

**Raja Mansingh Tomar Music & Arts University, Gwalior, M.P.**  
**Bachelor of Design Fashion Design Syllabus (Four Years)**

**SUBMISSION DETAILS (PRACTICAL)**

**B. DESIGN FASHION DESIGN YEAR II**

**Semester – III**

SUBJECT	SIZE	MIN. ASSIGNMENT	TOPIC & MEDIUM
Basic Fashion Illustration	A3	25	Pencil, Different Color Mediums
Introduction to Garment Construction	A3	4	Fabric, Thread, Fasteners
Dyeing & Printing	A3	9	Dyes, Fabric, Screen, Block, Stencil
Surface Design I	A3	17	Fabric, Fasteners

**SCHEME OF EXAMINATION**

**B. DESIGN FASHION DESIGN YEAR II**

**Semester – III**

Paper	Time	Size	Ext. Marks	C.C.E.	Total
History of Fashion – Western Ancient	3 Hrs.	-	70	30	100
Dying & Printing	3 Hrs.	-	70	30	100
Introduction to Pattern Making	3 Hrs.	-	70	30	100
				Total	300
Practical			Ext. Marks	Internal Assignment	
Basic Fashion Illustration	3 Hrs.	A3	60	40	100
Introduction to Garment Construction	5 Hrs.	A3	60	40	100
Dyeing & Printing	3 Hrs.	A3	60	40	100
Surface Design I	3 Hrs.	A3	60	40	100
				Total	400
<b>Grand Total</b>					<b>700</b>

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**B. DESIGN FASHION DESIGN YEAR II**

**SEMESTER – III**

**PAPER – I (THEORY) – HISTORY OF FASHION – WESTERN ANCIENT**

**UNIT 1**

- Ancient Egypt - Costumes for men and women, Beauty and Grooming, Headgear and Hairstyles, Jewellery for men and women, Military costumes, Religious Costumes, Costume for Musicians, Dancers And Acrobats

**UNIT 2**

- Ancient Greek – Textiles, Costume components for men and women, Beauty and grooming of Greek people, Hat and headdress of Greek, Jewellery, Foot wear, Military Costumes, Theatrical Costume

**UNIT 3**

- Roman Period – Textiles, Costumes for men and women, Beauty and grooming, Jewellery, Foot wear, Military costumes, Other ceremonial costumes

**UNIT 4**

- Byzantine Period – Textiles, Costume component for men and women, Beauty and grooming, Jewellery, Footwear

**UNIT 5**

- The Renaissance - Textiles, Costumes for men and women
- Victorian Era - The great exhibition of Crystal palace, The Industrial Revolution, The early Victorian Era, The late Victorian Era

**Suggested Reading**

1. Survey of Historic Costume: A History of Western Dress by Phyllis G. Tortora, Keith Eubank
2. A History of Costume in the West by Francois Boucher Racinet.
3. The Complete Costume History by Francoise Tetart-Vittu
4. The Chronicle of Western Costume: From the Ancient World to the Late Twentieth Century by John Peacock
5. Fashion: The Definitive History of Costume and Style by DK

**PAPER – II (THEORY) – DYEING & PRINTING**

**UNIT 1**

- Introduction and significance of dyes
- Classification of Dyes.
- Types, Process, Effect, Advantage, And Use Of Different Preparatory Processes Done On Textiles For The Dyeing And Printing: Singeing, Desizing, Boiling, Scouring, Souring, Bleaching and Mercerization

**UNIT 2**

- Selecting dyes according to the fiber content.
- Achieving different shade effects on fabrics through cross dyeing, union dyeing.
- Methods of Dyeing and effects achieved on various textile material - Fiber, yarn, fabric and Garment.

### **UNIT 3**

- Printing: Introduction, Equipment, process, Advantages, disadvantages and end uses.
- Methods of printing : Direct, resist, discharge
- Styles of Printing: Block, stencil, screen, roller, transfer, flock, warp, yarn, resist (tie and dye and batik), duplex printing and its application in fashion.

### **UNIT 4**

- Finishes-Introduction, classification and types of finishes
- Fabric Defects - What is quality ? Why quality is important ?, What is Inspection ?, What is textile testing ?

### **UNIT 5**

- Care Labeling of apparel
- Standards-Introduction, Importance and benefits

### **Suggested Reading**

1. Understanding Fabrics : From Fiber to Finished Cloth (Language of Fashion Series) by Debbie Ann Gioello
2. Quality Assurance for Textiles and Apparel by Sara J. Kadolph
3. Understanding Fabrics- A Practical Approach by Akshay Tholia
4. Handbook of Synthetic Dyes And Pigments - Vol 1, 2, & 3 by K. M. Shah
5. Textbook of Fabric Science: Fundamentals to Finishing by Sekhri Seema
6. Dyeing and Screen printing On Textiles by Joanna Kinnarsly - Taylor
7. Quality Assurance for Textiles and Apparel by Sara J. Kadolph
8. Managing Quality in the Apparel Industry by Pradip V. Mehta

## **PAPER III – INTRODUCTION TO PATTERN MAKING**

### **UNIT 1**

- Introduction to pattern making
- Importance of pattern making in fashion industry

### **UNIT 2**

- Tools, instruments, Terminology & symbols used
- Standard body measurement charts.

### **UNIT 3**

- Kids Body Block and Plain Sleeve
- Adult Bodice Block
- Adult Plain Sleeve

### **UNIT 4**

- Dart Manipulation (Slash and spread & Pivotal transfer techniques)
- Dart Manipulation- Single Dart, Double Dart Series

### **UNIT 5**

- Introduction To Draping- Terminology, Dummy Preparation, Muslin Preparation
- Basic Bodice Block- Front And Back
- Skirts (Adult), Basic single & double dart & Skirts Variations- A line, Paneled, Gored, Flounce, Circular, Circular with uneven hemline

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**Suggested Reading**

1. Metric Pattern Cutting for Menswear by Winifred Aldrich
2. Metric Pattern Cutting for Women's wear by Winifred Aldrich
3. Metric Pattern Cutting for Children's Wear and Babywear by Winifred Aldrich
4. Patternmaking for Fashion Design by Armstrong
5. The Art of Fashion Draping by Connie Crawford
6. Draping for Fashion Design by Hilde Jaffe and Nurie Relis

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**B. DESIGN FASHION DESIGN YEAR II**

**SEMESTER – III**

**PRACTICAL**

**PRACTICAL I – BASIC FASHION ILLUSTRATION**

- Men's' croqui (front, back)
- Rendering different mediums–2b/4b/6b, color pencil, watercolor, poster color
- Rendering different mediums for garments (male and female components of garments rendering - Necklines, Collars, Cuffs, Folds, Pleats, Gathers, etc.)
- Women's wear fashion garment components of :
  - ❖ Tops (knits & woven) - T-shirts, Shirts, Other
  - ❖ Bottoms (knits & woven) – shorts, shirts, trousers  
(each category will also give the details like Necklines, Collars, Cuffs, Folds, Pleats, Gathers, etc.)
- Women's wear design development
- Kids Figure (Born Child, Toddlers, etc.)
- Men's & Kids wear design development process with technical drawings

**Suggested Reading**

1. Fashion Drawing: Illustration Techniques for Fashion Designers by Michele Wesen Bryant
2. Illustrating Fashion by Kathryn McKelvey and Janine Munslow
3. Illustrating Fashion: Concept to Creation by Steven Stipelman
4. Colors for Modern Fashion: Drawing Fashion with Colored Markers by Nancy Riegelman

**PRACTICAL II – INTRODUCTION TO GARMENT CONSTRUCTION**

- Skirt(basic)- To be able to construct the basic skirt which includes application of dart finishing, and combination of different components of garments such as pockets, waist band, zippers, seams, seam finishes, etc.
- Shift – Develop various styles of shifts (One Piece Dresses)

**Suggested Reading**

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

**PRACTICAL III – DYEING & PRINTING**

- Preparatory processes of dyeing
- Dyeing of frequently used fabrics: Cotton dyeing with direct, reactive and vat dyes.
- Silk dyeing with acid dyes.
- Common Printing techniques used on fabrics: Process and layout. Stencil printing, Block Printing, Screen Printing with pigment dyes
- Techniques of tie and dye
- Technique of batik

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**Suggested Reading**

1. Dyeing and Screen printing On Textiles by Joanna Kinnersly
2. Fabric Dyeing & Printing by Kate Wells
3. Textile Dyeing by Kate Broughton
4. A Handbook of Indigo Dyeing by Vivien Prideaux

**PRACTICAL IV – SURFACE DESIGN I**

**Tools and Techniques**

- Design transfer materials
- Sources & interpretation
- Choosing color
- Enlarging and reducing design

**Basic Embroidery Stitches**

- Basting
- Backstitch
- Chain Stitch
- Buttonhole
- Lazy Daisy
- Herring Bone
- Satin Stitch
- French knot
- Shadow Stitch
- Long & Short
- Mirror Work Cross Stitch
- Pekinese Stitch
- Cast-on-Stitch
- Rose Stitch
- Eyelet Stitch
- Blanket Stitch
- Patchwork

**Suggested Reading**

1. Encyclopedia of Embroidery Stitches, Including Crewel by Marion Nichols
2. Embroidery Designs by Nirmala C Mistry
3. The Quilter's Bible: The Indispensable Guide to Patchwork, Quilting and Applique by Linda Clements

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**SUBMISSION DETAILS (PRACTICAL)**

**B. DESIGN FASHION DESIGN YEAR II**

**Semester – IV**

SUBJECT	SIZE	MIN. ASSIGNMENT	TOPIC & MEDIUM
Advance Fashion Illustration	A3	15	Pencil, Various Color Mediums
Surface Design II	A3	8	Fabric
Basic Garment Construction	Body Measurements	7	Fabric
Computer Applications II	-	25	On Computer

**SCHEME OF EXAMINATION**

**B. DESIGN FASHION DESIGN YEAR II**

**Semester – IV**

Paper	Time	Size	Ext. Marks	C.C.E.	Total
History of Fashion – Modern World	3 Hrs.	-	70	30	100
Marketing & Merchandising	3 Hrs.	-	70	30	100
Basic Pattern Making	3 Hrs.	-	70	30	100
				Total	300
Practical			Ext. Marks	Internal Assignment	
Advance Fashion Illustration	3 Hrs.	A3	60	40	100
Surface Design II	3 Hrs.	A3	60	40	100
Basic Garment Construction	5 Hrs.	Body Measurements	60	40	100
Computer Applications II	3 Hrs.	-	60	40	100
				Total	400
<b>Grand Total</b>					<b>700</b>

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**SEMESTER – IV**

**PAPER – I (THEORY) – MODERN WORLD FASHION**

To understand the different types of costumes worn during 20<sup>th</sup> century with the help of illustrations –

**UNIT 1**

- The Twenties
- The Thirties

**UNIT 2**

- The Forties
- The Fifties

**UNIT 3**

- The Sixties

**UNIT 4**

- The Seventies

**UNIT 5**

- The Eighties

**Suggested Reading**

1. The History of Modern Fashion: From 1850 by Daniel James Cole, Nancy Deihl
2. Fashion. A History from the 18th to the 20th Century by Kyoto Costume Institute
3. 100 Years of Fashion by Cally Blackman

**PAPER – II (THEORY) – MARKETING & MERCHANDISING**

**UNIT 1**

- Meaning of Marketing – Core Concepts of Marketing, Needs, wants & demand, products (goods, services and ideas), Value, cost and satisfaction, Exchange & transactions, Relationships and networks, Markets, Markets & Prospects

**UNIT 2**

- Marketing Management – Company Orientation towards the marketing place, The production concept, The product concept, The selling concept/ sales concept, The marketing concept, Target Market, Customer needs, Integrated marketing, Profitability, The social marketing concept

**UNIT 3**

- The Rapid Adoption Of Marketing Management – Building customer satisfaction through quality, service and value, Customer value, customer satisfaction, Delivering customer value & satisfaction, Value–Delivery Network, Attracting & Retaining customers, Computing the cost of lost customers, The need for customer retention, Relationship Marketing– The key, Adding financial benefits, Customer profitability–The ultimate test, Implementing total Quality, Marketing

**UNIT 4**

- Managing Marketing Information & Measuring market demand- Meaning of Marketing, Information System, Internal Records System, Marketing Research System, Suppliers of Marketing, Research, The



Marketing Research, Process, Characteristics of good marketing research, overcoming Barriers to the use of Marketing Research, Marketing Decision Support System

#### **UNIT 5**

- Introduction to Merchandising – Definition of Merchandising, Characteristics of Merchandising, Cycle of Merchandising, Distribution, Value Components in Merchandising, Merchandising Planning, Identifying your customers

#### **Suggested Reading**

1. The End of Fashion: How Marketing Changed the Clothing Business Forever by Teri Agins
2. Fashion: From Concept to Consumer by Gini Stephens Frings
3. Mastering Fashion Buying and Merchandising Management (Palgrave Master Series) by Tim Jackson, David Shaw
4. The Business of Fashion: Designing, Manufacturing and Marketing by Leslie Davis Burns, Nancy O. Bryant

### **PAPER – III (THEORY) – BASIC PATTERN MAKING**

#### **UNIT 1**

- Sleeves (Set –in) - Puff & derivations, Cap, Petal, Leg-o-mutton. Develop patterns for sleeves by flat pattern making.

#### **UNIT 2**

- Collars – Non-Convertible, Convertible, Mandarin. develop patterns for collars by flat and draping methods

#### **UNIT 3**

- Torso foundation - Develop Basic Torso block with flat pattern making and draping method.

#### **UNIT 4**

- Princess line (Shoulder, Armhole), Style Lines - Develop shoulder and armhole princess line using standard body measurements by flat pattern making.

#### **UNIT 5**

- Salwaar & Churidar - Develop Patterns for Salwaar & Churidar using body measurements

#### **Suggested Reading**

1. Metric Pattern Cutting for Menswear by Winifred Aldrich
2. Metric Pattern Cutting for Women's wear by Winifred Aldrich
3. Metric Pattern Cutting for Children's Wear and Babywear by Winifred Aldrich
4. Patternmaking for Fashion Design by Armstrong
5. The Art of Fashion Draping by Connie Crawford
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**B. DESIGN FASHION DESIGN YEAR II**

**SEMESTER – IV**

**PRACTICAL**

**PRACTICAL I – ADVANCED FASHION ILLUSTRATION**

- Fabric Rendering - 10 Samples - Silk, Georgette, Chiffon, Satin, Denim, Tweed, Serge, Lace, Net, Velvet
- Accessory Rendering - 6 Accessories, Like Bags, Glares, Belts, Etc.
- Categories of Clothing with illustrations – Formal, Casual, Etc.
- Men's & kids wear design development process with technical drawings
- Women's Wear design development process with technical drawings.

**Suggested Reading**

1. Fashion Drawing: Illustration Techniques for Fashion Designers by Michele Wesen Bryant
2. Illustrating Fashion by Kathryn McKelvey and Janine Munslow
3. Illustrating Fashion: Concept to Creation by Steven Stipelman
4. Colors for Modern Fashion: Drawing Fashion with Colored Markers by Nancy Riegelman

**PRACTICAL II – SURFACE DESIGN II**

**Indian Traditional Stitches**

- Kantha Embroidery of West Bengal
- Kasuti Embroidery of Karnataka
- Chikankari Embroidery of Uttar Pradesh
- Manipuri Embroidery
- Kathiawar Embroidery of Gujarat.
- Kashida Embroidery of Kashmir
- Chamba Rumal of Himachal Pradesh
- Phulkari of Punjab.

**Suggested Reading**

1. Encyclopedia of Embroidery Stitches, Including Crewel by Marion Nichols
2. Embroidery Designs by Nirmala C Mistry
3. The Quilter's Bible: The Indispensable Guide to Patchwork, Quilting and Applique by Linda Clements
4. Ethnic Embroidery of India by Usha Shrikant

**PRACTICAL III – BASIC GARMENT CONSTRUCTION**

- Torso foundation – To be able to Stitch the basic torso which includes neck finish, zippers, hem finish and dart finishing.
- Princess line (Shoulder, Armhole) – To be able to Stitch the variation of torso like the princess line shoulder and arm hole.
- Salwar, Churidar – To be able to construct the salwar and churidar with customized measurements

- Kurtas- To be able to construct simple kurta & anarkali with customized measurements
- Term Garment (Ethnic Wear) - To be able to stitch customize garment with customized measurements.

**Suggested Reading**

1. The Sewing Book (Dk) by Alison Smith
2. Complete Book of Sewing by Alison Smith
3. The Practical Encyclopedia of Sewing: A Complete Guide to Sewing, Patchwork and Embroidery by Dorothy Wood

**PRACTICAL IV- COMPUTER APPLICATIONS II**

• **RASTER BASED SOFTWARE**

➤ **PHOTOSHOP**

**OVERVIEW OF PHOTOSHOP**

1. Photoshop Approach to Design – Pixel Based Design, Object Based Design
2. Painting v/s Drawing in Photoshop
3. Understanding Resolution
4. Role of Anti – Aliasing
5. Using Foreground v/s Background Pallete Colors
6. Editing & Transforming Selections
7. Use of Layers
8. User interface & Working Environment
9. Selections & Layers
10. Painting & Drawing Tools – Paint & Paint Type Tools in Toolbox, Retouch Tools, Draw & Object Based Tools in Toolbox

**BASIC EXERCISES**

1. Exercise 1: Setting up a Document and Workspace
2. Exercise 2: Image and Document Settings: Working with Resolution, Image Size, Cropping, and Canvas Size
3. Exercise 3: Improving the Quality of a Digital Image
4. Exercise 4: Working with Adjustments and Adjustment Layers
5. Exercise 5: Working with Layers and the Layers Palette Button Bar
6. Exercise 6: Creating and Working with Selections
7. Exercise 7: Using the Quick Mask to Build or Improve Selections
8. Exercise 8: Techniques for Reducing the Number of Colors in an Image
9. Exercise 9: Recoloring Imagery

**FASHION EXERCISES**

1. Composite Building
2. Fashion Design in Photoshop
3. The Fashion Composite (Collage)
4. Exercise 1: composite: Working with Selections on the Background
5. Exercise 2: Composite: Working with Selections Using the Clipboard and Multiple Layers
6. Exercise 3: Creating a Promotional Composite
7. Exercise 4: Building a Color Trend Composite Utilizing Travel and Fashion Imagery

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8. Drawing Flats and Illustrations
9. Exercise 5: Drawing Flats on a Fashion Croquis
10. Exercise 6: Drawing Flats on a Grid Using Paths and Vector Tools
11. Exercise 7: Working with the Snap Fashion Library of Flats
12. Exercise 8: Translating a Hand-Drawn Fashion Pose to Digital Format
13. Exercise 9: Coloring Line Art Images
14. Exercise 10: Extracting a Pose from a Fashion Photo
15. Exercise 11: Illustrating Fashion with Art Medium Brushes
16. Exercise 12: Laying Fabric into Garments
17. Exercise 13: Laying Fabric into a Fashion Pose Using Color Mapping
18. Exercise 14: Working with Clipping Paths

**TEXTILE DESIGN EXERCISES**

1. General Textile Terminology
2. Photoshop Fill Pattern Terminology: Things to Note When Working with Fill Patterns
3. Exercise 1: Using the Pattern Maker Filter
4. Exercise 2: Extracting a Motif to Create a New Pattern Design
5. Exercise 3: Motif Development
6. Exercise 4: Creating Repeat Patterns Using the Block, Brick, and Half-Drop Repeat Networks
7. Exercise 5: Using the Offset Filter to Create Repeats
8. Exercise 6: Creative Techniques for Pattern Repeat
9. Exercise 7: Planning Multiple Colorways for Textile Prints and Creating a Custom Palette
10. Exercise 8: Building Multiple Colorways for Textile Prints
11. Exercise 9: Rendering Fabrics
12. Exercise 10: Rendering Fabrics to Scale
13. Exercise 11: Rendering Plaids in Photoshop
14. Exercise 12: Rendering Knits

**PRESENTATION EXERCISES**

1. Planning Layouts: Planning up Front, Combining Multiple Images into a Layout, General Work Flow in Creating a Layout
2. Exercise 1: Creative Techniques with Type
3. Exercise 2: Using Layer Styles
4. Exercise 3: Creating Interest in Layouts
5. Exercise 4: Merchandising with Snapshots
6. Exercise 5: Prepping Graphics for Presentations
7. Exercise 6: Using Actions to Facilitate the Design or Graphic Preparation Process
8. Exercise 7: Building an Electronic Portfolio Using Adobe Acrobat

**Suggested Reading**

1. Adobe Photoshop for Fashion Design Updated Edition by Susan Lazear