://www.mooc-list.com/course/management-fashion-and-luxury-companies-coursera>
- <https://www.mooc-list.com/course/fashion-style-icons-and-designing-historical-elements-kadenze>

Scheme of Teaching

L	Tu	ST/P	Total
2	-	2	4

B.DES. (FASHION DESIGN). – III SEMESTER

Scheme of Examination

CA	T	P/V	Total
60	40	-	100

DS203 Technology of Sewing

Abbreviations: L=Lectures; P= Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- Understanding the features of sewing Machine its parts and the types of industrial sewing machine
- Identification of different types of seams, seam finishes, Fullness Plackets, Pockets sleeves and collar for various garments
- Handling the sewing machine and the ability to do stitch basic stitches on fabric

CONTENTS

UNIT I

BASIC INDUSTRIAL TERMINOLOGY

Trade related Tools, their importance, usage and safety - Measuring Tools, Drafting Tools, Marking Tools, Cutting Tools, Sewing Tools, and Finishing Tools. Fabric Fundamentals - Types of Fabrics, Selection of Needle and thread according to fabric types, Fabric Preparation for cutting, Grain, Selvedge, Shrinkage, Straightening the fabric Grains, Units, and Measuring Techniques.

UNIT II

SEWING MACHINE PARTS AND FUNCTIONS

Parts and functions of Sewing machine, Types Machine needle, Stitch formation, Sewing machine practice, Care and maintenance, Trouble Shooting, Types of Industrial Sewing Machine, Over lock machine - Parts and functions, Machine practice, Care and maintenance

UNIT III

HAND STITCHES

Hand needles – Size & types - Sewing Thread - Types and Applications of hand stitches – Hems - Types – Uses, Corner Makings - Types and Uses, Casing - Introduction – use, Edge Finishing - Facings - Bindings – Pippings, Temporary and permanent stitches

UNIT IV

SEAMS AND SEAMS FINISHES

Seams - Classification - Uses - Properties of Seams - Seam finishes

UNIT V

FULLNESS

Introduction – Darts - Pleats - Tucks - Gathering and Shirring - Flare - Ruffles/ Frills (Straight & Circular) - Types & uses

SUGGESTED BOOKS

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

E BOOKS

- Sewing Lessons For Beginners – http://www.go-woman.com/wp-content/uploads/factsheets/FREE_Sewing_Book.pdf
- Practical Sewing and Dress Making - http://brittlebooks.library.illinois.edu/brittlebooks_open/Books2009-12/allisa0001prasew/allisa0001prasew.pdf

Faculty of Architecture and Planning, Integral University, Lucknow

- Fashion Studies –Text Book
http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf

MOOC

- Tilly and the Buttons Learn to Sew- <http://www.tillyandthebuttons.com/p/learn-to-sew.html>
- Learn to Sew - <http://mellysews.com/2015/01/learn-sew-free-online-course.html>

Scheme of Teaching

L	Tu	ST/P	Total
1	-	6	7

**B.DES. (FASHION DESIGN). – III SEMESTER
DS204 Draping & Sewing-I**

Scheme of Examination

CA	T	P/V	Total
60	-	40	100

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- To develop structured garment using draping techniques
- Creating styles of draped garments manipulating the basic set
- Create innovative styles of clothes by draping

CONTENTS

UNIT I

HUMAN FIGURES TYPES AND INTRODUCTION

Human Figures - Eight Head Theory - Types of Figures Body Measurements - Importance - Types & Measuring Techniques - Precautions - Measurement Charts

UNIT II

IMPORTANCE OF PATTERN

Patterns - Importance - Pattern Information - Types Spreading & Pattern Layout - Importance - Spreading methods/machines. Pressing Tools - Methods Importance of Pressing

UNIT III

INTRODUCTION TO DRAPING

Method of draping - types of dress forms. Preparation of fabrics for draping. Tools required for draping, suggested fabric for draping – making and truing bodice variations – princess bodice and variation. Dart Manipulation - Dart manipulation – princess line and shoulder line dart. Bodice variations- surplice front halter. Princess Bodice and variation. Slash & spread method, pivot method. Preparing blouse pattern.

UNIT IV

SLOPER PREPARATION

Basic bodice front & Back. Sleeves, skirt- front and back. Neck variations - Cowls – basic front and back cowl, butterfly twist. Yokes - bodices yoke, hip yoke, and midriff yoke.

UNIT V

SKIRT VARIATIONS

Basic skirt and variations – flared skirt, circular skirt and Wrap skirt

SUGGESTED BOOKS

- Abling, Bina and Maggio, Kathleen. 2008. Integrating draping, drafting and drawing, Fairchild Books, Inc.
- Draping for Apparel Design, 2013, Helen Joseph-Armstrong
- Cutting & Sewing Theory, Gayatri Verma & Kapil Dev, Asian Publishers, 2015

E BOOKS

- Principles of Pattern Making & Grading - http://buc.edu.in/sde_book/fashion_design.pdf
- The Fashion Sketch Book <https://www.google.co.in/search?q=historic+textiles+book+pdf&oq=historic+textiles+book+pdf&aqs=chrome..69i57.9805j0j8&sourceid=chrome&ie=UTF-8#>
- Indian Garments - <http://www.ushainitiatives.com/wp-content/uploads/2014/08/Indian-Garment-Design-Course-book.pdf>

MOOC

- <http://mooc.live/sewing-for-beginners-online-course/>
- <http://www.universityoffashion.com/>

Scheme of Teaching

L	Tu	ST/P	Total
1	-	5	6

**B.DES. (FASHION DESIGN). – III SEMESTER
DS205 Computer Design-II**

Scheme of Examination

CA	T	P/V	Total
60	-	40	100

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- Understanding Rasterize computer designing tools
- Creating designs and image editing

CONTENTS

UNIT I

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

UNIT II

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,

UNIT III

IMAGE EDITING, TYPOGRAPHY, BRUSHES

Using layers, Layer styles, Transforming images, Creating and using brushes, Understanding Typography

UNIT IV

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

UNIT V

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

SUGGESTED 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 BOOKS

- http://help.adobe.com/archive/en/photoshop/cs6/photoshop_reference.pdf
- <http://www.mypracticalskills.com/store/photoshop-for-fashion-ebook/>

MOOC

- <https://www.mooc-list.com/course/learn-designing-using-adobe-hotoshop-scratch-eduonix>

Scheme of Teaching

L	Tu	ST/P	Total
1	-	5	6

B.DES. (FASHION DESIGN). – III SEMESTER

Scheme of Examination

CA	T	P/V	Total
60	-	40	100

DS206 Fashion Photography

Abbreviations: L = Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- Understanding and handling camera for effectively communicating ideas
- Creating the look through fashion styling and capturing the visual image

CONTENTS

UNIT I

INTRODUCTION TO PHOTOGRAPHY

Parts of a camera

UNIT II

ELEMENTS OF PHOTOGRAPHY

Elements of photography, lighting, camera techniques, Depth of Field and Focus and framing

UNIT III

PREPARATION FOR THE SHOOT

Selection of location for an indoor / outdoor, Creation of a suitable ambience / backdrop 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

UNIT IV

FASHION PHOTOGRAPHY

Photography in indoor and outdoor shoots – Settings and techniques

UNIT V

FASHION PHOTO SHOOT

Model Photo Shoot with Styling, for magazine cover and posters

SUGGESTED BOOKS

- Langford Fox, sawdon Smith, Basic Photography, Taylor and Francis,2012

E BOOKS

- <https://carleton.ca/healthy-workplace/wp-content/uploads/Intro-to-Photo-presentation-20112.pdf>
- <https://nevadacc.org/sites/default/files/Intro%20to%20Fashion%20Photography%20-%20David%20J.%20Crewe.pdf>

MOOC

- <http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/fashion-photography-course/>
- <http://www.londonschooloftrends.com/e-learning/fashion-photography>

Scheme of Teaching

L	Tu	ST/P	Total
2	-	4	6

B.DES. (FASHION DESIGN). – III SEMESTER

Scheme of Examination

CA	T	P/V	Total
60	-	40	100

DS207 Fashion Illustration-II

Abbreviations: L=Lectures; P= Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- To realize the requirement for illustration skills as an essential tool of visual communication for the industry
- To develop skills in Fashion Model Drawing (drawing from a live model)
- Capacity to draw figures and sketch features, postures and fleshed figures in various postures with detailing

CONTENTS

UNIT I

INTRODUCTION TO CHILDREN'S CROQUI

Introduction to children's Croqui – Different ages, postures, stylization, developing theme based design illustration for kids collection

UNIT II

MALE CROQUI

Stick and flesh out figures and Poses

UNIT III

MALE STYLIZED CROQUIS

Theme based stylized collection

UNIT IV

FLAT DRAWING

Development of flat sketches for garments, rendering flat sketches

UNIT V

FABRIC AND GARMENT RENDERING

Draped garment croquis, fabric rendering on croquis (Printed cotton, silk chiffon, velvet, denim, wool and knit)

SUGGESTED BOOKS

- Fashion Illustration, Anna Kiper, David & Charles Book, 2011
- Fashion Illustration Children, Patric, John Ireland, BT Bastford Ltd, 2005
- New Fashion Illustration (New Illustration Series) English, Paperback, Martin Dawber 2006

E BOOKS

- http://msvetterochs.weebly.com/uploads/4/0/3/8/40384243/sketching_garments_&_details_.pdf
- [https://www.designcouncil.org.uk/sites/default/files/asset/document/ElevenLessons_Design_Council%20\(2\).pdf](https://www.designcouncil.org.uk/sites/default/files/asset/document/ElevenLessons_Design_Council%20(2).pdf)

Scheme of Teaching

L	Tu	ST/P	Total
-	-	-	-

B.DES. (FASHION DESIGN). – III SEMESTER

DS208 Mini Project Craft Study (5-Days)

Scheme of Examination

S	T	P/V	Total
-	-	100	100

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- Understanding Crafts of India and their the production process 1
- Understanding the problems associated with the craft & the craftsmen and creating solutions to those problems
- Society Interaction and contribution to social uplift-ment

CONTENTS

UNIT I

LITERATURE STUDY

Learning about the different indigenous crafts of India. Identifying local craft development centers and crafts.

UNIT II

ON SITE STUDY

Observation – Craft Development Procedure

UNIT III

DATA COLLECTION

Collection of Data about the craft & craftsmen thru survey / questionnaire / interview. Recording of data using pictures, videos, sketches & sample collection

UNIT IV

DATA ANALYSIS

SWOT Analysis, Problem Identification & Finding Solutions

UNIT V

DESIGN SOLUTION

Providing solution to the problem identified in the form of designs & preparation of document

SUGGESTED BOOKS

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

Scheme of Teaching

L	Tu	ST/P	Total
2	1	-	3

**B.DES. (FASHION DESIGN). – IV SEMESTER
DS209 World Textiles and Costume**

Scheme of Examination

CA	T	P/V	Total
60	40	-	100

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

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

CONTENTS

UNIT I

HISTORY OF TEXTILES & COSTUME

Introduction: Pre-historic reference- development- adoption of fibrous apparel- initial manufacture of clothes. Earlier decoration of textiles- hand printing-screen printing-roller Printing

UNIT II

EUROPEAN & EASTERN TEXTILES

European Textiles French Textiles- Linen in France- the French Renaissance- Motifs- the Rococo Style-Toile de-jouy. Far East Textiles Chinese Textiles-Silk- Motifs and designs- Animal motifs-The tiger-dragon, phoenix and unicorn. Middle East Textiles - Egypt, African, Motifs of Egyptian Fabrics-Coptic Textiles-Tapestry weaving.

UNIT III

COSTUMES OF EUROPEAN COUNTRIES

Costumes of European countries –Italy, France, Greece, Roman, Sweden & Germany

UNIT IV

COSTUMES OF FAR EASTERN COUNTRIES

Japan, Korea, Sri-lanka, Pakistan, Malaysia, China, Burma, Thailand & Philippines.

UNIT V

AMERICAN & AFRICAN COSTUMES

North and South America –Men & Women costumes of difference states of America. Popular African costume

SUGGESTED BOOKS

- The Chronicle of western Costume, John Peacock, Thames & Hudson, 2010.
- Stuart Robinson, 1969”A History of Printed Textiles”, Studio Vista Ltd., London

E BOOKS

- <http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBellsworthTextiles/reference/humanecol.mbellsworthtextiles.i0010.pdf>
- http://www.iccrom.org/ifrcdn/pdf/ICCROM_IC307_ConservingTextiles00_en.pdf
- http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf

MOOC

- <https://www.sps.nyu.edu/professional-pathways/courses/ARTP1-CE9780-appraisal-of-historical-textiles-and-costume.html>

Scheme of Teaching

L	Tu	ST/P	Total
2	-	2	4

B.DES. (FASHION DESIGN). – IV SEMESTER

DS210 Fabric Study

Scheme of Examination

CA	T	P/V	Total
60	40	-	100

Abbreviations: L=Lectures; P= Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- To obtain basic knowledge on construction techniques of fabrics
- Handling different types of fabrics
- Understanding fabric based on tactile and visual impression
- Capacity to visualize and represent fabrics using illustration

CONTENTS

UNIT I

CONSTRUCTION TECHNIQUES

Woven & Knitted Fabrics, Non-Woven, Crochet, Tatting, Macramé, Felted Fabrics & Lace

UNIT II

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

UNIT III

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, Velveteen, Velvet, Synthetic Fur, Terry

UNIT IV

KNIT FABRICS

Single Jersey, Double Knit, Interlock, Fleece, Knit terry, Velour, Tricot, Pique, Raschel, etc

UNIT V

NON-WOVENS

Non-Woven Fabrics, Suede and Rexine

SUGGESTED 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 BOOKS

- http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf
- [http://cbse.nic.in/publications/vocational/Fashion%20Design%20and%20Garment%20Technology/Fabric%20Study%20-%20\(Textbook%20+%20Practical%20Manual\)%20XII.pdf](http://cbse.nic.in/publications/vocational/Fashion%20Design%20and%20Garment%20Technology/Fabric%20Study%20-%20(Textbook%20+%20Practical%20Manual)%20XII.pdf)

MOOC

- <https://www.mooc-list.com/course/innovation-fashion-industry-futurelearn>
- <http://www.fitnyc.edu/online-learning/courses/undergraduate-credit.php>

Scheme of Teaching

L	Tu	ST/P	Total
2	1	-	3

**B.DES. (FASHION DESIGN). – IV SEMESTER
DS211 Textile Dyeing and Printing**

Scheme of Examination

CA	T	P/V	Total
60	40	-	100

Abbreviations: L=Lectures; P= Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- Understanding the importance of fabric processing
- Understanding the procedure to dye and print fabrics
- Awareness about the environmental hazards caused by the effluents of Wet processing industry

CONTENTS

UNIT I

FABRIC PROCESSING

Importance of Fabric Processing. Grey Fabric Treatments – Degumming, Desizing, Scouring and Bleaching. Types of Bleaches – Oxygen and Reducing bleaches

UNIT II

DYES AND PIGMENTS

History of Dyes, Natural– Animal, Plant and Mineral Sources and Mordants. Synthetic - Direct, Vat, Sulphur, Reactive, Naphthol, Acid, Basic and Disperses

UNIT III

DYEING METHODS

Stages of Dyeing - Fiber, Yarn, Fabric and Garment. Methods of dyeing, Traditional Dyeing Techniques – Tie and Dye – Bandhini and Leheria, Batik and Indigo dyeing.

UNIT IV

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, Lazer printing and Emboss Printing.

UNIT V

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

SUGGESTED 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 BOOKS

- <http://www.ncert.nic.in/NCERTS/l/lehc1ps.pdf>
- <http://cbse.nic.in/publications/vocational/Textile%20Design/CBSE%20CIT%20Textile%20Chemical%20Processing-XII%20text.pdf>
- <http://www.uneptie.org/shared/publications/pdf/WEBx0033xPA-TextileWet.pdf>

MOOC

- <https://www.mooc-list.com/course/textile-fundamentals-mooc-marist-college>

Scheme of Teaching

L	Tu	ST/P	Total
2	-	-	2

B.DES. (FASHION DESIGN). – IV SEMESTER

DS212 Fashion Journalism

Scheme of Examination

CA	T	P/V	Total
60	40	-	100

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- Understanding Communication in Fashion, Retail, Garment and Textile Industry
- Ability to communicate using fashion terms and terminologies
- Ability to clearly understand, listen and speak for a successful career in the fashion

CONTENTS

UNIT I

INTRODUCTION TO BASIC TERMS AND EXPRESSIONS IN RETAIL INDUSTRY

Introduction to various basic terms and expressions used in the Fashion Industry supported by visual representation through PPTs and videos starting from historical usage evolving to current scenario and its transition over past

UNIT II

COMMUNICATION TERMS AND USAGE FOR TEXTILES

Make students familiar with various technical and commercial terminology and communication usage pertaining to Textiles including types, description, processes and trade through Power point presentation and videos

UNIT III

COMMUNICATION TERMS AND USAGE REGARDING GARMENT CONSTRUCTION

Impart required knowledge technical terms and customary expressions used in the Fashion/Garment industry and make them practice the use of these

UNIT IV

FASHION TERMINOLOGY AND EXPRESSIONS ON GARMENT PRODUCTION

Familiarise the students the various technical and customary terms and expressions used in Garment manufacturing field including factories, shops and other establishments and make them use and practice to become conversant.

UNIT V

FASHION RETAIL, EVENTS AND PROMOTION VOCABULARY AND EXPRESSIONS

Induct the students to use of various commercial, technical and customary terms, expressions and usage in the fields of Fashion Retail & Promotion, Fashion Events and other areas pertaining to Fashion Industry.

SUGGESTED BOOKS

- English for the Fashion Industry, Oxford Express Series, 2012, by Mary E. Ward
- Guide to Effective Writing & Speaking skills, Oxford Press, 2013, by John Seely

E BOOKS

- English for fashion Industry - <http://www.studfiles.ru/preview/1806215/>

MOOC

- <http://mooc.com/courses/presentation-impact-technique>

Scheme of Teaching

L	Tu	ST/P	Total
1	-	8	9

B.DES. (FASHION DESIGN). – IV SEMESTER

Scheme of Examination

CA	T	P/V	Total
60	-	40	100

DS213 Basic Pattern and Garment

Abbreviations: L=Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

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

CONTENTS

UNIT I

NECK VARIATIONS

Necklines - round, jewel, square, 'V' shaped, straight, curved, sweet heart, Neck line finishes:- shaped facing, corded or piped neck line, bias facing and binding

UNIT II

COLLARS AND YOKES

Collars: -how to assemble a collar, Types of collars- Collar – Basic shirt collar. Flat collars: Peter pan. Rolled & Straight Collars. Exaggerated Collars, Yoke and its varieties

UNIT III

SLEEVE

Sleeve – set in sleeves – plain sleeve, puff gathered top and bottom, bell sleeve, bishop sleeve, Sleeveless style - Cape sleeve. Style with bodice and sleeve combined – raglan sleeve, kimono sleeve

UNIT IV

PLACKETS AND POCKETS

Plackets and its varieties – conspicuous and inconspicuous, Pocket and its varieties. Buttons and Buttons holes.

UNIT V

CUFF APPLICATION

Cuff application and attachment with sleeve, Basic and Exaggerated cuff pattern

SUGGESTED BOOKS

- More Dress Pattern Designing, Natalie Bray, Blackwell Series, 2010
- Gerry Conklin., Garment Technology for Fashion Designers Book Link, USA.
- Sewing for Fashion Design. Nurie. Relis/Gail Strauss-Reston Publishing Co

E BOOKS

- http://buc.edu.in/sde_book/fashion_design.pdf
- http://cbseacademic.in/web_material/Curriculum/Vocational/2015/Garment_Construction_XII/Garment_Construction_Manual_XII.pdf

MOOC

- <http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/pattern-cutting-course/>
- <http://mooc.live/fashion-design-through-patternmaking-the-sloper-online-course/>
- <http://www.fitnyc.edu/online-learning/courses/undergraduate-credit.php>

Scheme of Teaching

L	Tu	ST/P	Total
1	-	3	4

B.DES. (FASHION DESIGN). – IV SEMESTER

DS214 Graphic Design

Scheme of Examination

CA	T	P/V	Total
60	-	40	100

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- The course introduces the fundamental techniques of concept sketches, design development sketches, presentation sketches, presentation renderings and architectural drawing and develops the appropriate skills for visualization and representation.
- Ability to create working boards and learning to pitch their ideas
- Develop innovative prototypes
- Ability to think out of box

UNIT I

INTRODUCTION TO PENCIL EXERCISES

Knowledge about usage of different points of pencils, handling of pencils, practicing lines and tone building exercises.

UNIT II

EXERCISES OF OBJECT DRAWINGS, FUNDAMENTALS OF DRAWING

Natural geometric forms with emphasis on depth and dimension, detail & texture, sunlight & shadow.

Introduction – Fundamentals of drawing and its practice, introduction to drawing equipment, familiarization, use and handling of various media

UNIT III

GEOMETRICAL DRAWING

Drawing– Drawing sheet sizes, composition, fixing. Simple exercises in drafting, point and line, line types, line weights, straight and curvilinear lines, dimensioning, lettering, borders, title panels, tracing in pencil, ink, use of tracing cloth. Portfolio preparation.

UNIT IV

MEASURED DRAWING

Measuring and drawing to scale – scales, simple object, reduction and enlargement of drawings
Architectural representation of landscape elements such as trees, indoor plants, planters, hedges, foliage, human figures in different postures, vehicles, street furniture etc.; by using different media and techniques and their integration to presentation drawings.

UNIT V

SKETCHING INDOOR OBJECTS

Still Life – Furniture, Equipment – Understanding Depth, light, shade, Shadow Etc. Outdoor Sketching: Natural Forms/Built Forms. Understanding variety in Forms. Sketching Human Form: Anatomy and Expressions – Graphical Representations

SUGGESTED BOOKS

- Maureen Mitton, Interior Design Visual Presentation: A Guide to graphics, models and presentation techniques, 3rd edition, wiley publishers, 2007
- Mogali Delgade Yanes and Ernest Redondo Dominquez, Freehand drawing for Architects and Interior Designers, ww.Norton & co., 2005
- Francis D.Ching, Design Drawing, Wiley publishers
- Moris, I.H.Geometrical Drawing for Art Students.
- Thoms, E.French. Graphics Science and Design, New York: MC Graw Hill.
- Shah, M.G., Kale, C.M. and Patki, S.Y. Building Drawing: with an integrated approach to built environment, 7th ed. Tata Mc Graw Hill Pub., Delhi, 2000.

Faculty of Architecture and Planning, Integral University, Lucknow

- Bies, D.John. Architectural Drafting: Structure and Environment Bobbs – Merril Educational Pub., Indianapolis.
- Basic Principles of Design, Manfred Maier, Vol. 1-4
- Comdex Fashion Design, Vol I, Fashion Concepts, Navneet Kaur, Vikas Pub, 2010

E BOOKS

- Fashion & Style http://www.gov.pe.ca/photos/original/4hsk_fashionRG.pdf
- [https://www.designcouncil.org.uk/sites/default/files/asset/document/ElevenLessons_Design_Council%20\(2\).pdf](https://www.designcouncil.org.uk/sites/default/files/asset/document/ElevenLessons_Design_Council%20(2).pdf)

MOOC

- <https://www.coursera.org/learn/uva-darden-design-thinking-innovation>
- <https://www.mooc-list.com/course/innovation-entrepreneurship-design-thinking-funding-coursera>

Scheme of Teaching

L	Tu	ST/P	Total
1	-	3	4

B.DES. (FASHION DESIGN). – IV SEMESTER

DS215 Textile Dyeing and Printing -Lab

Scheme of Examination

CA	T	P/V	Total
60	-	40	100

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- Understanding the method of creating surface designing using traditional printing dyeing and fabric manipulation techniques
- Developing samples with surface manipulation based on theme
- Capacity to create design using surface manipulation

CONTENTS

UNIT I

BLOCK PRINTING

Block development process, Pigment colours, Fabric Preparation, Single colour and, multiple colour block printing

UNIT II

DYEING

Fabric Single Colour Dyeing, Marbling, Batik printing, Tie & Dye – marbling, pleating, gathering, twisting & coiling, Folding, Stitching, Ruching and knotting

UNIT III

SCREEN PRINTING AND STENCILING

Screen Development, Single and multiple colour printing. Stencil development and Single and multiple colour printing

UNIT IV

FABRIC PAINTING

Fabric suitable for painting, Fabric painting strokes – free style, finger, dry, one stroke painting

UNIT V

SEWING MACHINE WORKS

Quilting – Corded, flat, stuffed. Patchwork – four square, pinwheel, logwood, abstract and Applique – Direct & reverse

SUGGESTED BOOKS

- Balancing Act, Studio Art Quilt Association, 2015
- Stuart Robinson, 1969”A History of Printed Textiles”, Studio Vista Ltd., London.
- Color and Design on Fabric, Creative publishing, USA, 2000

E BOOKS

- [http://library.aceondo.net/ebooks/Home_Economics/Handbook_of_Textile_and_Industrial_Dyeing_Vol_1_\(Woodhead,_2011\).pdf](http://library.aceondo.net/ebooks/Home_Economics/Handbook_of_Textile_and_Industrial_Dyeing_Vol_1_(Woodhead,_2011).pdf)
- http://content.inflibnet.ac.in/data-server/eacharya-documents/56b0853a8ae36ca7bfe81449_INFIEP_79/13ET/79-13-ET-V1-S1unit_1.pdf

MOOC

- <https://www.udemy.com/t-shirt-design-workshop-01-foundation/>
- <https://www.udemy.com/t-shirt-design-workshop-part-2/>

Scheme of Teaching

L	Tu	ST/P	Total
1	-	5	6

B.DES. (FASHION DESIGN). – IV SEMESTER

Scheme of Examination

CA	T	P/V	Total
60	-	40	100

DS216 Computer Design-III

Abbreviations: L =Lectures; P = Practical; Tu = Tutorial; ST = Studio; S = Sessional;
T = Theory, V = Viva-voce)

OBJECTIVES

- Understanding the basic tools of vector software and developing basic pattern set using tools.
- Create flat drawings
- Develop prints and patterns

CONTENTS

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

SURFACE DESIGN AND FABRIC PRINTS

Working on trim / embroidery / print design. Develop textile prints and various colorways

UNIT V

TECHNICAL SPEC SHEET

Completing the technical drawings with the specs and measurements, Applying Effects, Applying Appearance Attributes and Graphic Styles, Working with Symbols, Combining Illustrator CS6 Graphics with Other Adobe Applications

SUGGESTED BOOKS

- Vijay Mukhi's, CorelDraw 3.0, Ballet of Graphics, BPB publication, NewDelhi,1993
- William D.Harrel, CorelDraw! 5 Revealed, Galgotia publication,1995

E BOOKS

- https://www.coreldraw.com/static/cdgs/pdfs/dx4/CDTS_Case_Study_Lindex_EN_Letter.pdf
- <http://www.mr-dt.com/websiteprintablepdfs/howtousecoreldraw.pdf>

MOOC

- <https://www.lynda.com/CorelDRAW-tutorials/Welcome/453285/501137-4.html>
- http://online-fashion-designing.com/distance_learning_fashion/
- http://www.aonlinetraining.com/fashion_designing_gallery2_img3.html