SUBMISSION DETAILS (PRACTICAL)

B. DESIGN FASHION DESIGN YEAR I

<u>Semester – I</u>

SUBJECT	SIZE	MIN. ASSIGNMENT	TOPIC & MEDIUM
Sketching	1⁄4	9	Pencil, Color Pencil
		6	Water Color, Poster Color
		Total - 15	
Composition	1⁄4	10	Color Pencil, Water Color,
			Poster Color
Material Study	A4	10	Paper, Clay, Wood, Glass, Glass
			Beads
Sewing Techniques I	4" X 4"	30	Fabric, Pencil

SCHEME OF EXAMINATION

B. DESIGN FASHION DESIGN YEAR I

<u>Semester – I</u>

Paper	Time	Size	Ext. Marks	C.C.E.	Total
Fundamental of Design	3 Hrs.	-	70	30	100
History of Fashion -	3 Hrs.	-	70	30	100
Ancient India					
Basics of Fashion	3 Hrs.	-	70	30	100
				Total	300
Practical			Ext. Marks	Internal	
				Assignment	
Sketching	6 Hrs.	1⁄4	60	40	100
Composition	3 Hrs.	1⁄4	60	40	100
Material Study I	3 Hrs.	A4	60	40	100
Sewing Techniques I	3 Hrs.	4″ X 4″	60	40	100
				Total	400
				Grand Total	700

<u>B. DESIGN FASHION DESIGN YEAR I</u> <u>SEMESTER – I</u>

PAPER – I (THEORY) – FUNDAMENTAL OF DESIGN

UNIT 1

- Line: Definition of Line, Lines and Visual Illusion, Line and Impression, Different Types of Lines and Drawings, Development and Possibilities of Line Drawings, Knowing the Tools and Materials, Drawing Its Evolution and Possibilities, Line-Visual Kinetics (Flow and Weight), Energy and Lines, Other Values of Line
- Form: Definition of form, Classification, Impression, Visual and Formal Weight and Colours, Forms and Proportion, Form and content, Form and Space
- What is Color? Physiology, How light gives objects colors, Factors in perception, Local, Optical and Arbitrary Colors, Color Systems and Color Wheels The Pigment Wheel, The Process Wheel, The Munsell Wheel, The Light Wheel, The Visual Wheel, Coloring Agents Additive Color Mixing, Subtractive Color Mixing, Dimensions of Color Hue, Value, Intensity, Temperature, Color in Compositions Rhythm, Balance, Proportion, Scale, Emphasis, Harmony, Transparency, Volume Color, Film Color, Intensity and Space, Line, Texture, Light, Contrast, Shadows, The Influence of Color Color Symbolism, How Color Influences Life, Color Association in Language and Emotion, Influences of the Dimensions of Color

UNIT 2

- Tone: Definition, Classification, Impression, Tone-Its Importance and Application, Emotional Aspects of Tone, Relation of Tone with Space
- Texture: Meaning and Definition, Classification, Texture and Space, Texture and Principles of composition, Texture Creating Tools and Ways of Creating Texture, Texture Exploration, Texture and Painting, Texture and Sculpture
- Space: Definition, Space Division, Theories/Principles Relating Space, Division, Role Of Space (Negative/Passive, Passive/Active, Neutral/Assisting and Their Importance), Organization Of Form and Its Relation To Space

UNIT 3

- What is composition (general meaning and definition)
- Unity: Definition, object, unity and vision, unity and visitor, unity and relativity, unity creation in painting, unity and opposite (discord)
- Harmony: Definition, line-harmony, form-harmony, texture-harmony, conceptual harmony, colour harmony, process of harmony creation

UNIT 4

- Balance: definition, balance and visual weight (line, form, colour and tone), principles of balances, etc.
- Dominance: Definition and object, fundamentals, dominance and background, ways to create dominance point of interest in a painting space.
- Rhythm: Definition, different types, ways of creating rhythm, feeling of rhythm.

UNIT 5

- Proportion Definition, Proportion and space division, form and proportion, colour and proportion, human forms and proportion
- Medium and methods All about painting medium and methods relating to creation
- Drawing and rendering Definition, problem relating two-dimensional drawing and rendering, and three dimensional effects, do's and don'ts in it.

Suggested Reading

- 1. Color by Edith Anderson Feisner
- 2. Fashion Design by Felicity Everett
- 3. Art Fundamentals: Color, Light, Composition, Anatomy, Perspective, and Depth by 3DTotal Team (Author), Gilles Beloeil, Aandrei Riabovitchev & Roberto F. Castro

PAPER – II (THEORY) – HISTORY OF FASHION – ANCIENT INDIA

UNIT 1

 Ancient India Civilizations – Indus Valley Civilization (3000 – 1500 B.C.), Aryan Civilization, Vedic and Epic Periods (1500 – 500 B.C.) – Clothing, Entertainment, Food, Toys, Ornaments, Daily Lives

UNIT 2

• Mauryan and Sunga Periods - History and Social Life, Costume Men and Women, Headgear and Hairstyles, Jewellery, Military Costume, Religious Persons, Textiles and Dyes, Style, Illustration of Men and Women Costumes

UNIT 3

- Satavahana (andhra) Period (200 B.C. A.D. 250) History and Social Life, The Royal Way of Life, Early Satvahana, Late Satavahana (100 B.C A.D 250), Illustration of Men and Women Costumes
- Kushan Period Introduction of Kushan Empire, Costume: Men and Women, Headgear and Hairstyles: Men and Women, Jewellery, Military Costume, Religious Persons, Textiles and Dyes, Style, Illustration Of Men and Women Costumes

UNIT 4

• Gupta Period - History and Social Life, Costumes: Men and Women, Headgear and Hairstyles, Jewellery, Military Costume, Religious Persons, Textiles and Dyes, Styles, Illustration of Men and Women, Costumes, Age of Empires Daily Life (500 B.C – 647 A.D)

UNIT 5

• Mughal Period – Introduction, Hindu Court Clothing, Sultanate Clothing, Textile Trade

Suggested Reading

1. Ancient Indian Costume - by Roshen Alkazi

PAPER – III (THEORY) – BASICS OF FASHION

UNIT 1

- The Language of Fashion Fashion Today, Fashion and Traditional Costume, Prescribed Clothing and Modern, Democracy, Women Fashion and Men's Fashion
- Fashion Between Art and Commerce, Fashion and Body, Fashion as a Paradigm in our culture
- Fashion Terminology Introduction, Style, Design, Taste, Classics, Fad, Ford, Fashion Look, Accessories, Fashion Trends, Fashion Season

UNIT 2

- The Intangibles of Fashion Acceptance, Change, he Futility of forcing change, Meeting the demand for change, Components of fashion change, Why fashion change
- Fashion Development and Movement Retailing doing 19th century, Changes caused by leisure, communications and industry, Effects of World War I, Importance trend setting designers, Retail expansion in the early 20th Century, Effects of depression of fashion, Effects of World War II on fashion, Youth directed 1960s, Anti-fashion late 1960s and 1970s, The acquisitive 1980s, The Value oriented 1990s, the 21st Century

UNIT 3

• Fashion Movement – Principles OF Fashion

UNIT 4

- Theories of Clothing Origin Protection theory, Modesty Theory, Self-Adornment Theory, Combined Need Theory
- Theories of Fashion Adoption Trickle-down Theory (Traditional Fashion
- Adoption), Trickle-across theory (Mass Dissemination), Trickle-up Theory or Bottom-up Theory (Reverse Adoption)

UNIT 5

- Fashion Cycles
 - 1. Stages of the fashion cycle Introduction, Increase in popularity, Peak of popularity, Decline of popularity, Rejection of popularity.
 - 2. Length of fashion cycles Cycles for long-lived fashions, Cycles for short-lived fashions, Breaks in cycles, Cycles within cycles, Recurring cycles
 - 3. Fashion leaders and followers Fashion leaders, Fashion motivations, Fashion innovators, Fashion victims, Fashion Followers

- 1. Fashion: From Concept to Consumer by Gini Stephens Frings
- 2. Fashion Design Course: Principles, Practice and Techniques: The Ultimate Guide for aspiring Fashion Designers by Steven Faerm

B. DESIGN FASHION DESIGN YEAR I

<u>SEMESTER – I</u>

PRACTICAL

PRACTICAL I – SKETCHING

- Still Life Study of various objects in pencil and color (cube, sphere, cone, etc.)
- Study of drapery, pots, jugs, glass, random objects.
- Study of various forms of nature leaves, flowers, plants, fruits, etc.
- Texture Study
- Mannequin with Proportions Male and Female
- Front, Profile, Side and Back View

Suggested Reading

- 1. Light, Shade and Shadow (Dover Art Instruction) by E. L. Koller
- 2. How to Draw What You See (Practical Art Books) by Rudy De Reyna
- 3. Bridgman's Complete Guide to Drawing from Life by George B Bridgiman

PRACTICAL II - COMPOSITION

- Color Study The Pigment Wheel, The Process Wheel, The Munsell Wheel, The Light Wheel, The Visual Wheel
- Study of Figures Human, Animals, Birds, Use of organic and geometrical combination forms in twodimensional space.
- Creative Composition with Natural and Man Made Forms (line, texture)
- Development of Textures, Understanding to Illustrate Different Types Of Textures

Suggested Reading

1. Color by Edith Anderson Feisner

PRACTICAL III – MATERIAL STUDY I

- To develop an understanding of behavior, characteristic, properties, dimensionality, physical and visual potential of the basic materials (Solid, Plainer, Linear and Granular)
- To educate and create an interest for material and their potentials through manipulations
- Orientation of basic hand tools, cutting tools and techniques to manipulate following materials
 - 1. Wood
 - 2. Plastic
 - 3. Metal
 - 4. Glass
- To be able to manipulate specified materials
 - 1. Paper
 - 2. Clay
 - 3. Textiles
 - 4. Leather
 - 5. Wax

Suggested Reading

1. Sculpture: Tools, Materials and Technique by Wilbert Verhelst

PRACTICAL IV – SEWING TECHNIQUES I

- Classification of Sewing Machines and their applications
 - Sewing machine bed types
 - Basic sewing machines
 - General Sewing
 - Over locking machine
 - Blind Stitching machine
 - Button hole machine
 - Button Sewing machine
 - Bar tacking machine
 - Needle basic structure and types
- Thread sizing Seam Properties, Appearance and performance, Classification of Finishing Equipment's and its applications.
- Introduction to Sewing Machines attachments and their applications.
 - Edge Guides
 - Compensating foot / specialized presser foot
 - Stitching Jig
- Folders and Binders
- Make Hand Samples of the following
 - ✤ Paper exercise To be able to construct various parts of garments
 - ✤ Introduction to hand and machine seams and seam finishes on woven fabric.
 - Seams and seam allowance (Woven and Knit Fabrics) Plain, Press open, Felt / Edge stitch, Welt Seam (Feed of Arm) Double Top stitch, Tuck seam, Slot, French, Lapped, Piped, Cord, Fagotted.
 - Seam and Hem Finish (Woven and Knit Fabrics) Over-lock, Stitch and cut, fold and
 - stitch, Hong Kong bound, Bias Bound seam, Hemming (Visible and Invisible)
 - ✤ Facings Fused, Un-fused and Bias.
 - ♦ Waistband Fused, Un-fused, Elasticized Shaped Waist Band, Straight Waist Band
 - Seam types Class 1, 2, 3, 4, 5, 6. Their basic diagrams and usages
 - Fasteners Zippers (Visible, Invisible) Central Zipand Fly Zip, Button and Button Hole, Hook and Eye, Press button, Rivets, Eyelets and Draw Strings, Velcro

- 1. The Sewing Book (Dk) by Alison Smith
- 2. Complete Book of Sewing by Alison Smith

SUBMISSION DETAILS (PRACTICAL)

B. DESIGN FASHION DESIGN YEAR I

Semester – II

SUBJECT	SIZE	MIN. ASSIGNMENT	TOPIC & MEDIUM
Introduction To Fashion	A3	15	Pencil, Pencil Color, Water Color,
Illustration			Other Mediums
Computer Applications I	-	30	On Computer
Technical Drawing	A3	15	Pencil
Sewing Techniques II	4" X 4"	45	Fabric

SCHEME OF EXAMINATION

B. DESIGN FASHION DESIGN YEAR I

Semester – II

Paper	Time	Size	Ext. Marks	C.C.E.	Total
History of Fashion -	3 Hrs.	-	70	30	100
Modern India					
Introduction to Textiles	3 Hrs.	-	70	30	100
Principles of	3 Hrs.	-	70	30	100
Management					
				Total	300
Practical			Ext. Marks	Internal	
				Assignment	
Introduction to Fashion	3 Hrs.	A3	60	40	100
Illustration					
Computer Applications	3 Hrs.	-	60	40	100
Technical Drawing	3 Hrs.	A3	60	40	100
Sewing Techniques II	3 Hrs.	4" X 4"	60	40	100
				Total	400
				Grand Total	700

PAPER - I (THEORY) - HISTORY OF FASHION - MODERN INDIA

Study the history of fashion, costumes, Socio Physical Aspects of Clothing & lifestyles in the following states -

UNIT 1

• East – Jammu & Kashmir, Punjab, Rajasthan, Gujarat, Maharashtra

UNIT 2

• West - Orissa, Bihar, Arunachal Pradesh

UNIT 3

• Central – Madhya Pradesh, Chhattisgarh

UNIT 4

• North - Himachal Pradesh, Assam, Manipur, Meghalaya, Sikkim, Nagaland

UNIT5

• South - Tamil Nadu, Andhra Pradesh, Kerala

SUGGESTED READING

- 1. Traditional Indian Costumes and Textiles by Parul Bhatnagar
- 2. Indian Costumes II Patkas : A Costume Accessory In the Collection of the Calico Museum of Textiles by B.N. Goswamy

PAPER - II (THEORY) - INTRODUCTION TO TEXTILES

UNIT 1

- Introduction to Fiber Theory, Properties and Classification What is fiber, their properties, and classification
- Cellulose Fibers Areas Of Production, Processing (From soil to mill), Fiber Properties, Waste Fibers Processing, Properties Of Linen
- Protein Fibers Wool, Types and kinds of Wools, Fiber Properties, Specialty Wools, Silk, Types of Silk
- Mineral Fibers Asbestos, Man Made Mineral Fibers: Glass Fiber
- Man Made Fiber Manufacture of Man Made Fiber, Synthetic Fibers, Types of Nylon, Polyester, Acrylic, Spandex
- Man Made Regenerated Rayon, Viscose, Cuprammonium, Man-Made Cellulosic, High Wet Modulous Rayon, Cuprammonium Rayon, Lyocell, Accetate, Triaccetate – Production, Azlon, New Fibers
- Burning Characteristics of Fibers

UNIT 2

• Yarns: Introduction, Types-ply yarns, novelty yarn, textured yarn. Manufacturing process- spinning systems, Properties- yarn twist, yarn numbering, yarn hairiness, yarn diameter and its application in apparel.

UNIT 3

- Fabric forming methods: Weaving, knitting, netting and non-woven's and its application in apparel. **UNIT 4**
 - Introduction to basic weaves: plain, twill and satin, Classification, introduction, advantages and disadvantages

• Introduction to basic knits: warp and weft knitted, Classification, Introduction, Advantages and disadvantages.

UNIT 5

• Comparison between knits and woven

Suggested Reading

- 1. Understanding Textiles: United States Edition by Billie J. Collier and Martin Bide
- 2. Understanding Fabrics: From Fiber to Finished Cloth (Language of Fashion Series) by Debbie Ann Gioello
- 3. Fabric for Fashion: The Complete Guide: Natural and Man-made Fibers by Clive Hallett (Author) & Amanda Johnston
- 4. Fabric Reference Paperback by Mary Humphries
- 5. Textiles: Fiber to Fabric by Bernard P. Corbman

PAPER – III (THEORY) – PRINCIPLES OF MANAGEMENT

UNIT 1

• Management - Concept of Management, Nature and Characteristics of Management, Principles of Management, Purpose and Social Responsibility of Management, Evolution of Management, Ethics and Social responsibilities in management

UNIT 2

• Planning – Definitions, Nature or Characteristics of Planning, Six P"s of Planning, Needs for Planning, Principle of Planning, Characteristic of a Good Plan, Types of Planning, Advantages of Planning, Limitation of Planning, SWOT Analysis

UNIT 3

- Motivation Types of Motivation, Importance of Motivation, Techniques to Increase Motivation, Financial Motivators, Non-Financial Motivators
- Delegation of Authority Theories of Authority, Definition of Delegation, Characteristics of Delegation, Elements of Delegation, Types of Delegation, Difficulties involved in Delegation of Authority

UNIT 4

- Leadership Characteristics of Leadership, Leadership Functions, Importance of Leadership in Management, Techniques of Effective Leadership
- Departmentation Need and Significance of Departments, Advantages of Departmentation, Limitations of Departmentation, Factors Influencing Assigning Of Activities

UNIT 5

- Communication Meaning and Definition, Characteristics: Nature of Communication, Elements of Communication, Need or purpose of Communication, Importance of Communication
- Controlling Definition, Characteristics of Control, Requirements of a control system, Importance of Control, Limitation of Control
- Finance- Functions, goals, source, break- even analysis and profitability.

- 1. Essentials of Management: An International and Leadership Perspective by Harold Koontz and Heinz Weihrich
- 2. Principles of Management by P C Tripathi and P N Reddy

B. DESIGN FASHION DESIGN YEAR I

<u>SEMESTER – II</u>

PRACTICAL

PRACTICAL I – INTRODUCTION TO FASHION ILLUSTRATION

- Different Color Medium and Presentation of Illustration
- Drawing of Male, Female and Kids fashion figure.
- Different views such as Front, Back, Side and 3/4th.
- Drawing body details with different movements Multiple Poses
- Drawing arms, legs, feet, palm, and different positions.
- Drawing different face positions such 3/4th, front, side.
- Facial details like eyes, nose and lips.
- Drawing various Fashion elements to form a garment such as, types of sleeves, necklines, pockets, cuffs, collars, yokes, waist bands, bows and ties, frills and flounces, etc.
- Drawing and combining different Fashion elements on a Fashion figure to make a good Design.

Suggested Reading

- 1. Fashion Illustration: Inspiration and Technique by Anna Kiper
- 2. Fashion Illustration Art: How to Draw Fun and Fabulous Figures, Trends and Styles by Jennifer Lilya
- 3. Figure Drawing for Fashion Design (Pepin Press Design Books) by Elisabetta Drudi and Tisiana Paci
- 4. 9 Heads: A Guide to Drawing Fashion by Nancy Riegelman
- 5. Advanced Fashion Sketch Book by Bina Abling
- 6. Illustrating Fashion: Concept to Creation by Steven Stipelman

PRACTICAL II – COMPUTER APPLICATIONS

• VECTOR BASED SOFTWARES

> COREL DRAW

- 1. Introduction to CorelDraw Interface, Starting and opening drawings, Undoing, Redoing, and repeating actions, Saving and Closing Drawings, Importing and exporting files
- 2. Specifying the page layout, drawing various Shapes, working with lines, outlines and brush strokes,
- 3. Selecting objects
- 4. Zooming and Panning, Transformations, Different types of Fills, Arranging Objects, Shaping Commands
- 5. Editing Nodes, Different Views, Working with Text, Adding Effects to Objects
- 6. Introduction about Elements of Fashion(Digital)
- 7. Image editing Background Changing, Garment Exchange, Body Tracing, Body Rendering, Garment Tracing, Garment Rendering
- 8. Development and rendering of fashion garment with details

> ILLUSTRATOR

- 1. Vector Graphics and Bitmap Images
- 2. Colour Modes
- 3. Create, Save and Customize a New File
- 4. Open File with Open Palettes
- 5. Tools, Type Tool
- 6. Create A New File Page Setup
- 7. Scan In, Place, Trace and Expand Image of Child Croquies
- 8. Set Up, Create and Lock Layers, Guide Lines
- 9. Drawing A Dress
- 10. Export The Technical Drawing To JPEG Format
- 11. Croquis Child
- 12. Croquis Toddler
- 13. Creating Silhouettes Female Youth Croquis
- 14. Creating A Library Of Basic Garment Shapes
- 15. Technical Drawing
- 16. Brush Strokes
- 17. Masking A Brush Stroke
- 18. Expanded Brush Strokes and Trims
- 19. Female Garment Symbols
- 20. Male Garment Symbols
- 21. Croquis Adults
- 22. Croquis Youth
- 23. Rib Top: Pattern Fills with Scanned Fabrics, Opening A Saved Brush Library, Binding, Beading Trim
- 24. X-Over Top: Opening A Swatch Palette, Pattern Swatch Colour Change and pencil Tool
- 25. Yarn-dyed Stripe Top: Creating A Pattern With A Scanned Image, Rotating A Pattern Swatch In A Garment
- 26. Skirt: Creating A Webbing Brush Stroke, Creating An Embroidery Brush Stroke
- 27. Jacket: Two Colour Brush Stroke, Gradient Colour Change, Masking The Badge
- 28. Shorts: Denim Wash and Mesh Tool
- 29. Dress: Broderie Anglaise Pattern Fill and Brush Stroke, Scallop Edge Brush Stroke
- 30. Background Flowers Masking
- 31. Background Flowers Luminosity and Type
- 32. Final Story Board
- 33. Male Croquis Development
- 34. Story Board 1: Layers and Composition, Rasterize and Grayscale, Masking, Tee Shirt Layers, Scribble Effect, Text, Stylised, Colour Swatches
- 35. Story Board 2: Tee Shirts and Placement Prints, Pencil Tool, Arranging and Copying Layers, Downloading Fonts and Clipart
- 36. Story Board 3: Denim Colour Change and Wash Effects, Gradient Mesh, Transparency Palette, Grayscale and Adjusting colours
- 37. Female Croquis Development
- 38. Story Board 4: Adobe Photoshop, Adobe Illustrator, Technical Drawing Pattern Fill, Pattern Brush, Drop Shadow, Digital Photograph Editing
- 39. Story Board 5: Layers and Composition, Digital Photo and Scanned Photo, Edit Garment, Stylise Croquise, Colour Swatches and Details

- 40. Story Board 6 Corporate Hospitality Wear
- 41. Story Board 7 Corporate Resort Wear
- 42. Male Croquis Development: Computer Drawing, Pose Variation, Reflect Pose, Dress Figure
- 43. Story Boards 8 and 9 Underwear: Patern Fabric Repeats, Pucker and Bloat Tool
- 44. Female Croquis Development: Creating A Cartoon Figure, Silhouette and Detail, Face and Hair

Suggested Reading

- 1. Fashion Designer's Handbook for Adobe Illustrator by Marianne Centner
- 2. Corel DRAW X7 in Simple Steps by Kogent Learning Solutions Inc.
- 3. Corel Draw: Graphics Suite X4 by M.C. Sharma

PRACTICAL III – TECHNICAL DRAWING

- Introduction of Technical Drawing. Concept of drafting and geometrical nomenclature
- Proportion Systems. Geometrical study of the environment
- Geometrical Construction–Division of lines and Angles, Arcs and Continuous Curve, Tangents, Conic Sections, Regular Polygon, Spirals, Proportion Systems.
- 2 Dimensional Figures and 3 Dimensional figures
- Orthographic and Metric Projections
- Perspective Sketching Fundamentals of perspective, One point and Two Point Perspective, Eye Level and Vanishing Point

Suggested Reading

- 1. Technical Drawing for Fashion: A Complete Guide by Basia Szkutnicka
- 2. Fashion Illustration Techniques: A Super Reference Book for Beginners by Zeshu Takamura
- 3. Flats: Technical Drawing for Fashion (Portfolio Skills) by Basia Szkutnicka
- 4. Perspective Drawing Handbook (Dover Art Instruction) by Joseph D Amelio
- 5. Perspective Drawing: A Designer's Method by Robert Philip Gordon
- 6. Fashion Illustration: Inspiration and Technique by Anna Kiper

PRACTICAL IV – SEWING TECHNIQUES II

- Make Machine Samples of The Following -
 - ➢ Facings Fused, Un-fused and Bias.
 - ➤ Waistband Fused, Un-fused, Elasticized
 - Seam types Class 1, 2, 3, 4, 5, 6. Their basic diagrams and usages
 - Fasteners Zippers (Visible, Invisible), Button and Button Hole, Hook and Eye, Press button, Rivets, Eyelets and Draw Strings, Velcro
 - Facing, Plackets and Openings Slit, Button and Button Hole, Continuous, T shirt, Kurta plackets.
 - Tucks, pleats, gathers, Pockets–Patch, Flap, Box, Fasteners Zippers (Visible, Invisible), Button, Hook and Eye, Press button, Rivets, Eyelets and Draw Strings, Velcro.

- 1. The Sewing Book (Dk) by Alison Smith
- 2. Complete Book of Sewing by Alison Smith