

Raja Mansingh Tomar Music & Arts University, Gwalior, M.P.
Bachelor of Design Fashion Design Syllabus (Four Years) 2023-24

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Bachelor of Design Fashion Design Syllabus (Four Years)

Bachelor of Design Fashion Design

YEARLY EXAMINATION : Duration 4 Years

Syllabus
2023-24

B. DESIGN FASHION DESIGN YEAR I
SCHEME OF EXAMINATION

Paper	Time	Size	Ext. Marks	C.C.E.	Total
Basics of Fashion	3Hrs.	-	70	30	100
History of Fashion - Ancient & Modern India	3 Hrs.	-	70	30	100
Introduction of Textiles	3 Hrs.	-	70	30	100
				Total	300
Practical			Ext. Marks	Internal Assignment	
Drawing & Composition	6 Hrs.	¼	70	30	100
Introduction to Fashion Illustration	3 Hrs.	¼	70	30	100
Pattern Making & Garment Construction!	6 Hrs.	A4	70	30	100
Sewing Techniques	6 Hrs.	4"X4"	70	30	100
				Total	400
				Grand Total	700

B. DESIGN FASHION DESIGN YEAR I

PAPER - 1 (THEORY) - BASICS OF FASHION

UNIT I — ELEMENTS OF DESIGN

- Line: Definition of Line, Lines and Visual Illusion, Line and Impression. Different lam of firms 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 Colors. Forms and Proportion, Form and content, Form and Space
- What is Color? — Physiology, I low 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 — Win_ 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, Ho Color Influences Life, Color Association in Language and Emotion, influences of the Dimensions of Color
- 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
- What is composition (general meaning and definition)

UNIT 2 - PRICIPLES OF DESIGN

- 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. color harmony, process of harmony creation
- Balance: definition, balance and visual weight (line, form, color 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.
- Proportion — Definition, Proportion and space division, form and proportion, color 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.

UNIT 3

- The Language of Fashion –Fashion Today, Fashion and Traditional Costume, Prescribed Clothing and Modem, Democracy, Women- Fashion and Men's Fashion
- Fashion Between Art and Commerce, Fashion and Body fashion as a Paradigm in our cultureFashion
- Terminology - Introduction, Style, Design, Taste, Classics, Fad, Fords, Fashion Look, Accessories, Fashion Trends, Fashion Season
- The Intangibles of Fashion — Acceptance, Change, he Futility of forcing change, Meeting the demand for change, Components of fashion change, Why fashion change

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UNIT 4

- Fashion Movement — Principles OF Fashion
- 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, and 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

SUGGESTED READING

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

PAPER-2 THEORY -HISTORY OF FASHION ANCIENT & MODERN 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
- Mauryan and Sunga Periods - History and Social Life, Costume Men and Women, Headgear and Hairstyles, Jewelry, Military Costume, Religious Persons, Textiles and Dyes, Style. Illustration of Men and Women Costumes

UNIT 2

- Satavahana (andhra) Period (200 B.C.-A.D. 250) - History and Social Life, The Royal Way of Life, Early Satvahana, Late Satavahana (100 B.0-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 3

- Gupta Period - history and Social Life, Costumes: Men and Women, Headgear and Hairstyles, Jewelry, Military Costume, Religious Persons, Textiles and Dyes, Styles, Illustration of Men and Women, Costumes, Age of Empires Daily Life (500 B.0 — 647 A_D)
- Mughal Period — Introduction, Hindu Court Clothing, Sultanate Clothing, Textile Trade

UNIT 4 - Traditional Fashion of States of India – Dresses, Headwear, Foot wear, Styles, weaves etc

- East — Jammu & Kashmir: Punjab, Rajasthan, Gujarat, Maharashtra
- West — Orissa, Bihar, Arunachal Pradesh

Raja Mansingh Tomar Music & Arts University, Gwalior, M.P.
Bachelor of Design Fashion Design Syllabus (Four Years) 2023-24

UNIT 5 - Traditional Fashion of States of India – Dresses, Headwear, Foot wear, Styles, weaves etc

- Central — Madhya Pradesh, Chhattisgarh
- North - Himachal Pradesh, Assam, Manipur, Meghalaya, Sikkim, Nagaland
- South — Tamil Nadu, Andhra Pradesh. Kerala

SUGGESTED READING

1. Traditional Indian Costumes and Textiles by Parul Bhatnagar
2. Indian Costumes 11- Patkas : A Costume Accessory - In the Collection of the Calico Museum of Textiles by B.N. Goswamy
3. Ancient Indian Costume - by Roshen Alkazi

PAPER – 3 (THEORY) - INTRODUCTION TO TEXTILES

UNIT I

- Flow chart from fiber to finished fabric. Fiber classification. Staple & Filament.
- Different methods of fiber identification- physical examination, burning test, chemical test.
- **Characteristics & Properties & Process of Manufacturer of:**
 - PLANT FIBERS - Cotton, Linen, Jute, Hemp, Bamboo
 - ANIMAL FIBERS – Silk, Wool, Mohair, Angora.
 - MAN MADE FIBERS - Nylon, Spandex, Polyester, Acrylic, Polyolefin
 - MINERAL FIBERS – Asbestos, Glasswool,
 - Regenerated Man Made Fibers – Rayon, Viscose, Cuprammonium, Acetate, Tri Acetate Etc

UNIT 2

- Yarns: Introduction, Types - Ply yarns, Novelty yarn, Textured yarn.
- Conversion of fiber to yarn- blending, opening, cleaning, carding, doubling, combing, drawing, roving, spinning, yarn twisting S and Z. Yarn spinning. Yarn numbering system
- Fiber quality requirements for different types of yarns and fabrics

UNIT 3

- Different Methods of Fabric Formation - Weaving, knitting, non-woven & Netting.
- Comparative study of woven, knitted and non woven fabrics
- Properties and uses of different weaves.
- Different types of weaves – Plain, Satin, Sateen, Twill, Jacquard, Basket, Ribbed, Crepe, Pile, Dobby, Triaxial, Lapped. Development of weaves from elementary weaves
- Common fabric names . Care Labeling . Common defects in weaving.

UNIT 4

- Different types of weaving machinery & Looms – Basic Loom, Hand Loom, Power Loom, Dobby loom, Jacquard Loom.
- Overview of the Textile industry. Emerging Textile Technology. SWOT analysis of the Indian Textile industry.

UNIT 5

- Traditional Indian Textiles - Sarees of India. Their yarn & weaving speciality in detail.
- Traditional Dyeing & Printing of India - Methods of Tie & Dye. Yarn Dyed fabrics of India.

Suggested Reading

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

Suggested Activities: Field trip to a spinning and weaving unit can be made.

B. DESIGN FASHION DESIGN YEAR 1 - PRACTICAL

PRACTICAL 1 — DRAWING & COMPOSITION

DRAWING

- 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.
- Perspective (1 Point & 2 Point)
- Study of Figures — Human figures , Animals, Birds
- Line –movement –conversion into strips n checks
- Shape –visualization of an image through line and plane using ‘-ve’ ‘+ve’ space

COMPOSITION & COLOR STUDIES

- Geometric Shape Compositions with lines & shading.
- Compositions of Organic shapes.
- Color Study – Color Schemes – Primary, Secondary, Analogous, Tints & Shades, Achromatic & Monochromatic, Di Chromatic Colors, Color Wheels.
- Color Harmonies – Complementary, Split Complementary, Triad, Tetrad
- Textures –an introduction to the basic materials, creating textures using all, art media like pencils, crayons, pastels, paints etc

PRACTICAL SUBMISSION All to be done on A3 Size Sheets

- Still Life 10 Sheets (5 Pencil & 5 Color)
- Nature Study 10 Sheets (5 Pencil & 5 Color)
- Color Schemes – 12 Sheets (1 sheet of each color scheme and color harmony)
- Interior Perspective 2 sheets - 1 point & 2 sheets - 2 Point
- 5 sheets of textile print designs in poster or pencil color rendering using Flowers & Leaves or other organic shapes as design reference.

Suggested Reading

- Light, Shade and Shadow (Dover Art Instruction) by E. L. Koller
- Now to Draw What You See (Practical Art Books) by Rudy De Reyna
- Bridgman's Complete Guide to Drawing from Life by George B Bridgima
- Color by Edith Anderson Feisner

PRACTICAL 2 - INTRODUCTION TO FASHION ILLUSTRATION

BASIC ILLUSTRATION

- Fashion Croquis mechanical & flash out Male & Female fashion figure – 9 head
- Different views such as Front, Back, Side and 3/4th
- Drawing arms, legs, feet, palm, and different positions.
- Drawing different face positions such 3/4th, front, side.
- Facial details like eyes, nose hairstyle and lips.
- Drawing body details with different movements - Multiple Poses

ILLUSTRATING GARMENT COMPONENTS

- Drawing different types of – Necklines, Collars, Sleeves & Cuffs, Pockets, Yokes, Waist Bands, Bows and Ties, Tucks, Gathers, Frills and flounces, Folds & Pleats, Fabric Drapes etc.
- Design Idea Development to Draw Indian Garments – Kurta and kurtis, Salwars, Lehngas & Saree on flashed out fashion figure in different poses.

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- Texture Study – Using poster colors, pencil colors, crayons, soft pastels etc.
- Rendering of Tie & Dye Fashion garments

DESIGN IDEA DEVELOPMENT

- Illustrating Traditional costumes of various states of India
- Illustrating head gear, jewellery & costumes of any 3 Eras of ancient India.

PRACTICAL SUBMISSION

- Croquis & Flashed out fashion figures with garment components – (50 sheets)
- Features - Arms, legs, feet, palm, and different positions. (5 Each)
- Facial details like eyes, nose, hairstyle and lips. (5 Each)
- Historic & Modern India costumes, jewelry & head gear (50 sheets)

Suggested Reading

1. I Technical Drawing for Fashion: A Complete Guide by Basin. 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
7. Fashion Illustration Art How to Draw Fun and Fabulous Figures, Trends and Styles by Jennifer Lilya
8. Figure Drawing for Fashion Design (Pepin Press Design Books) by Elisabetta Drudi and Tisiana Pael
9. 9 Heads: A Guide to Drawing Fashion by Nancy Riegelman
10. Advanced Fashion Sketch Book by Bina Abling
11. Illustrating Fashion: Concept to Creation by Steven Stipelman

PRACTICAL 3 - 67PATTERN MAKING & GARMENT CONSTRUCTION I

- Introduction to pattern making - Tools, Instruments, Terminology & Symbols
- Pattern Making Techniques – Difference in Tailoring Techniques and Apparel Industry Techniques
- Body Measurements – Taking Body Measurements of Indian Women's Garments
- Taking Body Measurements for Men's Traditional Indian Garments (Kurta & Pajama)
- Standard body measurement charts of men & women used by various manufacturers
- Understanding the use of Dummy.

DRAFTING, PATTERN MAKING AND TAILORING OF :

- Women's Basic Kurta, A-Line Kurta, Anarkali Kurta
- Women's Simple Salwar, Patiala Salwar, Churidar Salwar
- Traditional Indian Simple Blouse worn with saree
- Women's Traditional Lehnga & Choli
- Men's Basic Kurta & Men's Basic Pajama

TIE & DYE – learn basic types of ties, dyeing process and preparing fabric for Indian Traditional Garments.

PRACTICAL SUBMISSION

1. Women's Indian traditional wear (minimum 5 garments)
2. Men's Kurta
3. Tie & Dye – (Minimum 10 samples of dyeing and at least 1 garment using tie & dye.)

Suggested Reading

1. Sculpture: Tools, Materials and Technique by Wilbert Verhelst
2. The Sewing Book (Dk) by Alison Smith
3. Complete Book of Sewing by Alison Smith

PRACTICAL 4 - SEWING TECHNIQUES

Understanding Sewing tools

- Familiarization & handling of tools. Safety Precautions while handling the tools. Usage and safety.
- Measuring Tools, Drafting Tools, Marking Tools, Cutting Tools, Sewing Tools, Finishing Tools.
- Fabric Grain - Selvedge, Shrinkage, Straightening the fabric Grains.
- Measurements - Units, Measuring Techniques
- Sewing Machines - Identification, Classification Applications, Types, Uses, Categories. General Sewing machine, Over locking/over casting machine, Blind Stitching machine, Button hole machine, Button Sewing machine, Bar tacking machine etc.
- Needles – Hand sewing Needles, Machine Sewing Needles.
- Threads – Various types of Threads
- Sewing' Machines attachments and their applications. - Edge Guides, Compensating loot / specialized presser foot, Stitching Jig etc.
- Care, Maintenance & Trouble Shooting of sewing machines.

Components of Sewing

- Stitches – Hand stitches - Hemming, Basting, Over casting, Blind stitch, Back stitch, button hole etc.
- Seams – Seam Allowance , Machine seams and scam finishes on woven fabric - Plain Seam, French Seam, Flat fell Seam, Press open, Felt / Edge stitch, Welt Seam, Double Top stitch, Tuck seam, Lapped, Bias Bound scam etc.
- Gathers, Piping, Cording, Fagotting, Smoking & Use of Elastic in various areas.
- Facings & Fusings - Fused, Un Fused & Bias. Casing & Cording. Waistband, Neck Finishes, Cuff Finishes.
- Fasteners – Zip – Visible & Invisible, Buttons, Buttonholes, Hook & Eye, Snaps, Rivets, Eyelets, Velcro etc.
- Plackets & Slits for various garment openings. Open, Canceled & Fly Front.
- Pockets – Patch, In seam, Flap & Box pockets.
- Pleats – Accordion, Box & Simple Pleats.
- Darts – Simple Dart, Fish Dart, Curved dart, Multiple Darts, Graduating Darts, Parallel Darts.
- Asymmetrical Darts & Converting Darts into Gathers, Pleats & other designs.
- Various types of Tucks

Industrial Sewing

- Quality Control in Sewing – Basic Principles. Major & Minor Defects.
- Seam types - Class 1, 2, 3, 4, 5, 6. Their basic diagrams and usages

PRACTICAL SUBMISSION

1. Prepare a reference file for the above mentioned techniques of Seams, Stitches, Trims & Notions, etc. on fabric samples. (Minimum 30 samples)

Suggested Reading

1. Claire B. Shaeffer - Sewing for the Apparel Industry (2013, Pearson)
2. Complete Book of Sewing by Alison Smith
3. VOGUE'S book of sewing
4. Professional Sewing Techniques - Julie Christine Cole, Sharon Czachor
5. Sewing Visually - Debbie Colgrove
6. The Complete Guide to Sewing - Nancy Langdon

B. DESIGN FASHION DESIGN YEAR II

SCHEME OF EXAMINATION

Paper	Time	Size	Ext. Marks	C.C.E.	Total
History of Fashion – Ancient & Western	3 Hrs.	-	70	30	100
Dying & Printing	3 Hrs.	-	70	30	100
Principles of Management	3 Hrs.	-	70	30	100
				Total	300
Practical					
Advance Fashion Illustration	3 Hrs.	A3	70	30	100
Pattern Making & Garment Construction II	5 Hrs.	A3	70	30	100
Surface Design	3 Hrs.	-	70	30	100
Computer Applications	3 Hrs.	A3	70	30	100
				Total	400
				Grand Total	700

B. DESIGN FASHION DESIGN YEAR II

PAPER – 1 (Theory) HISTORY OF FASHION-ANCIENT & WESTERN

UNIT I

- Ancient Egypt - Costumes for Men and women, Beauty and Grooming, Headgear and Hairstyles, Jewelry for men and women, Military costumes, Religious Costumes, Costume for Musicians, Dancers And Acrobats
- Ancient Greek — Textiles. Costume components for men and women, Beauty and grooming of Greek people, I tat and headdress of Greek, Jewelry, Foot wear, Military Costumes, Theatrical Costume
- Roman Period — Textiles. Costumes for men and women, Beauty and grooming, Jewelry Foot wear, Military costumes. Other ceremonial costumes

UNIT 2

- Byzantine Period — Textiles, Costume component for men and women. Beauty and grooming. Jewelry, Footwear

UNIT 3

- 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

MODERN WORLD FASHION To understand the different types of costumes worn during 20th century with the help of illustrations –

UNIT 4

- The Twenties
- The Thirties
- The Forties
- The Fifties

UNIT 5

- The Sixties
- The Seventies
- The Eighties

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 I lists 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 The History of Modern Fashion: From 1850 by Daniel James Cole, Nancy Delhi
6. Fashion. A History from the 18th to the 20th Century by Kyoto Costume Institute
7. 100 Years of Fashion by Cally Blackman

PAPER —2 (THEORY) — DYEING & PRINTING INDUSTRY

UNIT I

- 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, And 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?
- Care Labeling of apparel
- Standards-Introduction, Importance and benefits Preparatory processes of dyeing.

UNIT 5

- Dyeing of frequently used fabrics: Cotton dyeing with direct, reactive and vat dyes,
- Silk dyeing with acid dyes.
- **TEXTILE PRINTING techniques – Stencil, Screen, Rotary, Block**
- **RESIST PRINTING – BATIK & other methods**

Suggested Reading

1. Understanding Fabrics : From Fiber to Finished Cloth (Language of Fashion Series) 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 I. 2, & 3 b K. NI. Shah
5. Textbook of Fabric Science: Fundamentals to Finishin!! by Sekhri Seema
6. Dyeing and Screen printing On Textiles by Joanna Kinnersly Tae lor
7. Quality Assurance for Textiles and Apparel by Sara J. Kadolph
8. Managing Quality in the Apparel Industry by Pradip V. Mehta

PAPER – 3 (THEORY) PRINCIPLES OF MANAGEMENT

UNIT 1

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

UNIT 2

- Planning — Definitions, Nature or Characteristics of Planning, Six Pus 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.

Suggested Reading

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

B. DESIGN FASHION DESIGN YEAR II

PRACTICAL

PRACTICAL 1 - ADVANCE FASHION ILLUSTRATION

RENDERING FABRICS

- Rendering different mediums – Poster, Water color, Pen & Ink, Sketch Pen
- Rendering Different Stripes, Checks, Dots, Plaids, Floral prints, Geometrical Prints.
- **Fabric Rendering** with fabric swatch- Silk, Georgette, Chiffon, Satin, Denim, Tweed, Lace, Net, Velvet, Leather, Knitted fabrics, Nylon, Wool, Fur, Corduroy.
- **Creating Inspiration Board & Mood Boards with textile swatches**

RENDERING ACCESSORIES

- Rendering – Buttons, Zippers etc
- Rendering Fashion Bags & Purses
- Rendering Fashion Belts
- Rendering Eye Wear

RENDERING WESTERN WEAR GARMENT

- Illustrate and render different types of Women's Trousers & Skirts & Women's Shorts as formal wear, casual wear and sports wear
- Illustrate and render Women's Blouses, Shirts & T-Shirts as formal wear, casual wear & sports wear
- Illustrate and render Women's Western Dresses, Frocks, Evening Gowns etc
- Illustrate & render Men's Shirts, Trousers, T-shirts & Shorts as formal wear, casual wear & Sports wear
- Illustrate & render Men's Jackets & Coats

ILLUSTRATING WESTERN WEAR GARMENT COMPONENTS

- Illustrating Men's Shirts, Trousers, Jackets, Coats, Formal Collars, etc.
- Illustrating Boots, Shoes & footwear for Men & Women

PRACTICAL SUBMISSION

1. Rendered Design Development Sheet of Women's wear 15 sheets
2. Rendered Design Development Sheet of Men's wear 15 sheets
3. Foot Wear Illustration – 5 Sheets
4. Accessory Rendering – 5 Sheets
5. Mood Board & Inspiration boards - 2 each

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 2 - PATTERN MAKING & GARMENT CONSTRUCTION

UNDERSTANDING WESTERNWEAR

- **Pattern Making Terminology**, - Drafting, Pattern Making , Grading, Laying Out, Cutting. Techniques, procedures, Precautions & Quality Control
- Basic Skirt Block
- Adaptation of Different Skirts from Basic Skirt Block - Fitted, A- Line, Circular etc.
- Basic Bodice Block
- Dart Manipulation techniques in Basic Bodice Block and various silhouettes – Sheath, Shift, A-Line, Princes Line etc to create Dresses & Gowns for Women.
- Basic Sleeve Block
- Use of Basic Sleeve Block to create sleeves like Raglan, Kimono, Batwing, Cap, Petal, Leg-o-mutton, Puff & it's variation etc, by flat pattern making.
- Collars - develop patterns for different collars suitable for Women's Western Dresses
- Cowls - Front, Back, Armhole.
- Bias Cut – Understanding and constructing Bias Cut Dresses & Skirts.
- Introduction to Draping- Terminology, Dummy Preparation and Techniques used to create garments.
- Women's Trousers Block

PRACTICAL SUBMISSION

1. Skirt, Western women's shirt or blouse, Frock & Women's Party Dress – Minimum 3
2. Women's Gown based on Fashion History - Minimum 1
3. Women's Trouser - Minimum 2 variations
4. Women's Shirt / Blouse using Sleeve and Collar as design element - Minimum 3
5. Bias Cut Garments – minimum 3

Suggested Reading

1. Metric Pattern Cutting for Menswear by Winifred Aldrich
2. Metric Pattern Cuffing 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 Ras
7. Integrating Draping, Drafting and Drawing by Bina Abling and Kathleen Maggio
8. Patternmaking for Fashion Design by Armstrong
9. Flat Pattern Design by Allyne Bane
10. Dress Pattern Designing: The Basic Principles of Cut and Fit by Natalie Bray

PRACTICAL 3 - SURFACE DESIGN

Understanding Surface Design

- Introduction to motif. Development of a motif from an inspiration-naturalized, stylized, geometrical, simplified and abstract form.
- Inspiration & Sources of Motif design. theme boards, motif development based on themes
- Developing & interpreting Motif design according to mode of application.
- Colors & Color separation of motif. Techniques of transferring final motif on to surface.
- Enlarging and reducing design

Understanding Embroidery Stitches

- Practicing Basic Embroidery Stitches to create motifs & borders – Basting, Backstitch, Chain Stitch, Buttonhole, Lazy Daisy, Herring Bone, Satin Stitch, French knot, Shadow Stitch, Long & Short Stitch, Cross Stitch, Pekinese Stitch, Cast-on-Stitch, Rose Stitch, Eyelet Stitch, Blanket Stitch
- Other Techniques of Surface Design using stitches - Mirror Work, Patchwork, Beads & stones etc.

Understanding Traditional Indian Embroideries

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

Understanding Printing

- Batik Print, Block Print, Screen Print, Roller Print, Stencil Print, Flock Print

PRACTICAL SUBMISSION

1. Indian Embroidery on fabric as mentioned above – 1 sample of each (8 fabric samples)
2. Indian Embroidery Stitches - 1 sample of each on fabric
3. Block Printed Scarf / Dupatta / Saree - any one article
4. Screen Printed T-shirt or any other garment.

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

PRACTICAL 4 – COMPUTER APPLICATIONS

Part 1 - VECTOR BASED SOFTWARES - COREL DRAW OR ILLUSTRATOR

- Understanding Basic Interface of the software
- Introduction to Graphics, Graphics Devices, Graphics Output Devices, Graphics Input Devices.
- Understanding Vector principles, file types, opening & saving files, importing & exporting files.
- Introduction Page Setup and Software Menus. Color Modes. Introduction to various tools of the software.
- Drawing Tools – use of various tools to create croqui – male, female & kids. Use of various tools to obtain different line effects. Working with Shapes, Lines, Texts & Objects.
- Creating rectangles, squares, Circles, Ellipses, Polygons, Stars and Spirals.
- Selecting Single and Multiple Objects, Duplicating Objects, Grouping Objects, Trimming Objects, Locking and Unlocking Objects, Aligning Objects. Placement, rotation, scaling & other transformations tools to create motifs.
- Placing, Moving & Rotating Shapes freely and to Fixed angles. Mirroring & Scaling.
- Defining outline width using Outline Flyout, Outline Pen Dialog Box, Setting the Line Cap Style, Changing the Outline Color Outline tools & use of various tools to create Outline effects
- Working with Curves. Introduction to Curves, Nodes and Segments,, Drawing Freehand Tools, Drawing Closed Curves, Curved Objects, Selecting Node on a Curved Object,, Adding, Removing and Joining Nodes. Drawing Curve and Straight Lines, Creating Simple and Artistic Texts.
- Fill tools - Uniform Fill, Fountain Fill, Two-Color Fountain Fill, Preset Fountain Fill, Pattern Fills, Two-Color, Full Color and Bitmap Pattern Fills, Texture Fills, PostScript texture Fills. Working with outlines and Fills. Selecting Fill and Outlines to any shape
- Text Tools and Text effects. Crating T-shirt designs using Text tools & other tools. Formatting Texts by changing Font, Size and Shape of Text. Rotating texts, Assigning a Fill Color to text, Assigning outline color to text. Creating Paragraph Text, Aligning Texts, Adjusting Line & Letter Spacing in the paragraph text. finding and replacing texts, objects & colors.
- Drawing with Artistic Media Tools using Preset and Brush Mode. Calligraphic Mode, Pressure- Sensitive Mode, Object Sprayer.
- Special Effects - Introduction to Special Effects, Blending Tool, Contouring Objects, Distorting Objects, Envelop Tool, Extruding of the object, Vector Extrusion. Drop Shadow, Creating Drop Shadow, Changing Color of Drop Shadows, Removing Drop Shadows. Applying Lenses, Applying Perspectives.
- Layouts (Development of different types of Boards)
- Drawing Basic Male, Female and Kids Figure in Corel Draw with Grids and Guidelines and Converting them into Objects.
- Drawing Dresses over basic figures and applying various prints, effects & textures.
- Saving and Exporting Images.

Part 2 – IMAGE EDITING SOFTWARE - PHOTOSHOP

- Introduction to Photoshop interface. Page setup. Image properties, Open, Close, Save, Import, Export File
- Understanding Toolbox - Navigation tools, Selection tools, Drawing and painting tools
- Selection Tools, Elliptical Tool, Move Tool, Lasso Tool, Polygon Tool, Magnetic Lasso Tool, Magic Wand Tool, Crop Tool, Brush Tool, Clone Stamp, Eraser Tool, Gradient Tool, Zoom Tool, Pen Tool, Default Color, Swatches Tool, Path Selection, Text Tool, Text Properties.
- Select Menu – All, Deselect, Reselect, Inverse, All Layer, Deselect Layer, Similar Layer, Feather, Modify, Transform Selection, Load Selection, Save Selection.
- Edit Menu - Cut, Copy, Paste, Free Transform, Transform, Fill, Stroke
- Layer Palette - Making Layer Active, Move the Layer, Load The Selection Of Layer, Making Layer Active, Move the Layer, Load The Selection Of Layer, Duplicate Layer, Delete Layer, Layer Properties, Layer Opacity. Layer blend modes, Adjustment layers, Layer masks, Clipping masks
- Content-Aware Fill

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Bachelor of Design Fashion Design Syllabus (Four Years) 2023-24

- Image Menu- Mode Adjustment , Level, Color Balance, Brightness/Contrast, Hue/Saturation, Desaturate.
- Working with Sketches – rendering in Photoshop. Scanning your artwork . Auto-aligning oversized images. Cleaning and preparing your images for color. Adding color. Shading with Dodge and Burn. Color changes with Hue/Saturation. Creating merged copies for layouts
- Working with Scanned Color Illustrations - Removing the background. Color adjustments. Change color
- Layouts - Layout ideas for portfolio . Saving for print.
- Creating Mood Boards - Resolution. Picking colors. Working with color libraries.

Exercises to practice above tools:

- Creating Fashion Layouts
- Color Corrections
- Apply Water color effects to a sketch
- Adding a Pattern on a Dress
- Adding Fabric texture on Model's dress
- Replacing Dress on Model
- Replace the Texture on Model
- Create a Patchwork fabric
- Create Fashion Logo / Fashion Poster
- Learn to edit a garment and map a texture on it
- Replace a fashion garment with a texture

PRACTICAL SUBMISSION

1. Digitally draw and use color / textures / effects - Collars, Sleeves, Pockets, Skirts, Trousers, Kurtas, Shirts Kirtis Etc.
2. Digitally draw and use color / textures / effects to create Accessories - Belts, Purses, Eye Wear, Footwear etc
3. Digital collection for Men's Wear, Women's Wear & Kids wear for :
1.Party Wear 2. Casual Wear 3. Sports Wear 4. Beach Wear 5 Your own theme - (10 designs for each theme.)

Suggested Reading

1. Fashion Designer's Handbook for Adobe Illustrator by Marianne Center
2. Corel DRAW in Simple Steps by Kogent Learning Solutions Inc.
3. Corel Draw: Graphics Suite X4 by M.C. Sharma
4. Photoshop for Screen Printing by Joli Ballew
5. How to do everything in Photoshop by Chad Perkins
6. Essential Digital Fashion Illustration by Streeter L B

SCHEME OF EXAMINATION

B. DESIGN (FASHION DESIGN) YEAR III

Paper	Time	Size	Ext. Marks	C.C.E.	Total
Fabric Studies (Knits)	3 Hrs.	-	70	30	100
Fashion Forecasting	3 Hrs.	-	70	30	100
Retail & Visual Merchandising	3 Hrs.	-	70	30	100
				Total	300
Practical			Ext. Marks	Internal Assignment	
Knit Wear Design –Sports wear, Lounge wear & Uniform Design	3 Hrs.	-	70	30	100
Pattern Making & Garment Construction III	3 Hrs.	-	70	30	100
Visual Merchandising	3 Hrs.	-	70	30	100
Accessory Design	3 Hrs.	-	70	30	100
				Total	400
				Grand Total	700

B. DESIGN FASHION DESIGN YEAR III

PAPER - 1 THEORY - KNITWEAR DESIGN TECHNOLOGY

UNIT 1

- Introduction to knitted fabrics. Indian knitting industry past, present and future.
- Difference between woven and knitted structures
- History of knitting, Hand knitting, terms used in knitting, weft knitting & warp knitting –introduction and comparison. Parts and functions of weft knitting and warp knitting
- Yarns used for knitting- cotton, wool, nylon, acrylic, high bulk acrylic, spandex, etc.
- Properties of knits for apparel production –stretch and shrinkage factors.

UNIT 2

- Wefts knit structures – single jersey or plain – rib – purl – interlock – Knit float-tuck and stitch structures – designing of weft structures.
- Warp Knit Fabrics –warp knit structures – underlap – overlap – closed lap and open lap stitches.
- Warp knitted fabrics- tricot, raschel, kitten raschel , crochet, Milanese knit, simplex
- Other knitted constructions- jacquard, pile, fleece, high pile, terry knit, velour knit

UNIT 3

- Latest Knitting machines, weft –knitting machines- warp knitting machines – Circular knitting machines - jacquard knitting machine - circular pile knitting machine
- Knitted fabric defects.
- Knitwear production-Machineries: Flat bed, circular & stock knitting machines

UNIT 4

- Classification of knitted garments - Fully cut knitted garments- Fully fashioned knitted garments - Integral knitted garments - Cut stitch shaped knitted garments
- Seam and stitches used in knitting
- Introduction to knitwear designing-Factors influencing knitwear designing, fashion as applied to knitwear
- Innovations in knitwear- Recent trends in knit wear-seamless garment construction,
- Surface embellishments on knitwear

UNIT 5

- Introduction to knitted apparels- apparel categories- men, women and children casual, formal/sportswear, sweaters and hosiery.
- Quality control of knitted garments-Fabric quality-weight per unit area, tightness factor, knitted faults, pilling.
- Garment quality-spreading, cutting, sewing and final inspection.
- NON-WOVENS - Classification of non woven fabrics. Properties and end uses of non woven fabrics
- Different methods of production- Web formation, bonding, finishing

Suggested Reading

1. David Spencer, “Knitting Technology”, Pergamon Press, Oxford, 2001.
2. George A Tay, “Fundamentals of weft knitted fabrics”, National Knitwear and Sportswear Association, New York, USA, 1996.
3. Sandy Black, “Knitwear in Fashion”, Thames and Hudson Publication, 2002.
5. Terry Brackenbury, “Knitting Clothing Technology”, Blackwell Publishing, 2005. 18 Textiles: Fiber to Fabric by Bernard P. Corbman

PAPER – II (THEORY) - FASHION FORECASTING

UNIT 1 - Fashion Forecasting Process

- Introduction to Fashion; Fashion Trends; Fashion Forecasting; Forecasting in Apparel Planning and Scheduling.
- **Introduction to Innovation** - Characteristics of an Innovation; the Consumer Adoption Process; Fashions, Fads, and Classics; Consumer Segmentation
- **Direction Change in Fashion** - Fashion Movement; Theories of Fashion Change; Directional Theories of Fashion: Change in Tandem, Model of Vertical Flow
- **Design and Style Directions** - the Fashion Geography; Collections on the Runway; Different Designers with the Same Design Concept.

UNIT 2: Color Forecasting & Trend Forecasting

- Dimensions of the Color Story; Color in Marketing; Consumers and the Psychology of Color; the Language of Color; Color Names; Forecasting with Color Cycles; Color Research; Sources for Color Ideas and Palettes
- **Trend Forecasting** - What, Why & How. Fashion Terms & the Importance of Decade study. Trend analysis of Indian and International Designers from 1950 to present in 5 year periods.
- Analysis of Ramp fashion, Street fashion in Fashion Capital across the world.

UNIT 3: Textile Development

- Fashion in Fiber and Fabric; Sources of Innovation in Textile Development; Fabric Fairs and Trade Shows; Fabric Libraries.
- Demographics and psychographics of customer profile. Interpretation of the forecast in terms of cut, style, color and fabric sourcing

UNIT 4: Consumer Research

- Fashion Brands; Retail Formats: Emergence of Catalogs, TV Shopping and Online Shopping;
- Relational Marketing; Demographics: Geodemographics, Demographics and Preferences;
- Preferences with Ethnicity, Gender and Income

UNIT 5: Sale Forecasting

- Real Time Marketing; Sales Forecasting Basics; Sales Forecasting Methods; Sales Forecasting in Context.
- **Presenting the Forecast** - Presentation Design as a Creative Process; Transforming Data into Information and Knowledge; Trend Reporting; Trend Map; Presentation Techniques

Suggested Readings:

1. Fashion buying, Helen Goworek, Wiley-Blackwell.
2. Fashion art for the Fashion Industry, Rita Gersten, Fairchild Books.
3. Fashion Forecasting: a Mystery or a Method? Rita Perna, Images Publishing Group.
4. The Fashion Design Manual, Pamela Stecker, Macmillan Education.
5. Fashion Forward: A Guide to Fashion Forecasting by Chelsea Rousso Strategic
6. Brand Management: Building Measuring&and Managing Brand Equity by Keller
Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler
7. Building Better Brands: A Comprehensive Guide to Brand Strategy and Identity Development by Scott. Lerman

PAPER III (THEORY) -RETAIL &VISUAL MERCHANDISING

UNIT 1

- Definition of merchandising Qualities of a merchandisers Role of Merchandiser functions of merchandisers, problems and challenges face by merchandisers, responsibilities of merchandiser, Role of merchandisers in garment house buying house malls etc.
- Introduction to Visual Merchandising: The role of Visual Merchandising in a store, the growing significance of Visual Merchandising

UNIT 2

- Why Do We Display? The Exterior of the Store. Sign & signages, Marquees. Outdoor Display, Outdoor Lighting
 - Windows in Store-Front Design. Display Window Construction
 - Store Interiors, Light and Lighting Attention-Getting Devices. Point-of-Purchase Display a Means of visual communication: Furniture's & Fixtures. Props, Graphics & Signage, Mannequins
 - Presenting Merchandise on a Three-Dimensional Form
 - Fixtures & Rack
 - Store Planning and Display
- Floor Plans
 - Visual Merchandise Planning - Scheduling the promotion
 - Exhibit and Trade Show Design - Industrial Display

UNIT 3

- Introduction to retail: Introduction to the world of retailing: roles performed by a retailer
- Types of retailers: retail formats, Multi- channel retailing. Customer buying behavior
- Retail branding & customer relationship: The value delivery process: customer value, perceived value, customer expectations, customer satisfaction & delight, customer loyalty, customer lifetime value, Retail branding: brand equity, brand identity prism

UNIT 4

- Need and importance, purchasing cycles, Types of purchasing, methods of purchasing, purchasing procedure, purchase order, selection of supplier, purchase department, purchase budget, purchasing and other functions of manager

UNIT 5

- The Supply Chain Management Concept, Purchasing and Supply Management. Operations, Integrated Logistics Management, Quality Customer Service and Integrated Logistics, Service Response Logistics

Suggested Reading

1. Retailing Management by Michael Levy. Barton Weitz, Ajay Pandit
2. Visual Merchandising and Display by Martin M. Pegler
3. Point of Purchase by Marta Serrats
4. The Aesthetics of Merchandise Presentation by Joseph Weishar

B DESIGN FASHION DESIGN YEAR III

PRACTICAL

PRACTICAL I — KNITWEAR DESIGN - Sports Wear, Lounge Wear & Uniform Design

DESIGNING FOR T SHIRTS, SHORTS AND LOWERS (Knit Wear)

- Types of T-shirts. Types of Shorts. Types of Sports Lowers
- Designing of Track Suits, Yoga pants, Gym wear
- Designing of Beach Wear & Swim Wear
- Designing of Lounge wear
- Designing of School Uniforms
- Designing of Sport Team Uniforms
- Preparing Mood Boards, Fabric Boards & inspiration boards for above.
- Preparing Flats, Spec Sheets, Technical Drawings for above
- Presenting the collection to a prospective client..

PRACTICAL SUBMISSION

1. 20 designs of each garment using CAD or Fine illustration techniques
2. Mood Boards, Inspiration boards & Fabrics Boards for Uniforms
3. FINAL PRESENTATION OF ANY 3 CATEGORIES.

Suggested Reading

- Blazers, badges and boaters : a pictorial history of school uniform by Alexander Davidson
- Children's Fashions by Joanne Olian
- Classification of children's apparel by Sandra Bell
- Pattern making for Stretch Fabrics by Nareerut Jariyapunya

PRACTICAL II — PATTERN MAKING & GARMENT CONSTRUCTION III

ADVANCE GARMENT CONSTRUCTION

Men's Shirts – Formal Shirts, Casual Shirts, Uniform Shirts, Party Shirts

Men's Trousers – Pleated Trousers, Flat Front Trousers, Men's Shorts, Men's Bermudas

Women's Shorts, Capri, Culottes, Sarong, Yoga Pants etc.

Women's Bikini, Corset and Strapless Foundation based garments.

PRACTICAL SUBMISSION

1. Men's — Shirt & Trousers minimum 3 garments
2. Beach wear for women – Minimum 3 garments
3. Women's Shorts, Capri, culottes – any 2
4. strapless gown or ballroom dress or cocktail dress minimum 2
5. Corset or corset top. Bikini top or Bikini top based garments - minimum 2

Suggested Reading

- Metric Pattern Cutting for Menswear by Winifred Aldrich
- Metric Pattern Cutting for Women's wear by Winifred Aldrich
- Metric Pattern Cutting for Children's Wear and Babywear by Winifred Aldrich
- The Art of Fashion Draping by Connie Crawford
- Draping for Fashion Design by Hilde Jaffe and Nude Relis
- Integrating Draping, Drafting and Drawing by Bina Abling and Kathleen Maggio
- Dress Pattern Designing: The Basic Principles of Cut and Fit by Natalie Bray
- Draping: The Complete Course by Karolyn Kiisel

PRACTICAL III - VISUAL MERCHANDISING

- Developing floor plans for Garment shop or Garment Showroom Minimum size 30'x15'
- Prepare Marquee designs, Concept & theme descriptions.
- Develop Plans, Elevation & 3D View sketches in color pencil or water color
- Prepare minimum 4 different layouts for the same shop based on VM principles
- Prepare detailed plans for Display Window, Entrance, Racks, Hangers & other display styles
- Prepare lighting plans with pasted pictures of suggested lights you are using in your design.
- Prepare a display window dressing and styling mannequins and props and attach the photos with your portfolio sheets
- Submit Case studies of minimum 4 leading brand stores – 2 Indian & 2 International brands describing their products, their various branding strategies and their store details with pictures.

PRACTICAL SUBMISSION

1. Submit Design Portfolio (Minimum sheet size is A3) for above course guidelines.
2. Prepare a scale model of any one of your Design project from above in Cardboard or Forex Sheet.

Suggested Reading

1. Retailing Management by Michael Levy, Barton Weitz, Ajay Pandit
2. Visual Merchandising and Display by Martin M. Pegler
3. 3, Point of Purchase by Marta Serrats
4. The Aesthetics of Merchandise Presentation by Joseph Weishar

PRACTICAL IV — ACCESSORY DESIGN

SKETCHING AND RENDERING FOR ACCESSORY DESIGN – Manual & Digital

- **BELTS** - Types Of Belts For Women's Dresses, Types Of Belts For Women's Jeans, Types Of Belts For Women's Coats.
- **Men's BELTS** - Casual Belt, Braided Belt, Leather Belt, Leather Braided Belt, D-Ring Belt, Suede Belt.
- **HATS & CAPS** – Different Types of Hats & Caps for Men, Women & Kids.
- **Turbans & other wraps for head wear**
- **HANDBAGS, PURSES & WALLETS** – Different types for Women and men
- **Women's Shoes, Boots & other footwear**
- **Men's Shoes, Boots & other footwear**

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Bachelor of Design Fashion Design Syllabus (Four Years) 2023-24

- **Women's Shawls, Scarves, Stoles & Other neckwear.**
- **Men's Ascots, Fullard, Cravats, Ties & other neckwear.**
- **Fashion Jewellery** – Cufflink, Tie Pin, Broche, Tiara, Nose Piece, Ear rings, Neck pieces, Bangles, Armlet, Anklet, Toe Ring, Rings and other body jewelry.
- **Gloves** – Types of Gloves in different materials for men, Women & Kids.
- **Sun Glasses & Fashion Eye wear**

DESIGN RESEARCH & CASE STUDIES

- Prepare research project stating how leading International & National brands started their success journey on the following points:
When the company started. Who are the founders of the company. What are the products the company started with. What is their present product range, Who are the key designers associated with the company. Brand identity. Age Range and Gender. Functionality and lifestyle, Season, Price Range. Advertising Strategy & most iconic advertisings.
- Prepare design research project presentation for 6 companies from the given list below & 2 of your own choice which is not in the list: - 1. Hermes 2. Louis Vuitton 3. Dior 4. Coach 5. Nike 6. Vivier 7. Prada 8. Jimmy Chop 9. YSL 10. Cartier 11. Pierre Cardin 12. Stella McCartney 13. Kate Spade 14. Gucci 15. Versace 16. Armani, 17. HiDesign 18. Burberry 19. Ralph Lauren 20. Tommy Hilfiger 21. Moncler 22. Bata.

PRACTICAL SUBMISSION

- Rendering Sheets Size A3 of each topic listed in Para 1.
- Design Research in A4 size in hard bind / Spiral Bind.
- **ACCESSORY PORTFOLIO PRESENTATION.** Your own Accessory Design collection – concept sheet, Style pointers, Inspiration and interpretation of inspiration, Color Board, Mood Board & Design Idea Development sheets for Accessories. 1 set of Women's accessories on same theme – Head wear, Foot Wear, Neck Wear 2 each and 2 jewelry either neck & ear or Hand & Feet or Finger & Nose etc. on the same theme .
- Prototype and Development of designs.
- **FINAL PREPARED PRODUCTS** –
Hat – Minimum 1 Pc.
Scarf – Min. 1 Pc.
Shawl – Min 1 Pc.
Foot Wear – Min. 1 Pc.
Bag or purse – Min. 1 Pc.
Fashion Jewellery – Min 1 set of 4 body pieces of your choice.

Suggested Reading

1. Accessory Design by Aneta Genova
2. Beyond Design: The Synergy of Apparel Product Development by. Myrna-B. Gamer, Sandra Keiser
3. Drawing Fashion Accessories by Steven Miller