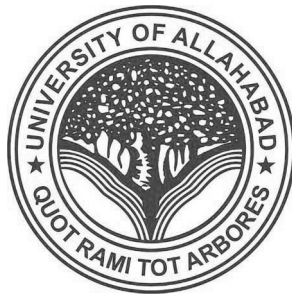


Revised Syllabus

B.Voc. in Fashion Design & Technology



Centre of Fashion Design & Technology

Institute of Professional Studies

University of Allahabad

Allahabad

Revised Course Structure of B. Voc. In Fashion Design & Technology

Semesters	Course Code	Title of Paper	Skill/ General Education Courses	Credits				
				L	T	P	Total	
Sem-I	FDT 121	Introduction to Fashion Industry	Skill	5	0	0	5	
	FDT 122	Design Thinking & Idea Generation	Skill	0	0	4	4	
	FDT 123	Fashion Drawing	Skill	0	0	4	4	
	FDT124	Design Essentials	Skill	5	0	0	5	
	FDT 101	Hindi	Gen. Ed.	3	0	0	3	
	FDT 102	Mathematics	Gen. Ed.	3	0	0	3	
	FDT 103	India- Land & People I	Gen. Ed.	3	0	0	3	
	FDT 104	Development of Foundation Skills	Gen. Ed.	3	0	0	3	
		Total Credits		22	0	8	30	
Sem-II	FDT 125	Design Idea	Skill	5	0	0	5	
	FDT 126	Basic Principles of Garment Technology	Skill	5	0	0	5	
	FDT 127	Fashion Illustration	Skill	0	0	4	4	
	FDT 128	Computer Aided Fashion Design I	Skill	0	0	4	4	
	FDT 105	English	Gen. Ed.	4	0	0	4	
	FDT 106	General Science	Gen. Ed.	4	0	0	4	
	FDT 107	Environmental Studies	Gen. Ed.	4	0	0	4	
			Total Credits		22	0	8	30
Sem-III	FDT 221	Fashion Illustration & Application	Skill	0	0	4	4	
	FDT 222	Elements of Textile	Skill	5	0	0	5	
	FDT 223	Drafting Adaptation & Clothing Construction	Skill	0	0	4	4	
	FDT 224	Fashion Forecasting	Skill	5	0	0	5	
	FDT 201	India-Land & People II (Craft Traditions)	Gen. Ed.	4	0	0	4	
	FDT 202	Sociology	Gen. Ed.	4	0	0	4	
	FDT 203	Home Science	Gen. Ed.	4	0	0	4	
			Total Credits		22	0	8	30
Sem-IV	FDT 225	Textiles & Fabric Artistry	Skill	5	0	0	5	
	FDT 226	Apparel Production & Quality Control	Skill	5	0	0	5	
	FDT 227	Computer Aided Fashion Design II	Skill	0	0	4	4	
	Elective Papers (Choose any one)	FDT 251	Pattern Development & Construction I (Women's wear)	Skill	0	0	4	4
		FDT 252	Pattern Development & Construction II (Menswear)					
	FDT 204	India- Land & People III (Ancient Jewelry)	Gen. Ed.	4	0	0	4	
	FDT 205	Basics of Management	Gen. Ed.	4	0	0	4	
	FDT 206	Psychology	Gen. Ed.	4	0	0	4	
		Total Credits		22	0	8	30	
Sem-V	FDT 321	Costume Design		5	0	0	5	
	FDT 322	Advance Garment Making Techniques		0	0	4	4	
	FDT 323	Fashion Business Management		5	0	0	5	
	Elective Papers (Choose any one)	FDT 351	Accessory Design		0	0	4	4
		FDT 352	Pattern Exploration					
	FDT 301	Art History	Gen.Ed.	4	0	0	4	
	FDT 302	Global Culture Tradition	Gen.Ed.	4	0	0	4	
	FDT 303	Economics	Gen.Ed.	4	0	0	4	
		Total Credits		22	0	8	30	
Sem-VI	FDT 348	Portfolio Development	Skill	0	0	3	3	
	FDT 349	Range Development	Skill	0	0	15	15	
	FDT 304	Professional Practices	Gen.Ed.	4	0	0	4	
	FDT 305	Basics of Photography	Gen.Ed.	4	0	0	4	
	FDT 306	Art Appreciation	Gen.Ed.	4	0	0	4	
			Total Credits		12	0	18	30
G. Total				122	0	58	180	

B. Voc. in Fashion Design & Technology

Semester I

Core Course FDT-121 : Introduction to Fashion Industry (5-0-0-5)

Level: Under Graduate

Semester: Spring

Pre requisite: N.A.

Course Objective

This paper is designed to understand the nature of fashion business, elements and challenges associated with Fashion Industry. Designed to understand the five areas of Fashion Business with its comprehensive study & Fashion terminologies to create awareness about overall nature of fashion. Another objective is to acquire the knowledge regarding environment and movement of fashion so that to understand the various aspects of Fashion.

Unit	Topic	Lecture
I	Business of Fashion: Importance of Fashion, Economic importance of Fashion Business, Four levels of Fashion (Primary level, Secondary level, Retail level & Auxiliary level)	10
II	Nature of Fashion: Definition of Fashion, Evolution of Fashion, Terminology of Fashion, Principles of Fashion movement, Theory of Clothing Origin, Fashion cycle, Theories of fashion adoption, Principles of Fashion, International Fashion centres	15
III	Environment of Fashion: Market segmentation (Demographics, Geographic, Psychographics & Behavioural), Economic Environment, Social Environment	10
IV	Fashion Categories: Men's wear, Women's Wear, Kid's wear Factors influencing Fashion: Political influence, Social influence, Environmental influence, Geographical influence, Cultural influence	15
V	Designer Study: Study of any 5 International/ National level fashion designers and brands based on following criteria: Introduction of the Designer, Education, Specialty, Brand / label, Contribution to Fashion, Product range, Outlets, Collection Showcase	25

Learning Outcome

- Students will become aware of the functioning of the Fashion Industry

Reference Materials

- Fashion from Concept to Consumer, Gini Stephens published by Pearson ,2005
- Clothing technology, H.Eberly Berger Verlag Europa published by Leher Mittel, 2010
- The Dynamics of Fashion, Elaine Stone published by Fairchild Publication, 2008
- The Business of Fashion, Leslie Davis Burns and Nancy O. Bryant published by Fairchild Publication, 2002

Core Course FDT-122 : Design Thinking & Idea Generation
Credits : (0-0-8-4)

Level: Under Graduate

Semester: Spring

Pre requisite: N.A.

Course Objective

This module is designed to inculcate the ability to think design by nurturing the potential of Idea generation. Students will be able to understand the design process and develop basic design attitudes and skills, which is required to become a design professional, who is a creative thinker having developed perceptual abilities. The module introduces foundational skills on how to plan, conduct, evaluate, and document idea generation in the form of brainstorming sessions, collaborative whiteboard sketching and diagramming, idea sorting, concept mapping, scenario development, personae development, co-design and participatory design, and design concept definition.

Unit	Topic	Session hours
I.	Introduction to Design Thinking Mind mapping, Examples & case studies. Techniques of Idea Generation Scamper technique, Brainstorming, Understanding human needs.	26
II.	Design process Design brief or Parti, Analysis ,Research ,Specification Problem solving , conceptualizing & documenting, Presentation • Development ,Testing ,Implementation ,Evaluation and conclusion Constructive criticism ,Redesign	26
III.	Approaches to design	24
IV.	Methods of designing Exploring ,Redefining, Managing ,Trend spotting;	24
V.	Presentation - Final presentation: class presentations of Final projects	20

Learning Outcomes

- Students will be able to demonstrate the design process and develop basic design attitudes and skills.
- Students will be able to portray foundational skills on how to plan, conduct, evaluate, and document ideas.

Reference Materials

- **The Dynamics of Fashion** (Elain Stone) by Fairchild.

Core Course FDT 123 : Fashion Drawing

Credits : (0-0-10-5)

Level: Under Graduate

Semester: Spring

Pre requisite: Drawing as a subject till std. V

Course Objectives

This module is designed to develop the skill of free hand drawing in order to visualize and analyze, observe and communicate ideas and concepts. It will make students understand the basics of fashion

sketching and communicating fashion ideas through drawing. Students will also develop an understanding of a “Human Figure” with various views that conveys the essential basics for “Fashion drawing”.

Unit	Topic	Session hours
I.	Basic line & shading exercise- • Lines & Shading exercises using various pencil & color mediums. Such as, • Grade pencils • Color pencils • Poster color/ water color Nature study (Nature in form, Nature in print, Nature in texture)	20
II.	Sketching of natural forms from nature like flowers, leaves, branches, plants etc. • Conversion of natural forms into design forms. • Copying various textures from nature.	20
III.	Introduction to Perspective- • 1 Point Perspective • 2 Point Perspective • 3 Point Perspective	10
IV.	Object Drawing- • Drawing of 3-D geometrical shapes in different angles. Such as Cube, Pyramid, Cuboids, Cylindrical forms. • Drawing manmade objects in different angles. Such as Bottles, Sharpener, Glass, Pencil, Pen etc.	40
V.	Human figure study- • Basic drawing of Male & Female figure with appropriate proportions. Basic Female Fashion Figure Block(12.5),Flesh Female Figure-Front View, Back View,3/4 View, Side View Stick Figures, Balance & Movement	60

Learning Outcome

- Students will develop an understanding of natural forms, man-made objects, perspective and human figures, forming the basis of fashion drawing

Reference Materials

- **Still life** by Sanjay Shelar, Jyotsna Prakashan Pune ,1st Edition,2007
- **Fashion Drawing: The Basic Principles** by Anne Allen and Julion Seama publisher B T Bestford
- **Fashion Design Drawing & Presentation** by Patckic, J. Ireland Delhi, publisher Om Books International

Core Course FDT-124 : Design Essentials Credits : (4-0-0-4)

Level: Under Graduate

Semester: Spring

Pre requisite: N.A.

Course Objective

This module is essential for developing the appropriate Fashion Design process, which imparts the knowledge to develop design skills for creating aesthetically good design.

Unit	Topic	Session hours
I.	<u>Introduction to Design</u> What is design, Types of design , Design basics, Design basics terminology <u>Elements of design</u>	30

Unit	Topic	Session hours
II.	<u>Lines</u> Study of lines-Types of lines & their role in designing, Psychological & visual association <u>Shapes</u> Study of shapes -Types shapes & their role in designing, Psychological & visual association.	30
III.	<u>Colors</u> What is color, Dimensions of colors, Properties of colors, Psychology of colors, Color wheel, Color schemes, Visual effects Color related terminology, Role of colors in designing & their application, Color key chart. <u>Texture</u> Types of textures, Categories of texture, Psychological & Visual association	20
IV.	Aesthetic qualities of Design Elements - Formal qualities , Expressive qualities , Symbolic qualities	20
V.	Principles of Design. - Balance Proportion Rhythm Emphasis Unity	20

Learning Outcome

- Students will learn to the use & application of Design elements like Lines, Shapes, Texture & Color to make a successful design.
- They will develop the skill to combine design Elements & Principles in Fashion Design

Reference material

- Visual Design in Dress by Marian L. Devis, Prentice Hall, 1980

Foundation Course FDT-101: Hindi

Credits : (3-0-0-3)

Level: Under Graduate
Semester: Spring
Pre requisite: Hindi as a subject till Std. V
Course Objective:

To make students understand the proper usage of Hindi language

Unit	Topic	Lecture
I.	वर्णमाला स्वर के भेद – ह्रस्व, दीर्घ, प्लुत, मात्राएं, अयोगवाह अनुनासिक, अनुस्वार, व्यंजन के भेद – स्पर्श, अंतस्थ, ऊष्म, संयुक्त अनुनासिक (पंचमाक्षर), व्यंजन घोष, अघोष वर्ण, अल्पप्राण, महाप्राण, ध्वनियाँ। वर्णों का संयोग। वर्णों का उच्चारण। व्यंजन की अशुद्धियाँ हिन्दी शब्द भण्डार— तत्सम, तद्भव, देशज, आगत— भारतीय भाषाओं के शब्द विदेशी भाषाओं के शब्द	8
II.	हिन्दी शब्द रूप – पर्यायवाची शब्द विलोमार्थक शब्द समानार्थक शब्द अनेक शब्दों के स्थान पर एक शब्द अनेकार्थक शब्द समूहार्थक शब्द विराम चिन्हों के प्रयोग	5

III.	शिरोरेखा योग मुहावरे और लोकोक्तियाँ वर्तनी या अक्षर विन्यास अशुद्ध वर्तनी के कारण वर्तनी सम्बन्धी अशुद्धियाँ अक्षर विन्यास की अशुद्धियों का निराकरण	7
IV.	व्यावहारिक व्याकरण – संज्ञा, सर्वनाम, विशेषण, क्रिया कारक – विभक्ति (परसर्ग), अव्यय देवनागरी लिपि– नामकरण देवनागरी लिपि की विशेषताएँ दोष देवनागरी लिपि में सुधार	5
V.	हिन्दी भाषा क्षेत्र की बोलियाँ भारतीय पारिभाषिक शब्दावली सरकारी/अर्द्धसरकारी कार्यालयों में काम आने वाली पारिभाषिक शब्दावली मंत्रालयों – कार्यालयों के नाम तथा पदनाम	5

Learning Outcome

- Students will get a basic understanding of the language.

Reference material

- Hindi Bhasha aur uska Vikas by Dr. Hardeo Bahari
- Hindi Vyakaran by Kamta Prasad Guru
- Bhasha aur Samaj by Dr. Ram Vilas Sharma

Foundation Course FDT-102 : Mathematics**Credits : (3-0-0-3)****Level: Under Graduate****Semester: Spring****Pre requisite: Mathematics as a subject till Std. V****Course Objective:**

To make students understand the proper usage of mathematical principles and operations.

Unit	Topic	Lecture
I.	Measurements: Different types of counting principles, addition, subtraction, multiplication and division in different systems, inter- conversion from one algebraic system to others.	7
II.	Elementary geometry: Different types of geometrical shapes, their characteristics and properties.	5
III.	Geometrical constructions: Basic concept, study of some standard geometrical constructions, inter-conversion, construction of parallel lines, angles, squares, triangles, construction of figures, equivalent (area wise) to a given figure.	8
IV.	Ratio and Proportion: Basic idea of ratio and proportion, different types of ratios, their properties and applications, percentage and simple interest, profit and loss	5
V.	Algebraic Equations: Equation of one variable, their solutions applications, linear equations, methods of solution and applications	5

Learning Outcome

- Students will be able to perform the basic functions of mathematics, which helps them in calculations while pattern making & drafting.

Reference material

- Elementary Mathematics by G. Dorofeev, M. Potapov, N. Rozov from CBS publications & distributors

Foundation Course FDT-103 : Indian Land & People-I**Credits : (3-0-0-3)****Level: Under Graduate****Semester: Spring****Pre requisite: N.A.****Course Objective:**

To make students understand the uniqueness of Indian culture and its diversity in various timelines.

Unit	Topic	Lecture
I.	The Physical Features of India and The Underlying Unity Main geographical divisions of India, Influence of geography upon Indian Culture. Unity in Diversity, influence of climatic factors on culture	8
II.	The Indian Society The Ancient Period, The Impact of Islam ,The Mughal Influence The British Raj & Indian Culture, Modernization	5
III.	Important Religions of India and their contribution – Hinduism, Buddhism, Jainism, Sikhism, Christianity etc..... Major Festival of Indian and Their Significance	5
IV.	Evolution of Indian languages and Literature Through Various Periods in Indian History.	5
V.	Major performing arts of India and Their Association With Culture Folk and Classical Dance forms, Drama, & Music	7

Learning Outcome

- Students will be able to understand the uniqueness of Indian culture and its diversity.
- Students will get an insight about the rich heritage of India.

Reference Material

- The Wonder that was India by A. L.Basham, Pan Macmillan India
- Trends in Indian Culture and Heritage by Dr. Ausaf Sayeed, HarAnand Publications 2014

Foundation Course FDT-104 : Development of Foundation Skills

Credits : (3-0-0-3)

Level: Under Graduate

Semester: Spring

Pre requisite: N.A.

Course Objective

To train students in effective communication skills and using of modern communication techniques, this will enable them to face the challenges of the competitive world of fashion.

Learning Outcome

- They will be able to communicate their ideas effectively.

Unit	Topic	Lecture
I.	Communication: The basic Fundamentals Definition, importance of good communication, communication process, diagrammatic representation, communication, barriers of communication,	5
II.	Business Communication Definition, organization communication networks, communication media, e-mail trends, information richness & media type, technological advances, internal management	5
III.	e-Communication Basics of Computers, usage of Short cut keys, taking out print outs, page set ups, making of presentation & other related functions	5
IV.	Making and Delivering Presentations Conversations, interviews, speeches and presentations. Answering questions, giving speeches, giving presentations, <i>key messages</i>	8
V.	Managing Image, Impressions and Teamwork Managing Image, additional skills for employability and success. Topics include: Etiquette, first impressions, projecting a positive image, aligning interests and career, goal setting & team work.	7

Reference Materials

- **Skills Foundation Book** (John Jackman, Wendy Wren, Nelson Thornes)

Semester II

Core Course FDT-125 : Design Idea (5-0-0-5)

Level: Under Graduate

Semester: Autumn

Pre requisite: N.A.

Course Objective

Students will learn about the design elements of apparel & accessories.

Unit	Topic	Lecture
I.	Concept and Definition, types and role of design, 3 facets of successful designs. (Basic knowledge of design, color, terms & terminology, application of designs with different type of color schemes)	15
II.	Apparel design elements: - necklines, collars, sleeves, silhouettes, trousers, skirts, embellishments (pleats, frills, flounces, laces, buttons, fasteners, prints, patterns etc). (Definition, types, flat sketches, colored derivatives of apparel categories that help to make a garment)	20
III.	Types of Accessories: - hats, shoes, handbags, boots. (Definition, types, flat sketches, colored derivatives of accessories.)	10
IV.	Aspects and Qualities of colors. (Different meaning conveyed through different colors & color schemes, meaning of color in other fields i.e.- medical, engineering, sports, etc.)	10
V.	Creation of a Visual Diary comprising of various apparel design elements & accessories	20

Learning Outcome

- Students learn to draw different fashion postures in relation to the garment.
- Different techniques of presentation.

Reference Materials:

- **Fashion Sketch Book** by Beena Abling
- **Model Drawing** by Beena Abling
- **Innovative Fashion Sketching** by Rita Gersten
- **The Use of Markers in Fashion Illustration** by Modezcichnen Mit Markern.

Core Course FDT-126 : Basic Principles of Garment Technology

Credits : (5-0-0-5)

Level: Under Graduate

Semester: Autumn

Pre requisite: N.A.

Course Objective

Embroidery and Garment construction is an integral part of the fashion design process. This module provides students a basic knowledge and understanding of principles, techniques, terminology and functioning of garment technology.

Unit	Topic	Lecture
I.	A brief overview of garment Manufacturing (design study, sample garments, costing of products).Terminologies of garment manufacturing. Measuring & Drafting tools Bodylines, System chart, the 8 head theory, Measuring devices, Marking devices, Cutting tools	10
II.	Drafting & Pattern making techniques, Paper Pattern, Pattern Terms, and Pattern Grain lines Marker planning (lay-out), Sewing machine & its components (types of machines, components & uses), Stitches & Seams (machine & hand) and their uses.	10
III.	<u>Drafting of Basic Blocks:</u> - Child& Adults bodice, Sleeve, Skirt, Trouser blocks. <u>Upper garment</u> Bodice Block: - Child bodice block, Adult bodice block (1/4 scale), A line kurta. <u>Lower garment</u> Skirt blocks: - Straight skirt, Half circular skirt, full circular skirt. Trouser: - Types of trouser length, trouser block, Churidar, Salwar. <u>Sleeve blocks:</u> - Loose sleeve, fitted sleeve, fitted sleeve with dart.	25
IV.	<u>Basic hand stitches</u> - Even basting, Uneven basting, Hemming, Over casting, Blanket stitch, Open herring bone, and types of fringes, Ten types of Smocking, <u>Basic Machine seams</u> -Flat Seam, Bound Seam, Lapped Seam, French Seam etc..	20
V.	<u>Basic product operations:</u> - Quilting, Darts, Tucks, Pleats, Gathers, Shirring, Ruffles, Facing, Plackets, Interlacing, Piping etc. <u>Additional product Operation:</u> - Pockets, Belts & Bands, Cuffs, Closures: - Zippers, Buttons & Holes, Hooks & Eye, Snaps, Fasteners).	10

Learning outcome:

- Students will learn different types of drafting, seams, stitches and its variations with sewing machine operations.

Reference Materials

- **Garment technology for Fashion Designers** (Gerry Cooklin).
- **Sewing for the apparel industry** (Claire Shaeffer).
- **Pattern making for fashion design** (Helen Joseph- Armstrong).
- **Apparel making in fashion design** (Injoo Kim Mikyung Uh).

Core Course FDT-127 : Fashion Illustration**Credits : (0-0-8-4)****Level: Under Graduate****Semester: Autumn****Pre requisite: FDT-123****Course Objectives**

A thorough foundation in fashion illustration is established in this module, which covers the fashion figure and garment interpretation. Students study and develop the basic structure unique to the fashion figure and its characteristics, history, stylization, influence, and use in fashion illustration. Students will learn to interpret draping quality and surface texture of fabric. Individual interpretation and creative drawing skills are emphasized.

Unit	Topic	Session hours
I	<u>Facial Features</u> Face, eyes, nose, ears & lips. Fashion faces. <u>Basics figure forms</u> Drawing legs, arms, hands & feet	20
II	<u>Fashion Heads</u> -Drawing the head, Full front head, Three-quarter turned head, The profile head <u>Drawing Hair</u> -Out line for hair, Sketching hairstyle	30
III	<u>Prints</u> Enlargement of prints Reduction of prints Arrangement of prints	14
IV	Drawing Accessories Fashion Hairstyles & Makeup	20
V	Composition of multiple fashion figures Presentation <ul style="list-style-type: none"> • Urban & Rural Costumes • Traditional costume of different states • World Costumes 	16
	Client Project Movie Project	20

Learning Outcome

- Students will learn drawing of fashion postures with garments, fabric textures and their presentation.

Reference Materials:

- **Fashion Sketch Book** by Beena Abling
- **Model Drawing** by Beena Abling
- **Innovative Fashion Sketching** by Rita Gersten
- **The Use of Markers in Fashion Illustration** by Modezcichnen Mit Markern.

Core Course FDT-128 : Computer Aided Fashion Design I

Credits : (0-0-8-4)

Level: Under Graduate

Semester: Autumn

Pre requisite: basic knowledge of computer.

Course Objective

In this module students will work in the environment with the current technologies to develop awareness of today's rapidly changing fashion. This module incorporates the softwares used in fashion industry and enables students to learn the design process through computer aided design softwares.

Unit	Topic	Session Hours
I.	Introduction to Corel Draw, Terminology & Concept, Overview of the software Object, Drawing, Vector Graphic, Bitmap, Flyouts, Artistic Text, Paragraph Text, Title Bar, Menu Bar, Toolbar, Toolbox, Drawing Window, Property Bar, Editing Tools, Curve a Line, Closed Objects, Mirror, Rotate, Pen Tool, Outline Tool, Drawing Rectangles and Squares, Drawing Ellipses, Circles, Arcs, Drawing Polygons And Stars, Drawing Spirals, Drawing Grids, Drawing Predefined Shapes, Digitization of Necklines and Sleeves,	30

Unit	Topic	Session Hours
	Shaping Objects, Basic & Advance Shapes, Drawing Shapes.	
II.	Working With Filling Objects, Symbol, Colors Applying Uniform Fills, Fountain Fills, Pattern Fills, Texture Fills, Postscript Texture Fills, Using Symbols In Drawings, Managing Collections And Libraries, Sharing Symbols Between Drawings, Choosing Colors, Creating Custom Color Palettes, To Choose a Color Using a Fixed Or Custom Color Palette, Adding Three Dimensional Effects to Objects, Changing the Transparency of Objects, Adding & Formatting Text, Shifting And Rotating Text, Fitting Text To A Path, Theme Based Conceptualization of Croquie and Corresponding Jewelry Set, Four Theme Based Croquie, Female Croquie with Help of Measurement, Jewelry, Gold Shading, Kundan, Stones, Diamond, Rings, Necklace, Earrings	30
III.	Photoshop terminology & concept , Over view of the software Creating a new document, Opening an image to edit, Cropping an image, Using brush & pencil, Adding & creating gradient, Making different shapes, Making selection with different selection tools, Elliptical marquee, Rectangle marquee, Lasso Tool(Polygonal & Magnetic Lasso tool), Magic wand, Add to Selection, Subtract from selection, Intersect with selection & Feathering.	20
IV.	Layers : Working with layers, Creating new layer(Layer via cut & copy), Duplicate layer, Renaming a layer, Deleting layer, Rearranging layers , Advanced Practice of Layers, Layer style, Merging Layers(merge down, merge visible), Linking layers, Flatten image, Locking & unlocking background layer, Blending modes, Changing opacity of layers, Creating layer set, Attributes of an Image (Sizing & transforming images)	20
V.	Repairing & Retouching Tools : Healing Brush, Patch tool, Clone stamp, Pattern stamp, Eraser Tool, Dodge, Burn & Sponge tool, Warping text, Rasterizing text layer, Changing the transparency of objects. Creating Pattern like Khadi, Silk, Denim, Jute, Cotton etc. Collage Making, Poster Making, Composition & Calendar, Applying makeup on a face. Setting up the Project Database, Assigning and Copying Object Data, Viewing an Object Data Summary, Making Composition & Posters based on various themes.	20

Learning Outcome:

- Students will be able to perform the basic operation of fashion design like making fashion croquies, creating motifs and designing jewelry through the computer.

Reference Materials

- Coreldraw X4 (Lawpoint Publications).
- Rapidex DTP Course (Shirish Chavan).

Foundation Course FDT-105 : English-I**Credits : (4-0-0-4)****Level: Under Graduate****Semester: Autumn****Pre requisite: English as a subject till Std. VIII****Course Objective:**

To make students understand the proper usage of English language.

Unit	Topic	Lecture
I	Introduction to Communication, Grammar- Consonant & Vowel Sounds, Indianism, Syllable & Syllable Stress, Articles, Tense & Time, Preposition, Prepositional Phrases, Subject-Verb Agreement, Intonation & Modulation, Conjunctions	10

II	Writing Techniques & Vocabulary - Composition Writing, Business Letters (Functions of a Business Letter, Layout of a Business Letter, Other important parts of business letter, Salient Features of a Business Letter, Kinds of Business Letters, Application Writing, Paronyms, Synonyms, Antonyms)	10
III	<u>Conversation Skills</u> - Nature of Conversation, Purpose of Conversation, Guidelines for Effective Conversation Skills, Proverbs used in Everyday Conversation with their Meanings/Explanations, How to Greet, Introducing Oneself	10
IV	<u>Verbal communication</u> - Extempore, Just a Minute, Declamation, Dialogue & monologue, Non verbal communication- Guess the Mime, Dumb charades, Facial Expressions, Dressing & clothing, Oral Communication – Day to day talk, formal talk, informal talk, conversation <u>Non Verbal Communication</u> - Body Language, Right body postures, Eye contact, Pet Fiddles, How to walk talk & present oneself, Group Discussion Skills(Meaning, Characteristic, Do's & Don'ts, Relevance, Moderating a group Discussion, Presentation Skills, Confidence, Effective delivery of ideas, convincing the clientele/audience, basic Courtesies.	15
V	<u>Fashion Communication</u> - Collecting newspaper clippings, articles related to Fashion, Magazine articles, Group Discussions, Debates & Dialogue, Telephonic Etiquettes, Use of telephone, Radio, TV, newsletter, Mails, news or Magazine Articles, and Newspaper Columns, learning how to make PPT's, number of Slides, font, font size, Table Insertions, Picture, Clip Art, Chart,	15

Learning Outcome:

- Students will be able to understand and communicate their ideas in English properly.

Reference Materials

- Practical English Usage (3rd edition), Michael Swan
- Oxford English Grammar, Sidney Greenbaum
- **High School English Grammar & Composition** by Wren & Martin from S. Chand & Company Publications.

Foundation Course FDT-106 : General Science**Credits: (4-0-0-4)****Level: Under Graduate****Semester: Autumn****Pre requisite:** Science as a subject till Std. V**Course Objective:**

To impart students knowledge of various principles of Science.

Unit	Topic	Lectures
I	<u>General Physics:</u> Measurement of Physical Quantities, Unit Systems, SI Unit, Rectilinear Motion, Velocity, Acceleration, Mass, Force, Newton's Laws of Motion, Circular Motion, Centrifugal Force, Conservation of Energy & Momentum, Concept of Heat and Temperature. Light, Reflection and Refraction, Lenses, Working of Eye and Cameras, Short and Long sightedness in humans and their rectification, Light and Sound waves, Basics of Atomic Physics.	15
II	<u>General Chemistry:</u> Elements & Compounds, Bond Formation, Acid-base Chemical Reactions, Symbols for Elements, Atoms & Molecules, Gas laws, Chemical Equations.	15

	Organic Compounds & their Bonding Patterns, Common Hydrocarbons, Polymers, Structure of Petrol, Glucose and Sugars, Rubber, Vitamins, Cloth, Papers, Aspirins, Preservatives, Dyes & Flavorings, Soaps and Detergents, Perfumes, Cosmetic, Plastics, Paints and Moth balls, Compounds useful for Clothing.	
III	General Bio Sciences: Basic Characters of Living and Non-living, Cells and their Physiology, Need for Oxygen, Respiration, Transpiration, Carbon Assimilation in Plants, Specific Study about Fiber Producing Plants(Cotton, Flax, Jute), Aromatic Plants related to vegetable Dyes , Basic Study about Animals useful for skins & clothing.	10
IV	Environmental Science: Basic facts about Environment, Ecosystem, Global warming, Biodiversity, Sustainable Development, Conservation of Biodiversity, Eco-friendly life style and Fashion Trends.	10
V	Science & Technology in Fashion: Production and Properties of various natural and Synthetic Fibers, & Nonwovens, Apparel Manufacturing and Engineering, Supply Chain Management of Textiles & Clothing , Green Textiles & Eco-Fashion.	10

Learning Outcome:

- Students will be able to properly understand the basic concepts of science & its connection with fashion .

Reference Materials

- **Essential Elements of Science** by Daniel Dobe from Education Book Publications
- **General Science** by Ravi Bhushan from Lucent Publications.

Foundation Course FDT-107 : Environmental Studies**Credits : (4-0-0-4)****Level: Under Graduate****Semester: Autumn****Pre requisite: N.A.****Course Objective:**

To make students aware of the surroundings and the concept of environmental studies.

Unit	Topic	Lecture
I	The Multidisciplinary Nature of Environmental Studies Definition, Scope and Importance, Need for public awareness Natural Resources Renewable and Non- Renewable Resources, Natural Resources and Associated Problems- a) Forest Resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people Role of individual in conservation of natural resources, Equitable use of resources for sustainable lifestyles	10
II	Ecosystems Concept of ecosystem, Structure and function of ecosystem, Producers, Consumers and Decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids.	10

III	Biodiversity and its conservation Introduction- Definition: genetic, species and ecosystem diversity, Bio-geographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, Aesthetic and option values, India as a mega-diversity nation, Hot-spots of biodiversity, Threats to bio-diversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Endangered and endemic species of India, Conservation of bio-diversity: In-Situ and Ex-situ conservation of biodiversity	15
IV	Social Issues and the Environment From Unsustainable to Sustainable development, Urban problems related to energy, Re-settlement and rehabilitation of people; its problems and concerns, Environmental ethics: Issues and possible solutions, Climate changes, global warming, acid rain, ozone layer depletion, Consumerism and waste products, Environment Protection Act, Issues involved in enforcement of environmental legislation, Public awareness	15
V	Human Population and the Environment Population growth, variation among nation, Population explosion- Family Welfare Programme, Environment and Human Health, Human Rights, Value Education, Role of Information Technology in Environment and Human health	10

Learning Outcome:

- Students will be able to understand the basic concepts of economics.

Reference Materials

- **Environmental Studies** by Kumarasamy K., A. Alagappa Moses, M. Vasanthy from Bharathidasan University Publications 2004, Trichy
- **Environmental Studies** by Rajamannar EVR College Publications 2004, Trichy.

Semester III

Core Course FDT-221 : Fashion Illustration & Application

Credits : (0-0-8-4)

Level: Under Graduate
Semester: Spring
Pre requisite: FDT 123, FDT 127

Course Objective

It prepares students for a career in fashion illustration and related fields through the exploration of a wide range of traditional and contemporary approaches to drawing and image creation. They will develop their drawing skills and experiment with different medium and have the opportunity to learn a wide range of illustration and visual communication skills.

Unit	Topics	Lectures
I	<u>Drawing Men</u> Male fashion figure-front, back, three-fourth & side views, Stick figures Male facial Features- eyes, nose, lips, ears etc..... Male hairstyles Co ordination of Male & Female figures	20
II	<u>Fabric Representation</u> -rendering different fabrics and solids, prints, checks, stripes, floral, dots...	30
III	<u>Drawing & Rendering Various Clothing Categories</u> including their specifications with color, fall, fit, fabric, and proportion- such as, Casual wear, Formal wear, Ethnic wear, Beach wear, Lounge wear, Functional wear (uniforms etc.)	30
IV	<u>Presentation</u> - Based on Fashion Seasons: Spring-Summer & Autumn-Winter <ul style="list-style-type: none"> • Report on forecast • Report on Designer's Collection • Creation & rendering of new designs 	20
V	Drawing Flats & Specs	10
	Stylized Crouqies Marking large cut outs	10

Learning Outcome:

- After mastering the female croquie, students learn to draw male croquie in various fashion postures.
- Various types of fabrics are rendered with different techniques and color mediums.
- Drawing of flats and specs for production drawing will help students in building a professional approach to design.

Reference Material

- Illustrating Fashion Concept to creation by Steven Stipelman, 2nd edition , Fairchild Publications, Inc. New York Publication Year – 2005

Core Course FDT-222 : Elements of Textile
Credits : (5-0-0-5)

Level: Under Graduate

Semester: Spring

Pre requisite: N.A.

Course Objective

This module provides the basic information about Textiles. The module also develops knowledge of ginning, spinning, weaving & fabric structure. The basic knowledge of spinning and weaving processes develop the understanding to apply various processes on the fabric. This module investigates the science of textiles through a study of properties and performance. The concept of design elements and principles, as being both functional and aesthetic and as part of the creative design process, are studied within the field of textiles.

UNIT	Topic	Lectures
I	<u>Introduction of Textile Science</u> Textile Industry, An overview on different textile departments – Ginning, Spinning, Weaving/Knitting, Finishing etc., Classification of fibers – Natural and Manmade, Properties of Different Fibers , Identification of Different Fibers	15
II	<u>Yarn Formation process – Cotton</u> Ginning, Carding, Combing, Drawing out, Roving, Twisting & Winding Directions of twisting – S Twist/ Z twist, Spun yarn, Filament Yarn, Blended yarn, Yarn Counting – Direct/Indirect System , Type of yarns – Ply yarn, Cabled yarn, Slub yarn, Spiral yarn, Knot yarn etc.	15
III	<u>Fabric Construction</u> Weaving, Knitting, Braiding, Knotting etc., Warp/ Weft, Coarse/Wale, Type of looms - Handloom/Power loom, Parts of loom – Shuttle, Harness, Reed etc. Process of weaving – Motions of weaving - Primary, Secondary, Auxiliary, Design / Draft/Lifting plan, Type of Basic weaves – Plain, Twill, Satin/Sateen, Fancy weaves, Pile weave, Tufting & variety of fabrics, Selvedge line / Grain line, Balance of cloth, Thread counting	20
IV	<u>Finishing process</u> Gray goods, objectives, Pre-treatments – Rinsing, Scouring, Bleaching, Mercerizing, De-sizing, Degumming, Type of Dyeing – Stock, Piece, Yarn, Top, Fabric dyeing, Type of dyeing machines, Type of dyes , Type of Printing – Roller printing, Stencil printing, Screen printing, Emboss, Digital printing, Discharge printing, Resist Printing Type of finishing – Mechanical and Chemical	15
V	<u>Fabric Care & Maintenance</u> Airing, Brushing, Stain removal, Laundering, Storing	10

Learning Outcome

- Students will be able to understand the various techniques and concepts related to the design, production and evaluation of textile and apparel products.

Reference Materials

- Ethnic Embroidery of India** by Usha Shrikant Jupiter prints—by Dahisar (E), Mumbai.
- Traditional Indian Textiles** by John Gillow Singapore by SNP (2002)
- Handmade in India** by Aditio Ranjan / M.P Ranjan Singapore 2007
- Textiles** by Sara J. Kadolph & Anna L. Langford. U.S.A
- Digital Jacquard design**, by Holyoke & Julie, New York 2013

Core Course FDT-223 : Drafting Adaptation and Clothing Construction

Credits : (0-0-8-4)

Level: Under Graduate

Semester: Spring

Pre requisite: FDT-126

Course objective

In this module students will learn how to involve measurements derived from the sizing systems or accurate measurements taken on a person, dress or body form, incorporating ease allowances which is finally marked on paper and construction lines are drawn to complete the pattern. Drafting is used to create basic, foundation or design patterns. It prepares students to develop and apply intermediate and advanced construction techniques and couture sewing methods to new projects. Understanding commercial pattern guidelines for more complex construction projects and applying basic pattern alterations to these projects will be covered.

Unit	Topic	Lecture
I	Introduction to Dart Manipulation and it's uses on Different Garments Types of Dart Manipulation, Types of Dart Position, Types of Princess Line Types of Bodice Style	20
II	Types of Basic Collars- Convertible Collar: Peter Pan Collar, Round Collar, Sailor Collar, Square Collar. Non-Convertible Collar: One Piece Shirt Collar, Two Piece Shirt Collar, Stand Collar, Mandarin Collar & Chines Collar (Nehru Collar). Introduction to Sleeve Types And Sleeve Lengths: Bishop Sleeve, Leg-O- Mutton Sleeve, Puff Sleeve, Cap Sleeve, Bell Sleeve, Cowl Sleeve & Patel Sleeve	20
III	<u>Basic Adult Bodice Block Variation & Garment Construction:-</u> Bodice Style, Basic Female Shirt (Positioning Buttons, Button Holes & Plackets), Neckline Shaping, Facing, Princess Line Bodice, Halter Top, Waist Top, Dress Block, Cowl Top. Basic Jacket Blocks Drafting	20
IV	Basic Collar Drafting & Construction:- Collar:- Peter Pan Collar, Round Collar, Sailor Collar, Square Collar, Two Piece Shirt Collar, One Piece Shirt Collar, Mandarin Collar (Nehru Collar, Stand Collar). Basic Sleeve Drafting & Construction:- Basic Sleeve Block, Semi- Fitted Sleeve Block, Tightly Fitted Sleeve Blocks Construction. Set- In Sleeve Variation: - Bishop Sleeve, Leg-O- Mutton Sleeve, Puff Sleeve, Cap Sleeve, Bell Sleeve, Cowl Sleeve.	30
V	<u>Basic Skirt Drafting & Construction:- different skirt Types:</u> Circular Skirt, Semi Circular Skirt, Four Gore Skirt, Eight Gore Skirt, Princess Line Skirt, Skirt with Flounce, Skirt with Inverted Pleats, Skirt with Box Pleats, Skirts with Knife Pleats, Skirt with Yoke Skirt with Set in Pleats <u>Basic Trouser Block</u>	30

Learning Outcomes

- Students will be able to learn the pattern making and construction of various types of garments

Reference Materials

- Garment Technology for Fashion Designers (Gerry Cooklin).
- Sewing for the Apparel Industry (Claire Shaeffer).
- Pattern Making for Fashion Design (Helen Joseph- Armstrong).
- Apparel Making in Fashion Design (Injoo Kim Mikyung Uh).

Core Course FDT-224 : Fashion Forecasting**Credits : (5-0-0-5)****Level: Under Graduate****Semester: Spring****Pre requisite: N.A.****Course Objective**

In this module students will learn to forecast the future demand for particular styles, fabrics and colours as it is an important aspect of the fashion industry. Forecasting is a creative process that can be understood, practiced and applied. Forecasting provides a way for executives to expand their thinking about changes, through anticipating the future, and projecting the likely outcomes. This module involves the following activities such as studying market conditions, noting the life style of the people, researching sales statistics, evaluating popular designer collections, surveying fashion publications, observing street fashions etc.

Unit	Topic	Lecture
I	<u>Fashion Forecasting & its types</u> Forecasting (Time based), Short term forecasting, Long term forecasting, Forecasting (Technique based), Judgmental forecasting, Intuitive forecasting, Delphi technique	10
II	<u>Boards & its types</u> Theme Board, Mood Board, Color Board, Client Board, Silhouette Board, Swatch Board, Story Board	15
III	<u>Color Forecasting</u> Its importance, Its impact on fashion scenario, 24 moods categorization	20
IV	<u>Trend Analysis</u> 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	15
V	National & International Trend Spotting	15

Learning Outcome:

- Students will be able to understand forecasting and it's utility.
- They will start using the correct procedure of designing i.e. trend analysis, preparation of boards & design collection.

Reference Materials

- **Color Forecasting** – Tracy Diane & Cassidy,
- **Color Harmony 2**-(Bride M. Whelan) by Thames and Hudson,
- **Beyond Design** -(Sandra J. Keiser, Myrna B. Garner).

Foundation Course FDT-201 : India Land & People II (Craft Traditions)
Credits : (4-0-0-4)

Level: Under Graduate

Semester: Spring

Pre requisite: N.A.

Course Objective:

The objective is to impart knowledge of various Indian crafts and its functioning.

UNIT	Topic	Lectures
I	Introduction & Historical Background Folk and Tribal Art – Warli, Madhubani, Saura, Kalamkari, Patchitra, Gond, Kurumbha, Chittar Floor Art – Aipan, Rangoli, Mandana, Alpana	15
II	Metal Craft – Brass, Copper, Iron Wood Craft- Bamboo and other wood art forms Paper Craft – stencil, sculpture, paper mashie	15
III	Clay work/ Terracotta Pottery work – Black, Blue & Red Stone work – Marvel Stone, Red Stone	15
IV	Leather Craft Jute Craft	15
V	Textile Craft – Weaving, Printing, Embroidery	30

Learning Outcomes

- Students will learn the application of various Indian crafts in contemporary fashion.

Reference Materials:

- **Handmade in India** by Aditi Ranjan & M.P Ranjan

Foundation Course FDT-202 : Sociology
Credits : (4-0-0-4)

Level: Under Graduate

Semester: Spring

Pre requisite: N.A.

Course Objective:

The objective is to create an understanding about society and its functioning.

Unit	Topic	Lecture
I	Society & sociology Introducing Society: Individuals and collectivises. Plural Perspectives Introducing Sociology: Emergence. Nature & Scope. Relationship to other disciplines	15
II	Basic concepts Social Groups, Status and Role, Social Stratification, Social Control	10
III	Social institutions Family and Kinship Political and Economic Institutions Religion as a Social Institution Education as a Social Institution Culture and society Culture. Values and Norms: Shared, Plural, Contested Socialization: Conformity, Conflict and the Shaping of Personality	15

Unit	Topic	Lecture
IV	Understanding society Structure, process and stratification Social Structure Social Processes: Cooperation, Competition, Conflict Social Stratification: Class, Caste, Race, Gender.	10
V	Social change Social Change: Types and Dimensions; Causes and Consequences. Social Order: Domination, Authority & Law; Contestation, Crime & Violence Village, Town & City: Changes in Rural & Urban Society Environment and society Ecology and Society Environmental Crises and Social Responses	10

Learning Outcomes

- Students will learn about the society and its concepts.

Reference Materials:

- **Fundamentals of Sociology** by Rajendra Sharma from Atlantic Publications.

Foundation Course FDT-203 : Home Science
Credits : (4-0-0-4)

Level: Under Graduate

Semester: Spring

Pre requisite: N.A.

Course Objective:

The objective is to give knowledge about various aspects of Home Science.

Unit	Topic	Lecture
I	Concept of home science and its scope Home Science: Introduction, Aims and its scope.	15
II	Human development Adolescence: Physical, Social and Emotional development Difference between two sex and same sex, early and late maturers, role of heredity and environment (family, peers, school and neighbourhood)	15
III	Some problems of adolescence Awkwardness due to growth spurt; depression; alcohol, drugs and smoking; delinquency; problems related to sex; HIV / AIDS and other sexually transmitted diseases	15
IV	Population education Causes and effects of overpopulation. Neglect of girl child - causes, government incentives to improve status of girl child and women empowerment.	10
V	Hygiene Definition of hygiene. Definition of infection, sources, carrier and control. Definition and types of immunity.	5

Learning Outcomes

- Students will learn about the home science its necessary concepts.

Reference Materials:

- **Teaching of Home Science** by Seema Yadav

Semester IV

Core Course FDT-225 : Textile & Fabric Artistry

Credits : (5-0-0-5)

Level: Under Graduate

Semester: Autumn

Pre requisite: N.A.

Course Objectives

In this module students will experiment in designing with embroideries and printing on fabric, while working in an actual workshop surrounding. The major highlight of this module will be the traditional embroideries of India. It includes screen making, color mixing, and printing techniques, different embroidery forms and painting techniques..

Unit	Topic	Lectures
I	Concept of Design, Motif & Placement Geometrical Design, Abstract Design, Traditional Design, Stylized Design, Natural & Nursery Design, Various type of Placements for textile surface designing	15
II	Traditional Dyeing & Printing techniques Tie & Dye, Block Printing, Batik Printing, Fabric Painting	15
III	Introduction to World Textile	10
IV	Traditional Indian Weaving Techniques Brocade, Ikat, Indian Sarees – Chanderi, Paithani, Balucheri, Kanchivaram, Varanasi etc.	15
V	Traditional Indian Embroidery Kashmiri, Kantha, Chamba Rumal, Chikenkari, Kantha, Kasuti, Toda, Phulkari work Gujarati/Rajasthani, Bihari, Appliqué work, Zardozi work	20

Learning Outcome:

- Students will be able to experiment with different embroideries and printing techniques and will be able to apply them in reference to current fashion trends.

Reference Materials

- **Ethnic Embroidery of India** by Usha Shrikant Jupiter prints—by Dahisar (E), Mumbai.
- **Traditional Indian Textiles** by John Gillow Singapore by SNP (2002)
- **Handmade in India** by Aditi Ranjan & M.P Ranjan Singapore 2007
- **World Textile** by John Gillow, Thames & Hudson (2004)

Core Course FDT-226 : Apparel Production & Quality Control**Credits : (5-0-0-5)****Level: Under Graduate****Semester: Autumn****Pre requisite: N.A.****Course Objective**

The module focuses on strengthening of key functions of apparel industry. The emphasis is on production, planning, control and management practices applicable in the apparel industry. The continuous interaction with the industry and visits to leading manufacturing units not only create an enriching learning environment for the students but also widen the horizons of their experience. Equipped with competent technical knowledge, the students are able to anticipate and address the concerns and issues of the emerging manufacturing principles. The basic objective of this module is to enhance the students' perception of the commercial environment and matching it with professional understanding of manufacturing technology, marketing and management principles related to the garment industry.

Unit	Topic	Lectures
I	Introduction to garment manufacturing Sampling(working step in sampling, types of sampling and its import ants),Merchandising, Role of merchandiser, R & D-role of R&D department.	15
II	Fabric sourcing & inspection , <u>sourcing</u> – objective, make or buy decisions, cost, production activity & quality, <u>inspection</u> - fabric defects, defect classification & defect identification. Fabric checking, Advantages & disadvantages of different fabric inspection systems.	20
III	Spreading & Cutting- Spreading -(objectives, process, types, modes, parameters, lay planning, Marker making (Manual & Machine), <u>Cutting</u> -Objective, cutting parameters, cutting types.	15
IV	Production department -Production planning, introduction to sewing machines, classification seams(types, formation, application), stitches(types, formation, application) needle and work aids.	15
V	Finishing and packing department- <u>Finishing</u> -Introduction of finishing, flow chart of finishing department, washing(objective, different types of washing), thread trimming, spotting, measurement checking, defect identification. <u>Packaging</u> - flow chart of packaging, garment folding, pre packing, size labeling, needle detection, carton packing, audit checking, shipment.	10

Learning outcome:

- Students will learn garment manufacturing process through various types of machines.
- Students will be able to select right usage of stitches, seams, threads and needles for preparation of garments.

Reference Materials:

- Quality Control in Apparel Industry by P V Mehta
- The Technology of Clothing Manufacture by Harrfold C. and Latham
- Managing Productivity In The Apparel Industry by R Bheda
- Introduction To Clothing Product Management by Chutler A G.

Core Course FDT-227 : Computer Aided Fashion Design II

Credits : (0-0-8-4)

Level: Under Graduate

Semester: Spring

Pre requisite: N.A.

Course Objective:

The objective is to create an understanding of various fashion specific soft-wares and their functioning.

Unit	Topic	Session hrs
I	<u>Introduction to RFS, Menu Commands & Working Area</u> File, Edit, Special Object, Library, Setting, Light, Display Mode, Define Show ratio, Background Color, Ruler, Design e-Studio, System Short-cut prompt, Layers, Material Area	20
II	<u>E-Style Studio, E- Photo Studio & E-Material Studio</u> Pick Object, Create Curve, Edit Curve, Create Surface, Modify clip Border, Re-scale Surface grid, Edit Surface grid, Edit Clip, Texture Table, Re-scale Texture, Create Text, Pick Color, Set Canvas, Clip Image, Edit Image Alpha, Color Management, Draping, Fill Color, Pen, Local skew, Pick Color, Load other systems, Set Texture's dye, Texture Table, Repeat, Create Woven Material, Pen	30
III	<u>Introduction to Wilcom, Menu Commands</u> Viewing, Color ways, Stitch Types for Lettering, Text Properties, Underlay, Connectors, Editing Text, Designs, Traveling, Selecting/Viewing Options, Combining Designs & Lettering, Sizing Designs, Stitch Editing, Manual Functions, Tools, Sending to Machine, Design Modification	30
IV	<u>Stitch Effects</u> Stitch Types and Density, Stitch Effects, Digitizing Tools, Artwork, Triple Run, Triple Manual Stitch	20
V	<u>Stitch Types</u> Input A, Input B, Complex fills, Program Splits, Motifs, Modify Objects Inputs, Converting Objects, Apply Current Properties, Smart Design, Input Tools, Converting Objects, Create/Use Motif Runs, Create/Use Motif Fills, Artistic Effects, Auto Appliqué, Advanced Lettering, Using Styles, Make Properties Current, Applying Properties, Auto Trace	20

Learning Outcomes

- Students will be able to create new designs on dedicated fashion soft-wares.

Reference Materials:

- Software Manuals

Elective Course FDT-251 : Pattern Development & Construction-I (Women's wear)

Credits : (0-0-8-4)

Level: Under Graduate

Semester: Autumn

Pre requisite: FDT-126, FDT-223

Course Objective

It involves the development of a fitted basic pattern with comfort ease to fit a person or body form. They include a snug-fitting bodice front and bodice back with darts and a basic neckline, a sleeve and a fitted skirt front and back with darts. Pattern making today has become an easy job with the use of the

computers. In this module softwares will also be used for practical training. Through this, students will learn how to make the process of pattern making more economical and less time consuming.

Unit	Topic	Session Hrs
I	Pattern making uses in different pattern, How to create new pattern according to Design, Pattern making of Bodice, Sleeve, Skirt, Pant & Dresses terminology's	20
II	<u>Pattern making of sleeve variation</u> : - According To the Design & Measurement and its Production. Introduction to Sleeve-Bodice combinations,-Kimono sleeve, Raglan sleeve, Drop shoulder sleeve, Kaftan , Butterfly sleeve	20
III	<u>Pattern making of Bodice block</u> (According To the Design & Measurement and its Production)-Female blouse variation, Princess line bodice variation, Peasant top design, Band top, Female Shirt with yoke, Surplice (or wrap) designs,-Off-shoulder designs	30
IV	<u>Pattern making of Skirt</u> (According To the Design & Measurement and its Production,-Ra-Ra skirt with yoke, Tiers skirt, Wrap skirt, Mermaid skirt, Circles, peplums, and cascades.	10
V	<u>Pattern making of One Piece Dress variations</u> (According To the Design & Measurement and its Production) -Princess line One Piece Dresses,-Empire line One PieceDresses -Bias cut Dresses <u>Pattern making of Female Trousers</u> (According To the Design & Measurement and its Production) <u>Pattern making of Female Jackets</u> (According To the Design & Measurement and its Production) Design exploration	40

Learning outcome:

- Students will learn to accurately develop and construct designs for different female body shapes and forms.

Reference Materials

- **Garment Technology for Fashion Designers** (Gerry Cooklin).
- **Sewing for the Apparel Industry** (Claire Shaeffer).
- **Pattern making for Fashion Design** (Helen Joseph- Armstrong).
- **Apparel Making in Fashion Design** (Injoo Kim Mikyung Uh).

Elective Course FDT-252 : Pattern Development & Construction II (Men's wear) Credits : (0-0-8-4)

Level: Under Graduate

Semester: Autumn

Pre requisite: FDT-126, FDT-223

Course Objective

It involves the development of a fitted basic pattern with comfort ease to fit a person or body form. They include a snug-fitting bodice front and bodice back with darts and a basic neckline, a sleeve and a fitted skirt front and back with darts. Pattern making today has become an easy job with the use of the computers. In this module softwares will also be used for practical training. Through this student will learn how to make the process of pattern making more economical and less time consuming.

Unit	Topic	Session Hrs
I	Drafting & Pattern making techniques for Male Garment Pattern making uses in different pattern How to create new pattern according to Design	10

II	Pattern making of Male Bodice Patternmaking of Sleeve Pattern making of Pant	20
III	Drafting of Male Basic Blocks -: Male Bodice block, Male sleeve, Male Trouser Male casual shirt with yoke Ancient Over sizing of the Male shirts <u>Pattern Making of Male Garment</u> (According To the Design & Measurement and its Production) Additional product Operation: - Pockets, Belts & Bands, Cuffs, Closures: - Zippers, Buttons & Holes, &Snaps, Fasteners).	40
IV	<u>Pattern Making of sleeve variation: -</u> <u>According To the Design & Measurement and its Production. Introduction to Sleeve-Bodice combinations</u> -Kimono sleeve -Raglan sleeve	20
V	<u>Pattern Making of Male Trousers</u> (According To the Design & Measurement and its Production). <u>Pattern making of Male Jackets</u> (According To the Design & Measurement and its Production) <u>Design exploration</u>	30

Learning outcome:

- Students will learn to accurately develop and construct designs for different male body shapes and forms.

Reference Materials

- **Garment technology for Fashion Designers** (Gerry cooklin).
- **Sewing for the apparel industry** (Claire Shaeffer).
- **Pattern making for fashion design** (Helen Joseph- Armstrong).
- **Apparel making in fashion design** (Injoo Kim Mikyung Uh).

Foundation Course FDT-204 : India: Land & People III (Ancient Jewelry)

Credits : (4-0-0-4)

Level: Under Graduate

Semester: Autumn

Pre requisite: N.A.

Course Objective

The module is designed to give input about Indian jewelry traditions through various timeline in the history of India.

Unit	Topic	Lecture
I	Indus Valley period <ul style="list-style-type: none"> • Concept • Material Used • Source of Inspiration 	10
II	Vedic Period <ul style="list-style-type: none"> • Concept • Material Used • Source of Inspiration 	10

III	Mauryan and Gupta Period <ul style="list-style-type: none"> • Concept • Material Used • Source of Inspiration 	10
IV	Rajput Period <ul style="list-style-type: none"> • Concept • Material Used • Source of Inspiration 	15
V	Mughal Period <ul style="list-style-type: none"> • Concept • Material Used • Source of Inspiration 	15

Learning outcome:

- Students will understand & be able to differentiate between the Indian jewelry of various dynasties.

Reference Materials

- **Master piece of Ancient Jewelry** by Judith Price
- **Ancient Jewelry** by Jack Orden

Foundation Course FDT-205 : Basics of Management

Credits : (4-0-0-4)

Level: Under Graduate

Semester: Autumn

Pre requisite: N.A.

Course Objective

The module is designed to introduce students to the basic principles of management, essential for better working of any organization.

Unit	Topic	Lecture
I	Management: Concept Definition, Functions, Skills, Administration & Levels, Functional Areas – Marketing management, Human resource management, Finance management, Production & Operation management	05
II	Functions of Management: Planning: Concept, Importance, objectives, Principles of Planning Process Classification of planning - Strategic plan & Operational plan, Important terms: Authority, Decision Making, Vision, Goal, Budget, Projects, Policies Organization: Concept, Purpose, Ownership, Types of Organization, Principles of Organization, Classification of Organization: Tylor's, Line, Line and Staff, Committee, Departments: Functional, Product, customer, Project Staffing: Concept, Importance & Process, Directing: Concept, Importance Components – Leadership, Communication & Motivation, Coordination: Concept, Need & Techniques, Controlling: Concept, Process, Type & Techniques	20
III	Functional Areas of Management: Human Resource Management (HRM): Concept, Objectives, importance & Functions Recruitment and Selection, Training and Development, Performance appraisal, Wage and Salary, Incentive payments, Benefits, Executive compensation, Bonus Financial Management: Concept, Objectives, Accounting terms, Planning, Forecasting	20

	Production & Operation Management: Nature, Functions, Planning & Controlling, Role of managers, Store & Material management, Type of manufacturing system, Office Management Marketing Management: Concept, Market research, consumer behavior, marketing mix decision,	
IV	Total Quality Management (TQM) Concept, Importance & techniques, Skill Development -Business Letter Writing, Communication, Report writing Skills, Presentation Skills	05
V	Other Emerging Dimensions of management Time Management, Environment Management, Transport Management, International Management, Forex Management,	10

Learning outcome:

Students will be able to learn the basics of management of any organization.

Reference Material:

- Management: James A Stoner & R. Edward Freeman, Pearson Education
- Principle & Practice of Management: L.M. Prasad, Sultan Publication

Foundation Course FDT-206 : Psychology

Credits : (4-0-0-4)

Level: Under Graduate

Semester: Autumn

Pre requisite: N.A.

Course Objectives:

To make students understand Psychology of Human Behavior.

Unit	Topic	Lectures
I	Introduction to psychology Nature of psychology; Basic concepts: Person, States of Consciousness: Sleep and Wakefulness and altered States of Consciousness, Behavior and Experience	5
II	Evolution of the discipline of psychology; Psychology and other disciplines; Linkages across psychological processes	5
III	Methods of psychology Observational Experimental Survey Techniques Methods of sampling.	20
IV	The bases of human behavior Evolutionary perspective on human behavior; Biological and cultural roots; Nervous system and endocrine system: Structure and relationship of with behavior and experience; Brain and behavior, Socialization, Enculturation and Acculturation; Globalization; Diversity and pluralism in the Indian context.	15
	Human development	15

V	Meaning of development; Factors influencing development; Contexts of development; Overview of developmental stages: Prenatal development, Infancy, Childhood, Adolescence (particularly issues of identity, health, social participation and moral development), Adulthood and Old age.	
----------	--	--

Learning Outcome:

- Students will be able to Understanding of Human Behavior & Nature

Reference Materials

- **General Psychology** by S. Dandapani, Neelkamal Publication (2016)
- **General Psychology** by R. K. Gupta

Core Course FDT-321 : Costume Design

Credits : (5-0-0-5)

Level: Under Graduate

Semester: Spring

Pre requisite: N.A.

Course Objective

This is an intermediate module designed for students to learn the basic understanding of the principles of theatrical design and intensive study of costume design and the psychology of clothing. Students develop designs that emerge through a process of character analysis, based on the script and directorial concept. Through this, the students will be trained to understand the intricacies of visual media and to know the concept of designing costumes for films, television and theatre.

Unit	Topic	Lecture
I	<u>Anatomy of Cinema:</u> Storyline, Characters, Background, Art Direction, Production House, Direction, Music & Choreography	15
II	<u>Understanding the Characters(Through Movies)</u> Basic study of various Characters and their behavior Study the connection of characters with the background Basic requirement of the look	20
III	<u>Costume Design for Film and Television</u> How the system works, Cheat Sheets, Clothing Kit Check Sourcing and renting	15
IV	<u>Preparation of the Shoot</u> Using storyboard to communicate visually, Ironing/Steaming Clothing, Shoot Etiquettes, Keeping Track of Clothing	15
V	<u>Terminology</u> ABC's of Fashion, Design terms, Terminology of the Shoot	10

Learning Outcome:

- Students will be able to design garments as per special requirements.
- They will be able to utilize different elements of design effectively for different characters and their situation.

Reference Materials

- **The Art of Costume Design** (Bhanu Athaiya),
- **Fashioning Bollywood** (Clare M. Wilkinson-Weber)by Bloomsbury Publishing,
- **The Religious Life of Dress** (Lynne Hume) by Bloomsbury Publishing.

Core Course FDT-322 : Advance Garment Making Techniques

Credits : (0-0-8-4)

Level: Under Graduate
Semester: Spring
Pre requisite: FDT-131, FDT-231

Course Objective

This module is designed for students to learn the aspects of pattern grading & draping, manual as well as with the help of dedicated software. Pattern grading is an essential part of pattern making. Grading rules determine how patterns increase or decrease to create different sizes. Fabric type also influences the pattern grading standards. Draping involves a two dimensional piece of fabric around a form, conforming to its shape, creating a three-dimensional fabric pattern. Advantage of draping is that the student can see the overall design effect of the finished garment on the body form before the garment piece is cut and sewn. However, it is more expensive and time consuming than flat pattern making.

Unit	Topic	Session hrs
I	<u>Draping Techniques</u> Draping tools and equipments, Draping principles and Fitting methods, Draping Terminology, Concept and Uses, What is Fashion Draping, Equipment details, Muslin preparation (Blocking), Principles of balanced patterns, Plumb theory.	10
II	Draping For Bodice Block (Male, Female), Draping For Sleeve Block (Male, Female), Draping For Skirt Block (Female), Draping For Trouser Block (Male, Female)	40
III	<u>Grading Techniques</u> Grading tools and equipments, Grading techniques, concept and uses.	10
IV	Grading For Bodice Block (Male, Female), Grading For Sleeve Block (Male, Female), Grading For Skirt Block (Female), Grading For Trouser Block (Male, Female)	40
V	Introduction to Gerber software (for grading) in a modular form, Design Development through Grading and Draping.(Class Assignments & final assignment)	20

Learning Outcome:

- Students will be able to recognize, evaluate, and execute diverse draping styles & create original designs and patterns.
- Students will be able to improve fitting techniques. Interpret and execute specific silhouettes, styles and market trends.

Reference Materials

- **Pattern Grading For Women'Cloths** (Garry Cooklin).
- **Pattern Grading For Men' Cloths** (Garry Cooklin)
- **Gabric Form Adn Flat Pattern**
- **Pattern Magic 2** (Tomoko Nakamichi)

Core Course Fashion FDT-323 : Business Management

Credits : (5-0-0-5)

Level: Under Graduate
Semester: Autumn
Pre requisite: FDT-205

Course Objectives

This module is designed to impart essential knowledge of domestic and global fashion industry, thereby creating entrepreneurs, merchandising specialists and business heads. The curriculum is well structured to build a sound, basic ground for business competencies in core technical areas of the fashion industry. The course enables the students to acquire sufficient diversity of experience and understanding through learning. The key feature of the Fashion Business Management module is to provide learning pathway with continuous optimization of knowledge: theory, product and processes, through self development, innovation, thought leadership and creative management.

Unit	Topic	Lectures
I	<u>Fashion Business Management</u> – Concept & Definition <u>Marketing Management</u> Concept, Types of market, Understanding of needs, wants & demands, Market research, Market segmentation, Marketing Mix-4Ps,	15
II	<u>Human Resources Development</u> Introduction, Recruitment Training / Re-training, <u>Finance Management</u> Funding / Sources, Financial institution, budgetary planning & Control,	10
III	<u>Fashion Global Market</u> Concept, International marketing – procedure, Export/Import documentation, Mode of payments, International Commercial term Export/Import documentation	20
IV	<u>Fashion Merchandising</u> Merchandising - Concept , Role & Responsibility, Type, Process of line development, Sourcing, Visual Merchandising	15
V	<u>Brand Management</u> Image, Equity, levels & Brand Decisions <u>Introduction to Retail management</u> Concept, Formats, Strategy, Policies	15

Learning Outcome:

- The knowledge of Business Management will help students to learn about domestic and global fashion industry, entrepreneurship, merchandising and other technical areas of the business management.

Reference material:

- **Principles and Practice of Management:** L.M. Prasad) by Sultan Chand & Sons.
- **Entrepreneurship and Management:** S. Nagendra & V. S. Manjunath by Pearson Education.
- **Fundamentals of Entrepreneurship:** S. K. Mohanty by PHI, Learning Pvt. Ltd.

Elective Course FDT-351 : Accessory Design

Credits : (0-0-8-4)

Level: Under Graduate

Semester: Spring

Pre requisite: N.A.

Course Objective

The students will be introduced to the world of accessories and its appropriate terminology and language. The module provides an understanding of the relationship between accessories and garments in order to create the overall look. It will make students well informed about all aspects of accessories, ranging from the raw materials used to the actual designing, production, matching, costumer use and marketing.

Unit	Topic	Session hrs
I	<u>Introduction to Accessories:</u> Importance of Accessories, Terminology of Accessories <u>Components of accessories:</u> Gems & Settings, Laces & Braids , Leather , Fur , Feather , Straw and Straw like materials, Other components of Accessories	30
II	<u>Accessories</u> (History & Significance to Fashion, Anatomy & types) Belts, Eyewear, Footwear, Gloves, Handbags, Headwear, Hosiery, Handkerchiefs, Jewelry, Luggage, Shawl, Scarves & Ties & Neckwear, Umbrella, Handkerchiefs, Veils, Watches, Wigs & Hairpieces etc.	30
III	<u>Costume Jewellery</u> Introduction, concept & idea generation and prototype	20
IV	<u>Handbags</u> Introduction, concept & idea generation and prototype	20
V	<u>Headgears</u> Introduction, concept & idea generation and prototype	20

Learning Outcomes:

- Students will understand and demonstrate their ability to communicate original design ideas and technical information utilizing a variety of methods appropriate to the accessory design industry
- Students will learn to apply theoretical understanding into a practical application.
- Students will be able to use alternative materials to construct aesthetic and functional prototypes.

Reference material:

1. **Encyclopedia of Fashion Accessories-** Phyllis Tortora
2. **A Jeweled Splendour-** Asha Rani Mathur
3. **Costume Jewellery-** Caroline Behr
4. **Making Leather Handbags-** Ellen Goldstein-Lynch, Sarah Mullins and Nicole Malone

Elective Course FDT-352 : Pattern Exploration

Credits : (0-0-8-4)

Level: Under Graduate

Semester: Spring

Pre requisite: FDT-126, FDT-223, FDT-251/FDT-252

Course Objective:

This module is designed for students to learn the advance exploration in pattern making for variety of garments.

Unit	Topic	Session hrs
I	Basic Jacket and coats foundations term, inner support terms and definition Jacket and Coat sleeves-: cap ease, coat sleeve tailor and two piece sleeve & Collar/ Lapel designs-: Basic notch collar lapel	20
II	Double breasted jacket and design variation Shawl foundation-: shawl collar variation, wide shawl collar, shawl collar with separate Under collar and facing, jacket construction. Mannish jacket foundation.	30
III	Mullet, Leotard, and Resort wear -: Draft, Construction and develop different patterns.	20

IV	Trouser -: analysis of the Pants length and Pants terminology different types of pant-: Culottes, Trouser, Slack, Jeans and Pant variation. Dungarees draft and design. Jumpsuit draft and design.	30
V	Zero Wastage Garments and Variation	20

Learning Outcome:

- Students will be able to develop creative designs and patterns.
- Students will be able to interpret and execute specific silhouettes & styles

Reference Materials

- **Garment Technology for Fashion Designers** (Gerry Cooklin).
- **Sewing for the Apparel Industry** (Claire Shaeffer).
- **Pattern making for Fashion Design** (Helen Joseph- Armstrong).
- **Apparel Making in Fashion Design** (Injoo Kim Mikyung Uh).

Foundation Course FDT-301 : Art History
Credits : (4-0-0-4)

Level: Under Graduate

Semester: Autumn

Pre requisite: N.A.

Course Objective

The module is designed to introduce student to the Art Movements of World History

Unit	Topic	Lecture
I	The Ancient World: The Ancient Middle East Crete and Greece Etruria and Rome	10
II	The Middle Ages: The Early Middle Ages The Late Middle Ages	10
III	The Renaissance: The Italian Renaissance The Northern Renaissance Baroque and Rococo: The Seventeenth Century The Eighteenth Century	15
IV	The Nineteenth Century: The Directoire Period and the Empire Period The Romantic Period The Crinoline Period The Bustle Period and the Nineties	10
V	From the Twentieth to the Twenty- first Century The Edwardian Period and World War I The Twenties, Thirties and World War II The New Look: Fashion Conformity Prevails The Sixties and Seventies: Style Tribe Emerge The Eighties, the Nineties and the Twenty-first Century	15

Learning outcome:

- Students will understand the features and highlights of various art movements all over the world.

Reference Materials:

- Survey of Historic Costume: Phyllis G. Tortora

Foundation Course FDT-302 : Global Culture Tradition
Credits : (4-0-0-4)

Level: Under Graduate

Semester: Spring

Pre requisite: N.A.

Course Objective

The module is designed to introduce craft traditions of various continents and its impact on the global platform.

UNIT	Topic	Lecture
I	Introduction of Various International crafts	10
II	Crafts of Europe Craft of Asia	10
III	Craft of north America Craft of south America	15
IV	Craft of Africa	15
V	Procedure of Research and material collection Documentation Preparation & writing	10

Learning Outcome:

- Students will be able to understand various craft forms of the world.

Reference Materials

- Encyclopedia of World Culture by David Levinson, Mcmillon Pub

Foundation Course FDT-303 : Economics
Credits : (4-0-0-4)

Level: Under Graduate

Semester: Autumn

Pre requisite: N.A.

Course Objective: To make students understand the theories of economics and its usage.

Unit	Topic	Lecture
I	Introduction: Meaning, Scope and Importance of Economics Concept of Micro Economics: Production function, Theory of Consumer's Behavior, Nature of Market, Marginal Productivity: Wage, Interest and Profit Concept of Macro Economics: National Income: Nature, Measurement & Limitation	10
II	Main Features of Indian Economy: Energy & Power sector, Agriculture Sector, Industrial Sectors and Foreign Trade Five year plans (1947 to till date): Features, Goals, Problems Economic Policies: Agriculture, Industrial, Commercial Development of Indian Economy: Measurement & Indicators	20
III	Banking system: National & Commercial, Concept & Components of Money, Concept of Finance and Taxation: Principle, trends in Revenue & Expenditure Economic Reforms Since 1991: Liberalization, Globalization and Privatization	10
IV	Current Challenges facing Indian Economy: Poverty, Rural Development, Human Capital Education, Employment, Sustainable economic development, environment including global	10

	Warming, Women and Child development	
V	International Economics: Terms of Trade & Gains, Trade policy: Import/export, Tariff, Quota and Devolution, International Institutions: IMF, IBRD, ADB, GATT and UNCTAD	10

Learning Outcome:

- Students will be able to understand the basic concepts of economics.

Reference Materials:

- Economics: Paul Samuelsons
- Indian Economy: Uma Kapila

Core Course FDT-348 : Portfolio Development Credits : (0-0-6-3)

Level: Under Graduate

Semester: Autumn

Pre requisite: All the skill component subjects in previous semesters

Course Objective

The module is designed to impart essential skills and techniques to help students become competitive in the industry. To make the students aware of the process of developing a portfolio & presentation from design concept to finished product

Unit	Topic	Session hrs
I	<u>Theme based portfolio</u> Development of a portfolio using mind mapping & different boards.	20
II	<u>Portfolio based on a theme</u> Theme selection, design developments, compilation.	20
III	<u>Portfolio of best work</u> Compilation of the best work done through the course.	20
IV	<u>Portfolio on forecast</u> Design development according to the latest forecast.	20
V	<u>Portfolio according to the range assigned</u> Development of design & design specification.	20

Learning outcome:

- Students will be able to design their portfolio.

Reference Materials

- **Portfolio development for Fashion Designers** by Linda Tain

Core Course FDT-349 : Range Development Credits : (0-0-15-15)

Level: Under Graduate

Semester: Autumn

Pre requisite: All the skill component subjects in previous semesters

Course Objective

It is important for fashion designers to approach the formulation of a collection with consideration for an intended customer or target market in relation to season, price and

product assortment. This module is designed for students to follow the design process and construct a range of garments.

Topic	Session hrs
Selection of Theme Research Board Presentation Design & Forecast Analysis Selection of Design & other details	450 hrs

Learning outcome:

- Students will be able to design their first theme based collection.

Reference material:

- Their previous work as well as research work.

Foundation Course FDT-304 : Professional Practices Credits : (4-0-0-4)

Level: Under Graduate

Semester: Autumn

Pre requisite: N.A.

Course Objective

The module is designed to introduce students to the professional work culture etiquettes.

Unit	Topic	Lectures
I	<u>Common Personal Values and Teamwork Skills</u> Interaction, Accountability, Commitment, Cooperation, Hard Work, Quality of work, Team work, Developing Positive attitudes, Environmental/sustainability issues related to the fashion world, Expression through role plays, Project work in groups related to styling/dressing	15
II	<u>Non Verbal Communication</u> Body Language, Right body postures, Eye contact, Pet Fiddles, How to walk talk & present oneself, Group Discussion Skills(Meaning, Characteristic, Do's & Don'ts, Relevance, Moderating a group Discussion, Presentation Skills, Confidence, Effective delivery of ideas, convincing the clientele/audience, basic Courtesies	10
III	<u>Business Communication</u> Definition, organization communication networks, communication media, e-mail trends, information richness & media type, technological advances, internal management: planning, organizing, staffing, directing & controlling, art of presentation, business gestures, the art of attending phone calls, tools for written communication	15
IV	<u>Making and delivery of the Presentation</u> Sharing of information through: Conversations, interviews, speeches, presentations. Message & its process: How to design messages, how to effectively deliver message to make an impact on and stand out with potential employers and clients. Topics include: Answering questions, giving speeches, giving presentations, key messages	10
V	<u>Workplace Etiquettes</u> <ul style="list-style-type: none"> • Common Personal Values • International Etiquettes 	10

Learning outcome:

- Students will be able to learn & conduct as per the work culture etiquettes of fashion industry.

Reference material:

- Body language at work: Peter Clayton

Foundation Course FDT-305 : Basics of Photography**Credits : (4-0-0-4)****Level: Under Graduate****Semester: Autumn****Pre requisite: N.A.****Course Objective:** To create and understanding of basic photography

Unit	Topic	Lectures
I	Introductions photography, Camera parts and types. Menu items and shooting modes (Auto vs. Scene vs. Priority), Image show and Presentation of influential black and white photographers Black & White conversion practice Exposure compensation. Concept of high- and low key Studio session	15
II	Image show and tell Presentation of photographers who primarily work in portraiture. Discussion of portrait genres and lighting techniques (studio, natural) Review aperture, shutter speed, ISO. Practice editing and cropping. Studio session, Image show and Discuss composition tips and seeing exercises. Experiment with night photography and low light shooting. Shoot outside during class time in groups	15
III	Image Show and tell Presentation on Photography as Contemporary Art Discussion about conceptual practices Brainstorm ideas, Image Show and tell Presentation and discussion on how to create a successful body of work Sequence editing Trouble shooting	10
IV	Introduction to Photoshop Covering the basics of editing, fixing blemishes, colour correcting, and selective edits	10
V	Student will select a subject of their choice and spend time working on it to make the final project	10

Learning Outcome:

- Student will be able to handle camera properly and understanding of photography

Reference material:

- An Introduction to photography: Michael Freeman

Foundation Course FDT-306 : Art Appreciation

Credits : (4-0-0-4)

Level: Under Graduate

Semester: Spring

Pre requisite: FDT-301

Course Objective

The module is designed to inculcate the perspective of appreciation for Art, in fashion students.

Unit	Topic	Lecture
I	<u>Definitions, Artistic Roles, and Visual Thinking</u> Introduction and Definitions, Form and Content, Aesthetics, Subjective and Objective Perspectives Artistic Roles, Artistic Categories, Artistic Styles Cultural Styles Ideas of Perception and Visual Awareness	10
II	<u>Process and Training</u> Artistic Process Primer, The Artistic Process, The Individual Artist, Artistic Training Methods, Art as a Social Activity	10
III	<u>How Art Speaks</u> Finding Meaning in Art Primer, Introduction: Objective vs. Subjective Meaning, The First Level of Meaning: Formal, The Second Level of Meaning: Subject, The Third Level of Meaning: Context, The Fourth Level of Meaning: Iconography Critical Perspectives	15
IV	<u>How Art Works</u> The Elements and Principles of Visual Language <u>Artistic Media</u> Two-Dimensional Media, The Camera, Three-Dimensional Media	10
V	<u>Art in various Timeline and Place</u> Introduction to Pre Historic Art, Egyptian Art, Greek and Roman Art, Medieval Europe: the birth of two major religions-Christianity and Islam, The Renaissance and it's masters, Mannerism and Baroque and Realism, Impressionism and Post Impressionist Cubism, Fauvism, Surrealism , Modern Art Indian Art (Indus Valley, Mauryan, Gupta, Gandhar, Medieval art Contemporary Indian art)	15

Learning Outcome:

- Students will be able to develop the perspective to understand Art.
- They will be able to appreciate various art forms

Reference material:

- Living with art by Mark Getlein
- Understanding art by Lois Fichner Rathus