

# MANGALORE UNIVERSITY

## B. Sc. CHOICE BASED CREDIT SYSTEM

### FASHION DESIGN

#### SCHEME

#### FIRST SEMESTER

	Particulars	No of Courses T/P	Hours of Instruction Per Week	Duration of Exam/ Hours	Marks			Credits
					IA	Exam	Total	
GROUP I	BFD FDC131- Basic Concept of Design	1T	1x4	1x3	1x20	1x80	100	2
		1P	1x2	1x3	1x10	1x40	50	1
PRACTICAL	BFD FDC132 - Indian History	2T	2x6	2x3	2x30	2x120	2x150	6
	BFD FDC133- Elementary Textiles 1 BFD FDP 134 – Design Practical							
GROUP II	BFD FDC E135 - Elective: Surface Ornamentation	IT	1x2	1x2	10	40	50	1
GROUP III	Foundation Language 1. English - BFDENL131 2.II Language - Basic Kannada, Advanced Kannada – BFDKAL131 Hindi – BFDHDL -131	2L	2x4	2x3	2x20	2x80	2x100	4
	Elective Foundation: Indian Constitution	IT	1x2	1x2	1x10	1x40	1x50	1
GROUP IV	EC & CC	IT	1x2	1x2	50		50	1

#### SECOND SEMESTER

	Particulars	No of Courses T/P	Hours of Instruction Per Week	Duration of Exam/ Hours	Marks			Credits
					IA	Exam	Total	
GROUP I	BFD FDC181 - Sewing Technology	1T	1x4	3	20 10	80	1x100	2
		1P	1x2	3		40	1x50	1
PRACTICAL	BFD FDC182 - Basic Sketching & Illustration	2T	2x6	3	2x30	2x120	2x150	6
	BFD FDC183 - Elementary Textiles 2 BFD FDP184 - Sewing Technology Practical							
GROUP II	BFD FDC E185 - Elective: Jewellery Designing	IT	1x2	2	1x10	1x40	1x50	1
GROUP III	Foundation Language : 1. English - BFDENL181 2. II Language- Basic Kannada - Advanced Kannada - BFDKAL 181 Hindi – BFDHDL -181	2L	2x4	2x3	2x20	2x80	2X100	4
	Elective Foundation: Human Rights	IT	1x2	1x2	1x10	1x40	1x50	1
GROUP IV	EC & CC	IT	1x2	1x2	50		50	1

### THIRD SEMESTER

	Particulars	No of Courses T/P	Hours of Instruction Per Week	Duration of Exam/ Hours	Marks			Credits
					IA	Exam	Total	
GROUP I	BFDFDC231 - Pattern Making & Garment Manufacturing	1T	1x4	1x3	1x20	1x80	100	2
		1P	1x2	1x3	1x10	1x40	50	1
PRACTICAL	BFDFDC232 - Introduction To Apparel Industry	2T	<b>2x6</b>	<b>2x3</b>	2x30	2x120	2x150	6
	BFDFDC233 - Retail Management BFDFDP234 – Pattern Making Practical							
GROUP II	Elective:BFDFDCE235 - Visual Merchandising	IT	1x2	1x2	10	40	50	1
GROUP III	Foundation Languages : 1.English - BFDENL231 2.II Language - Basic Kannada, Advanced Kannada- BFDKAL 231 Hindi –BFDHDL 231	2T	2x4	2x3	2x20	2x80	2x100	4
	Elective Foundation Gender Equity	IT	1x2	1x2	1x10	1x40	1x50	1
GROUP IV	EC & CC	IT	1x2	1x2	50		50	1

### FOURTH SEMESTER

	Particulars	No of Courses T/P	Hours of Instruction Per Week	Duration of Exam/ Hours	Marks			Credits
					IA	Exam	Total	
GROUP I	BFDFDC281 - Fabric Wet Processing & Printing	1T	1x4	1x3	1x20	1x80	1x100	2
		1P	1x2	1x3	1x10	1x40	1x50	1
PRACTICAL	BFDFDC282 - Fabric Testing & Inspection	2T	2x6	2x3	2x30	2x120	2x150	6
	BFDFDC283 - World History of Arts & Costumes BFDFDP284 - Fabric Wet Processing & Printing							
GROUP II	BFDFDOE285 - Elective Fashion Styling	IT	1x2	1x2	1x10	40	50	1
GROUP III	Foundation Language 1.English – BFDENL281 II Language – Basic Kannada Advanced Kannada – BFDKAL 281 Hindi –BFDHDL 281	2T	2x4	2x3	2x20	2x80	2X100	4
	Elective Foundation Environmental Studies	IT	1x2	1x2	1x10	1x40	1x50	1
GROUP IV	EC & CC	IT	1x2	1x2	50		50	1

### FIFTH SEMESTER

	Particulars	No of Courses T/P	Hours of Instruction Per Week	Duration of Exam/ Hours	Marks			Credits
					IA	Exam	Total	
GROUP I	BDFDCE331 - Fashion Illustration & Presentation	2T	2x4	2x3	2x20	2x80	2x100	4
PRACTICAL	BDFDCE332 - Craft Work & Fashion Accessories 3. BDFDCE333 - Fashion Illustration Practical 4. BDFDCE334 - Craft Work	2P	2x2	2x3	2x10	2x40	2x50	2
GROUP II	BDFDCE335 - Event Management BDFDCE336 - Fundamentals of Accounting And Data Handling	2T	2x6	2x3	2x30	2x120	2x150	6
GROUP III	BDFDCE337 - In House Training		12	3	60	240 Report & Viva	300	6

### SIXTH SEMESTER

	Particulars	No of Courses T/P	Hours of Instruction Per Week	Duration of Exam/ Hours	Marks			Credits
					IA	Exam	Total	
GROUP I	BDFDCE381 -Final Collection & Fashion Show	2T	2x4	2x3	2x20	2x80	2x100	4
PRACTICAL	BDFDCE382 - Computer Aided Design BDFDCE383- Final Collection BDFDCE384 - Computer Aided Design	2P	2x2	2x3	2x10	2x40	2x50	2
GROUP II	BDFDCE385 - Fashion Marketing & Career Guidance BDFDCE386 - Marketing & Advertising Management	2T	2x6	2x3	2x30	2x120	2x150	6
GROUP III	BDFDCE387 - Project Work		12	3	60	240 Report & Viva	300	6

## Semester I

### BASIC CONCEPT OF DESIGN - BFDFDC131

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

#### **UNIT-I**

Design-Introduction to design, definition of design, Types of Design-structural and decorative

#### **UNIT II:**

Elements of Design- Introduction, Definition ,Explanation, Type of Elements Line (including Checks stripes and its Types) Form, Shape, Texture and Color, Principles of design-Introduction Definition Explanation Type of Principles-Balance and types, emphasis, harmony, proportion and, rhythm

#### **UNIT III:**

Background to the world of design- explanation Initial steps in developing Textile Design. Functions Steps in Developing Designs (Production) Philosophy of design based on designers Views like Pierre Cardin, Christian Dior, Chanel and Main Bocha Ritu kumar, Sabyasachi

#### **UNIT IV:**

Motifs-Explanation Types of motifs- Floral, Animal, Cartoon, Abstract and Ethnic Transfer of design on cloth by different techniques using tracing paper, using tracing wheel, using natural & artificial light, using carbon paper, various types of printing (only definition)

#### **Reference Books:**

1. Elements of Fashion and apparel Design by Sumathi G.J. Published by new age International.
2. 'Understanding Color by Linda Holtzsche.
3. 'Singer Fashions' by Singer, Published by The Hamlyn Publishing group Ltd.,
4. 'Creative sewing' by Bane Allen, published by Mac Grow Hill company.

**Semester I**  
**DESIGN PRACTICAL – BFDFDP 134**

1. Drawing of different types of motifs, developing various Fashion designs.
2. Sketching & Practice of Elements and principles of Design.
3. Color, Primary, Secondary and Tertiary color. Chromatic circles, Color Combination.
4. Related color Harmony & Contrast color harmony..Related color Harmony. Achromatic, monochromatic, Analogues, Contrast Color harmony, Complimentary, Split Complimentary, near Complimentary, Double Complimentary, Triad, Tetrad, Polychromatic, Warm & Cool colours, Tints and shades.

**Note:** Record should be book binded and covered and in A3size

## Semester I

### INDIAN HISTORY OF ARTS AND COSTUMES – BFDFDC 132

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

#### **UNIT I:**

Beginning of costumes: - Introduction, reason for the origin of Costumes.  
Tattooing of the skin, Vedic period:- Introduction, costumes and ornaments.  
Indus valley civilization: Costumes and hairstyle'  
Impulse of dress from painting: history.

#### **UNIT II:**

Costumes during early dynasties

- a) Mauryan period History and social life, costumes, military costumes, textiles and dyes, headgear, hairstyle, jewellery.
- b) Sathavahana Period: Introduction, early Satavahanas: Costumes, headgear, jewellery.
- c) Late Sathavahanas: Costumes, headgear, hairstyle, jewellery, military costumes, textiles and dyes.
- d) Kushan period: History and social life, costumes, military costumes, headgear, Hairstyle, jewellery, textiles and dyes.

#### **UNIT III:**

Costumes during middle dynasties:

- a) Gupta period : History and social life, jewellery, hairstyle, military costumes, textiles and dyes
- b) Pandyas: Introduction, costumes and jewellery.
- c) Chalukyas: Introduction, costumes and jewellery.
- d) Vijayanagara : Costumes of male and female,- kings dress, royal women's dress, history (Telugu origin, Kannada origin)
- e) Mughal period: Introduction, costumes (male and female), costumes of common people; ornaments and cosmetics.
- f) Hoysalas: An introduction, king's dress, royal women dress, jewellery.

#### **UNIT IV:**

A study of different states of India related to men's wear and women's wear with reference to dress, hair style, jewellery, accessories, (Karnataka, Kerala, Tamilnadu, Gujarat, Punjab, Himachal Pradesh, Rajasthan, Uttar Pradesh, Madhya Pradesh, Jammu & Kashmir, West Bengal).Study of traditional textiles of India with reference to place, type & importance like Muslin, Ikkat, Patola, Kalamkari, B.aluchar buttedhar and Chanderi saris.

**Reference books:**

- 1) 'History of Fashion' by manmeet sodhia, published by Kalyani Publishers (Ludhiana, Delhi, Hyderabad)
- 2) 'Ancient Indian Costumes' by Roshan Alkazi, Published by National Book trust, India (New Delhi)
- 3) Costumes of Indian and Pakistan, a Historical and Cultural study, by S.N. Dar, D.B. Taraporavala sons & Co. Pvt. Ltd., (Bombay)
- 4) 'Indian Costume' by G.S. Ghury, Published by popular Prakashan Bombay.
- 5) 'Costumes and textiles of Royal India' by Ritu Kumar published by Christies Books.
- 6) 'The arts of India' by Bird wood George, published by Rupa & Co., 7/16, Ansari Road, Daryaganj, New Delhi -02.

**Semester I**  
**ELEMENTARY TEXTILES – 1 - BFDFDC133**

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

**UNIT I:**

Textile Fibers - Definition, Classification (origin, length and chemical composition), Morphology (Degree of polymerization, Forms of orientation), Essential and desirable properties of textile fibers.

**UNIT II:**

Manufacturing of Textile Fibers - Manufacturing process of Viscose, Acetate, Nylon 6, Nylon 6.6, Polyester, and Cuprammonium, Acrylic Physical and Chemical properties of Cotton, Silk, Wool, Jute, Polyester, viscose, Cuprammonium and Nylon, Flax. Production of Silk and Jute.

**UNIT III:**

Identification of Textile fibers : Degradable tests and Non degradable tests. Blend analysis: Determining the Blend Ratio

**UNIT IV:**

Yarn manufacture: Staple yarns and Filament yarns, manufacture of Staple yarns i.e. Ginning, Mixing, Blow room, Carding, Combing, Drawing, Drafting, Roving, Spinning and winding. (All processes machine is to be studied) Classification of Yarns based on construction (S&Z twist), Based on production (Twist less, False twist, Air jet), Fancy yarns Reason for blending, advantages and disadvantages of blending in general and in particular Polyester / Viscose, Polyester / Cotton, Wool / Acrylic, Silk / Viscose.

**Reference Books:**

- 1) 'Spinning processing methods' by T.K. Pattabhiram Published by Mahajan Publishers Pvt. Ltd. Ahmadabad.
- 2) 'Spun yam technology' by Eric Oxtoby, published by Butter worths, London.
- 3) Textiles : fibre to fabric' by Bernard corbman, published by Greg Division / Mc.Graw - Hill Book Company
- 4) 'Blended & manmade fibers spinning' by R. Jagannathan, Mahajan Publisher ( P) Ltd.,
- 5) 'Production of Synthetic fibers' by A.A. Vaidya, Published by Prentice Hall of India Pvt. Ltd., New Delhi - 110 001



- 6) Textile science' by E.P.G. Gohl & C D Vilensky, Published by CBS  
Publisher & Distributors
- 7) 'Introduction to Textiles' by Singh Kanwar, Published by Kalyani  
Publishers ( Ludhina, Chennai, Delhi)
- 8) Fiber science by S.P. Mishra
- 9) Textile Fibers By Prof. V.A. Shenoy
- 10) Textile Yarns By B.C. Goswami
- 11) Watsons Design and color By z. Grosciki
- 12) Introductory Textiles By Joseph

**Semester I**  
**SURFACE ORNAMENTATION (ELECTIVE) - BDFDCE 135**

**Total 24 hrs (2 hrs/week) each unit 6 hrs.**

**UNIT I:**

Embroidery-Embroidery tools and techniques, embroidery threads and their classification, selection of threads, needle and cloth, tracing techniques, ironing and finishing of embroidered articles.

**UNIT II:**

Traditional Indian embroidery- History, types, Symbolism of embroidery of different states of India -Kutch, Kathiawar, Sindh, Phulkari, Kantha, Kashida - Material, motifs, symbolism, color, stitches, technique, relevance.

**UNIT III:**

Traditional Embroidery- Origin, application & colours. Kantha, Chikan, Kasuti, Zardosi (Four variations), Kutch and Mirror work (Two variations). Tribal Embroidery- Introduction, Types -Nagaland, Manipuri, Lambadi, Thoda with their traditional influence, symbolism, techniques, fabric, stitches & color. Western Embroidery - Introduction, types - Bargello and Persian embroidery.

**UNIT IV:**

Special embellishment techniques: Batik - splash, t-janting, crackled, Tie and dye - lehariya, bandini , shibori, sunray and marbling, Block printing - vegetable block and wooden blocks, Appliqué (2 methods), quilting (2 methods), Smocking - Chinese smocking (2methods), honey comb, gathered with embroidery, Fabric painting (4 methods), hand, Stencil- dabbing and spraying.

**Reference Books:**

1. Surface design for fabric, Richard M Proctor/Jennifer F Lew, University of Washington Press
2. Art of embroidery: History of style and technique, Lanto Synge, Woodridge
3. Readers Digest, Complete guide to Sewing, 1993, Pleasant ville-Nu Gail L, Search Press Ltd.
4. Barbara S, Creative Art of Embroidery, Lundon, Numbly Pub.group Ltd.

5. Shailaja N, Traditional Embroideries of India, Mumbai APH Publishing.
6. Satheesan, Innova: Indian ethnic designs, Honesty Publishers and Distributors, Mumbai. 2009
7. Savithri Pandit: Indian Embroidery 1999
8. Shailaja. D. Naik: Traditional Embroideries of India-APH Corp, New Delhi 1996

**Semester II**  
**SEWING TECHNOLOGY – BFDFDC 181**

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

**UNIT I:**

Sewing machine & sewing techniques -Introduction to sewing system. Parts of sewing machine. Attachments used in sewing machine. Uses & maintenance of sewing machine. Sewing Tools and Equipments. Machine faults and their remedies Basic hand stitches - Tacking, Slip stitch (hemming), prick stitch, Over cast stitch. Embroidery stitches - Back stitch, Blanket stitch, Button hole stitch, chain stitch, Zig Zag chain stitch etc., Temporary & Permanent stitches-Machine embroidery( introduction)

**UNIT II:**

Garment fittings- Seam finish - Single and double top stitch, Hemmed fell seam, Flat fell seam, Lapped seam, slot seam and French seam. Placket- Continuous placket, shirt placket, Kurta placket and Blouse placket. Fullness Tucks - Pin tuck, space tuck, cross pin tuck, corded or piped tuck and release tuck. Pleats- Knife or one sided, Box, Inverted and Kick, Darts - Dart with one end, dart with double ends. Neck line finishes - Definition, Importance & types of buttons and fasteners , sewing threads-Introduction to sewing threads. Importance of sewing threads. Selection of sewing threads. Characteristics of sewing threads.

**UNIT III:**

Garments particulars -Yokes- Types, definition and description. Sleeve- Types, definition and description. Collars - Types, definition and description. Pockets - Types, definition and description. Skills - Types, definition and description.

**UNIT IV:**

Commercial- patterns, definitions, merits & demerits

**Reference Books:**

1. 'Flat Pattern Design' By Bane Allen, Published by Mc Graw Hill Inc.
2. 'Draping & Dress Design', by Evans Mary, Published by Ann Arbor Edwards Brother Inc.

3. 'Cutting & Tailoring Course', by Gayatri Verma, Published by Asian Publisher New Delhi
4. 'Comparative Clothing Construction Techniques', by Lewis Virginia, Published by Sunjet Publication Delhi.
5. 'Coordinate pattern fit' by Minatt Jan, Published by Burgees Publishing Co
6. 'Handbook for Fashion Designing', by Ritu Jindal, Published by Mitta! Publications, New Delhi.
7. 'Garment Constructions' by manmeet sodhia, published by Kalyani Publishers.
8. 'Zarapkar: System of cutting, by.. K.R. Zarapkar, Published by Navneeth Publications (India) Ltd.,
9. 'Garment Construction skills' by premalata mullick, published by Kalyani Publisher.

**Semester II**  
**BASIC SEWING TECHNIQUE PRACTICAL – BFDFDP 184**

1. Study & practice of ordinary sewing machine, its parts & maintenance.
2. Stitching samples of different seams, plackets tucks, darts, neckline finishes
3. Practice of making different patterns of sleeves & collars. (Chinese, peterpan, shirt collar) (plain, raglan, kimono sleeve)
4. Practice of hand and machine embroideries.min 10 samples in hand and machine embroidery Appliqué work 1 sample, Patch work 1sample

**Semester II**  
**BASIC SKETCHING AND ILLUSTRATION - BFDFDC 182**

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

**UNIT I:**

Anatomy of Designers-Anatomy of Human body, 'The movement of joints, Human proportion and figure, construction of Eight head theory, Fashion figure proportion, Moving figure, Observation of Human body (Normal figure-Proportionate figure, Erect figure, Stooping figure, Corpulent figure, Knock knee. figure, Bow legged figure; Pigeon chest figure, Square shoulder figure, Stooping shoulder figure, Short and Stout figure, Tall and Thin figure, Houch back figure)

**UNIT II:**

Free hand drawing and developing design for textiles and various apparel like fabric rendering, practice of fabric textures and motifs. Shading with colors. Drawing models(male and female) in different expression, styles poses and styles features.

**UNIT III:**

Sketching and Modeling various garment design-Flat pattern of garment. different types of outfits - casuals, formals, uniform and executive wear. Outfits for different age groups- toddler, preschool. School and teenager. Study of various outfits on models -in different poses.

**UNIT IV:**

How to draw lay figures - Three- Quarter view of lay figures- sketching and Illustration of body figures and body shapes - Male and female lay figures. Study of models in different angles. Study of human anatomy (hands, feet and facial expression) Different hairstyles.

**Reference Books:**

1. 'Engineering Drawing 2001 1 & 2', by N.D. Bhat. Published by Character publishing House, court road, Anand - 388 001.
2. Textile Design & Color', by Whatsori, Universal Book Publisher.
3. 'Seeing through cloths' by Hollander, Published by Viking publisher.
4. 'Evergreen shading techniques' by Devi Dayal Dutt. Published by om Book services.
5. 'Illustrating Fashion' by Kathryn MC Kelvey Published by Bulk well science.

6. 'Fashion Design Drawing & Presentation' by John Patrick, Ireland, Published by om Book International for Black well publishing.
7. 'Fashion design drawing course' by Caroline Tatham, published by Thames & Hudson Ltd., U.K. London.



**Semester II**  
**ELEMENTARY TEXTILES – II – BFDFDC183**

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

**UNIT I:**

Woven Fabrics-Definition, Classification Of Fabrics, Making of woven fabrics, Selvage and types, Weaving, Representation of weaves, Terminology's used, Types of weaving (Plain,1 Rib, Twill, Satin, Sateen, Herring bone, Huck a back) ' Jacquard designs element and construction. (With study of machine)

**UNIT II:**

Knitted Fabrics -Definition, The knitting industry, Formation of knitting stitches, Types of knitting (Warp, Weft, Crochet) Characteristics.. Classification of basic Knitting, their identification, characteristics and uses. Defects in knitted fabrics.

**UNIT III:**

Non- Woven Fabric -Definition, Preparatory process, various methods of production with description of machines, Characteristics. Care and Renovation of Textiles -like laundering process, Dry cleaning, claiming damages in Laundering and dry cleaning.

**UNIT IV:**

Fabric characteristics and description-Essential Properties of Fabrics, Desirable properties of fabrics. Origin of fabric name and description and characteristics of each. Textile Finishes-Classification, pretreatment and important finishes.calender finishing, crease resistance, shrinkage resistance, soil resistance, water resistance, antistatic finish.

**Reference Books:**

- 1) Fibre to fabric by Bernard corbman, published by Greg| Divisio
- 2) Textiles n. Me Graw Hill Book Company.
- 3) 'Knitting Technology' by D.B, Ajgaunkar published by Universal publishing corporation, Mumbai – 02.
- 4) 'Fabric care' by No him D'Souza published by New age International (P) Ltd., New Delhi, Bangalore.
- 5) 'Knitting Technology' by manmeelh sodhia, published by Kalyani Publisher.
- 6) Fabric Science by Joseph J. Pizzuto Fair child publication.
- 7) Hand book of textiles by A.F. Barker. Abishek Publication.

- 8) Knitted clothing Technology by Terry Brackeribury
- 9) Knitting technology by D.J. Spencer.
- 10) Woven Cloth Construction by R. Marks & A.T.C. Robinsor.
- 11) Introductory Textiles by Joseph.

**Semester II**  
**JEWELLERY DESIGNING (ELECTIVE) – BFDFDCE 185**

**Total 24 hrs (2 hrs/week) each unit 6 hrs.**

**UNIT I:**

Introduction jewellery design, scope of jewellery design in India

**UNIT II:**

Types of raw material used in jewellery plastic, gold, copper, brass, paper, wood. Varieties of gems, sources & identification of gems.

**UNIT III:**

Designing of traditional jewellery and production - temple, kundan, minakari types of jewellery - precious, costume.

**UNIT IV:**

Texture and finish - introduction, types of texture and finishes, sand blast, glossy finish, brush finish, antique finish.

**Reference Books:**

1. Mallow blannik - co Collin macdolw, "shoes-fashion and fantasies", Thames and Hudson 1989.
2. gia. edu, gemmology by peter read
3. Traditional jewellery by oppiuntracht.

**Semester III**  
**PATTERN MAKING & GARMENT PRODUCTION –BFDFDC 231**

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

**UNIT I:**

Body measurement - introduction, preparation & methods of taking measurement-ladies, gents & kids standardization & std body measurement.

**UNIT II:**

Drafting terms and definition of drafting, principle of drafting, drafting of master sloppers for ladies and kids bodice sleeve and skirt

**UNIT III:**

Spreading & cutting, fabric terms, importance of grain line in fabric cutting. Cut & fit of the garments. standards for a good fit - ease, line, grain, set & balance. Handling fabrics - while cutting & stitching.

**UNIT IV:**

Different types of layouts like flat pattern techniques principles dart manipulation, added fullness, contouring etc. introduction to 2d and 3d grading, track grading

**Reference books:**

1. Pattern making for fashion design Helen Joseph Armstrong ; Harper Collins Publishers.
2. Zarapkar system of cutting - K.R.Zarapkar; Navneeth Publications.
3. 'Hand Book for Fashion Designing' by Ritu Jindal, Published by Mittal Publications, New Delhi - 1210 059.
4. 'The step by Step Dress making Course' by Leila Aitkan, published by B.B.C Enterprises Ltd., Landon.
5. 'Dress pattern designing' by Natalie Brey, published by .OM Book Service for Black well science.
6. 'The Technology of Clothing Manufacture' by carrhorold,. published by Om Book Services for Black well science..
7. 'More Dress' pattern Designing by Ann I Hagrjar, Published by OM Book Services for Bulk- well science.
8. 'Pattern cutting made Easy' by Gillian human published by Om Book International, New Delhi - 110 002.
9. "Pattern cutting for women's outer wear" by Gerry Cooklin, Published by om Book International for Black well publisher

## Semester III

### PATTERN MAKING & GARMENT PRODUCTION PRACTICAL – BFDFDP 234

1. Kids garment: 2 different types of garment (yoke, A line frock)
2. Ladies garment: 3 different types of garment (gown, skirt and blouse, salwar kameez)
3. Gents garment: 2 different types of garment (shirt, pant, kurta)
4. Draping method - live and mannequin's photos should be attached  
added fullness, dart manipulation 6 example each. Cost estimation of  
stitched garments

**Semester III**  
**INTRODUCTION TO APPAREL INDUSTRY –BFDFDC 232**

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

**UNIT I:**

Introduction-brief history of textile and apparel industry Finishing and pressing department development of textile and apparel industry

**UNIT II:**

Principles of management: nature of elements, function and scope, levels of management.

**UNIT III:**

study of various department like Sampling department, Cutting department, Fusing department ,Production department – preproduction planning production system line balancing, sewing department, Finishing and pressing department(all department layout and machines has to be studied)

**UNIT IV:**

Definition of export houses and its function, export documentation.

**Reference Books:**

- 1) 'Introduction to clothing manufacture by Gerry Cooklin, published by Om Books Service for Black well Science, 4379/4B, Prakash House, Ansari Road, Darya Ganj, New Delhi - 110 002, India.
- 2) 'Managing Productivity in the Apparel Industry' by Rajesh Bheda, published by CBS Publishers and distributors, 4596/1 A, 11, Darya Ganj, New Delhi – 110 002 (India)
- 3) 'The Technology of clothing Manufacture' by Harold Carr and Barbara Latham, published by Om Books Services for Black well science

**Semester III**  
**FASHION RETAIL MANAGEMENT –BFDFDC 233**

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

**UNIT I:**

Introduction to Retailing: Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels.

Understanding the Fashion Retail Consumer: Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consume

**UNIT II:**

Retail Market Segmentation and Strategies: Market Segmentation and its benefits, Kinds of markets, Definition of Retail strategy, Strategy for effective market segmentation, Strategies for penetration of new markets, Growth strategies, Primary business models in retailing, Retail value chain.

Retail Location Selection: Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail locations,

**UNIT III:**

Merchandise Planning & management: Concept and meaning of Merchandise planning, Factors influencing Merchandise planning, Merchandise planning: forecasting fashion products, Inventory planning, Merchandise sourcing & buying, Analyzing Merchandise performance.

Fashion Retail Operations and Retail Pricing: Store administration, Premises management, Inventory Management, Store Management, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices Pricing policies and objectives.

**UNIT IV:**

Retail Space Management and Marketing: Definition of Space Management, Store layout and Design, Visual Merchandising, Promotions Strategy, Relationship Marketing Strategies, CRM, Retail Marketing Mix, Retail Communication Mix,

Fashion Retail Supply Chain: Types of supply chains; Supply chain integration; Issues & challenges involved with the supply chain framework for fashion products. Emerging trends in retailing: Changing nature of retailing, Organized retailing, Modern retail formats, E-tailing, The Global

Retail Market- Issues and Challenges, Fashion Retail Industry in India:  
Emerging trends & Challenges faced by the retail sector

**Reference Books:**

1. Dimitri Koumbis "Fashion Retailing: From Managing to Merchandising (Basics Fashion Management)" Fairchild Books, November 20, 2014
2. Lusch and Dunne "Retail Management" South- Western Publishing, 2002
3. Pradhan, Swapna "Retailing Management" Tata Mcgraw Hill Publications, 2011
4. Vedamani, Gibson "Retail Management" Jaico Publications, 2012
5. Rabolt and Judy "Concepts and Cases in Retail and Merchandise Management" Fairchild Publications, 1997



**Semester III**  
**VISUAL MERCHANDISING (ELECTIVE) –BFDFDCE235**

**Total 24 hrs (2 hrs/week) each unit 6 hrs.**

**UNIT I:**

Introduction to Visual merchandising: Introduction and Definition; Concept of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India, Scope of visual merchandising in India, Visual merchandising terminologies [Facade, Signage, Store windows etc.]

**UNIT II:**

The Merchandise Panning: Introduction, Objectives, Concept of Merchandise Mix, Merchandise line, The Assortment of Products, Assortment strategy, Role of a merchandiser.

**UNIT III:**

Store Design : Introduction, Objectives, Concept of Store Design, Purpose and importance of Store Design, Exterior of a store, Interior of a store, Store Layout, Various Types of Store Layouts- Grid layout, Forced-path layout, Free-form layout, Boutique layout, Combined layout, Store Space Allocation,

**UNIT IV:**

Display Basics&Display Settings: Display and Design Basics; Principles of Display setting; Types of display setting Window Display- types of windows, types of window display, Display of props, lighting, fixtures, promotions and mannequins on floor Color blocking

**Reference Books:**

1. Bliss, Laura L “Study Guide Visual Merchandising and Display, III edition” Fairchild Publications, 1995
2. Vedomani, Gibson. "Retail Management - 4th Edition", Jaico Publishing House, 2012
3. Portas, Mary. "The Art of Retail Display", Thames and Hudson Limited, 1999
4. Winters, Arthur A. and Goodman, Stanley “Fashion Advertising and Promotion- 6th edition”, Fairchild Publications, 1984

5. Diamond, Ellen and Jay "Fashion Advertising and Promotions", Fairchild Publications, 1995

**Semester IV**  
**FABRIC WET PROCESSING & PRINTING –BFDFDC281**

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

**UNIT I:**

Preparation of textile material for dyeing and printing.

Singeing - Plate singeing, Roller singeing and Gas singeing.

Desizing - Rot steeping, Acid steeping and Enzyme steeping'.

Scouring - Kier boiling of cotton, scouring of wool (Saponification & emulsification scouring and solvent extraction), degumming of silk - Degumming with alkaline, degumming with synthetic detergents and degumming with enzymes. Ecrue and Soupled silk.

**UNIT II:**

Bleaching - Bleaching with hypo chlorites (Sodium and Calcium) Bleaching with hydrogen peroxide - Chemicals used and methods employed.

Mercerizing - Fundamental aspects of mercerization - Yarn mercerizing, warp mercerizing and 'mercerization of cloth. (Chain arid chain less mercerization)

**UNIT III:**

Introduction to dyeing processing, History of dye stuffs - Indigo of ancient India and purple of ancient. Objectives of dyeing ,Different dyeing methods , Classification of dyes - according to method of application Reactive dyes, Sulphur dyes and vat dyes. (Chemicals used, method of application and after treatments) ,Eco-friendly dyes and their importance.

**UNIT IV:**

Printing: Methods of printing - Block printing, Stencil printing, Screen printing, Roller printing and transfer printing. Styles of printing - Direct (direct printing of cotton, wool, silk), discharge (discharge printing of cotton with white discharge' and color discharge) and resist styles. After treatments of printed goods. Enzyme application - an overview

**Reference Books:**

- 1) Textile Science - E.P.G. Gohl & L.D. Vilensky - CBS Publishers, New Delhi.
- 2) a) Bleaching, mercerizing and dyeing of cotton material, b) Dyeing of wool, silk- and manmade fibers, c) Technology of textile printing - R.S. Prayag Mahajan Publishers. Ahmadabad.
- 3) Art of dyeing - B.S. Chauhan M/s. Richa Textiles, Panipat.

- 4) Technology of bleaching & dyeing of textile fibers Vol 1 & 2 R.R. Chakravarty & S.S. Trivedi Mahajan Publishers, Ahmadabad.
- 5) An. introduction to textile printing - W. Clarke - Newnes Butterworths, London.
- 6) Technology of Textile processing Vol. 3, 4 & 6 - Prof. V.A. Shenai - Sevak Publishers, Mumbai.
- 7) Dyeing and Chemical Technology of Textile Fibers - E.R. 'Troatman - B.I. Publishers, Mumbai.
- 8) Chemical Technology of Fibrous materials - F. Sadov, Korchagin & A. Matetsky- MIR Publishers, Moscow.

### Semester IV

## FABRIC DYEING AND PRINTING PRACTICAL –BFDFDP284

1. Scouring of Cotton Fabric
2. Bleaching of cotton Fabric
3. Dyeing of cotton Fabric by Direct, reactive, Vat dyes
4. Dyeing of silk Fabric by acid and reactive dyes.
5. Dyeing of cotton Fabric by natural dyes
6. Printing of fabric using screen and Block using pigment, reactive and direct dyes
7. Tie and dye of cotton fabric using reactive colors
8. Batik printing of cotton fabric
9. Flock printing

**Semester IV**  
**FABRIC TESTING & INSPECTION –BFDFDC282**

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

**UNIT I:**

Sampling: Introduction to Textile Testing : Sampling - objectives - Random and Biased sampling, Fabric sampling method Fabric dimensions: Fabric length, width, thickness, Fabric weight per unit area and per unit length, Threads per inch in woven fabric and its methods of measurements

**UNIT II:**

Fabric structural quality -Crimp of Yarn in fabric -definition, determination of crimp by W.I.R.A. Crimp tests Cover factor Crease recovery - definition, determination by the Shirley crease recovery tester. Fabric stiffness - definition, determination of stiffness by the, Shirley stiffness tester Fabric drape - definition, determination by The Drape meter Serviceability, wear and abrasion resistance. Air permeability - definition, determination by The Shirley air permeability apparatus Pilling of fabrics - description, determination by I.C.I. pilling box test. Color fastness - Definition & explanation of effect of washing, light, perspective and rubbing on color of fabric. Water resistance and water repellency - definition, determination by 'The spray test' and 'The drop penetration test'

**UNIT III:**

Tensile testing of fabric: Fabric hand & tensile testing of fabric Objective Evaluation of Fabric Hand KESF - B Auto Model Terminology and definitions used in Tensile Testing CRL, CRE and CRT principles The strip test, the grab test and tearing strength Strength determination by 'The hydraulic bursting tester'

**UNIT IV:**

**Fabric inspection in apparel industry**

- a) Raw Material Inspection
- b) In-process Inspection
- c) Final Inspection
- d) How much to inspect?
- e) Definitions of Fabric Defects
- f) Selection of Inspectors
- g) British standards of interest to garment manufacture
- h) ISO Standards of interest to garment manufacture.

- i) Definition, Importance and series of ISO.
- j) The Procedures and 'specifications in getting ISO Certification

**Reference Books:**

1. Principles of Textile Testing by J.E. Booth - published by CBS publisher & Distributor 4596, 1 -A, Darya Ganj, New Delhi -110 002 (India)
2. Textile testing ancjl Quality Control' by Elliot B.igrover and D.S. Hamby, published by Mohipder Singh sejwal for Wiley Eastern Limited, 4335/24; Ansari Road, Dary Ganj, New Delhi - 110 002
3. 'Managing Quality in the Apparel industry by Pradip V. Mehta& Satis K. Bhardwaj, published by NEW AGE INTERNATIONAL (P) LTD PUBLISHERS, (New Delhi, Bangalore, Calcutta,' Chennai, Hyderabad, Mumbai).
4. 'Weaving calculations' by R. Sen Guptha, Published by Taraporevala Sons & Co Pvt. Ltd
5. Art of Dyeing' by j B.S.. Chauhan, published by Mittal stationers Battakh I chowk, G.T. Road [ Panipat] .

**Semester IV**  
**WORLD HISTORY OF ARTS AND COSTUMES –BFDFDC283**

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

**UNIT I:**

Pre historic world costumed Beginning of costumes; tattooing, painting.

**UNIT II:**

Egyptian civilization: Introduction, types of god, head gear, jewellery, clothing (male & female), make up, Egyptian soldier, queen, king, accessories.

**UNIT III:**

Bronze Age: Greek: Introduction, clothing (male & female], head gear,' Greek garment, foot wear, motifs, toilet accessories. Rome : Introduction, costumes of male & female, , head gear, foot wear, fabric, color, texture used, jewellery.Byzantine : Introduction, costume (male & female), foot wear, hair style & head gear. Renaissance costume: introduction, Beginning of Renaissance, male & female costumes, head gear, ornaments, footwear, accessories.

**UNIT IV:**

French costume: male and female costume head gear ,footwear, Victorian era

**Reference books:**

1. 'Four hundred years of Fashion, by natalie, Published by V & A Publications 160, Bromton Road, London -ISW31HW.
2. '1920's Fashion design' by Joot Holscher - Published by the Pepin Press -Agile Robit Editions, P.O. Box 10349., 1001, E.H. Amsterdam, Netherlands.
3. 'Clothes & costume' by David Mderton, Published by Lady Bird Books Ltd., Loughborough Leice Starshirej U.K.
4. A history of costume in the west' by Fancois Boucher, published by Thames & Hudson Ltd., U.K.
5. 'History of Fashion' by Manmee sodhia - Published by Kalyani Publishers."
6. 'Fashion from 18th to 20<sup>th</sup> century by The Kyoto costume Institute, published by TASCHEN, London, Tokyo, paries.
7. 'Costumes and fashion', by Jamies Lever, Published by Thames and Hudson Ltd., U.K.



8. 'Folk costumes of the world' -by Robert Horrold published by CASSELLI Illustrated London.

**Semester IV**  
**FASHION STYLING (ELECTIVE) –BFDFDOE 285**

**Total 24 hrs (2 hrs/week) each unit 6 hrs.**

**UNIT I:**

Introduction

- Inter-relation between make up and clothing, body types, proportions and cultural regional differences
- Exploration of color, texture, form, proportion and their visual experience
- Lifestyle factors of the client
- Wardrobe planning
- Selection and coordination of clothes
- Dressing for events

**UNIT II;**

Cosmetic Techniques and Makeup Study

- Skin care and skin types
- Make up products and the kit knowledge
- Theoretical study of face shapes/analysis with practical application
- Application and blending techniques
- Highlighting and shading
- Casting, moulding and special effects
- Concealing/blending
- Bridal make up
- Lip correction
- Make up for men; actors and models
- Application and blending techniques for high definition media
- Temporary tattoo making

**UNIT III:**

Hair Styling

- Hair products and hair kit
- Types of hair and their uses
- Hair application techniques
- Wigs, falls and other hairpieces
- Different type of hairstyles

**UNIT IV:**

Fashion styling

- Media Styling: For photo shoot(Day & Evening), Magazine, Advertising
- Commercial Styling: For T.V and film industry, Theater and Stage
- Runway Styling: For fashion shows and fashion photography
- Fantasy and Creative Styling

**References books:**

1. Jo Dingemans “Mastering Fashion styling” Palgrave Macmillan, 1999
2. Danielle Griffiths “Fashion Stylist's Handbook” Laurence King Publishing, 2016
3. Bobbi Brown“Bobbi Brown Makeup Manual: For Everyone from Beginner to Pro” Hachette UK, 2018.

**Semester V**  
**FASHION ILLUSTRATION & PRESENTATION –BFDFDC331**

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

**UNIT I :**

Introduction to fashion cycle (rise, peak, decline, obsolesce or rejection) categories of fashion, fundamentals of fashion design. Fashion terminology, high fashion ,Folios, creative, dress design

**UNIT II:**

Fashion designers strategies, their collection and creations -Introduction. Importance of Theme / Story in Collection Design Collection and their Speciality in Creation. Ritu Kumar Abu, Jani Rohit Bal, Hemant Trivedi, Manish Malhotra, Rocky S, Seasons, Couture, Atelirs (Only Introduction)

**UNIT III:**

Study of different personnel's involved in fashion field

Importance of fashion personnel's.

Role and Duties of following people in fashion industry.

- |                         |                             |
|-------------------------|-----------------------------|
| a. Fashion Designers.   | f. Production Manager       |
| b. Fashion Illustrator  | g. Merchandiser             |
| c. Fashion Co-ordinator | h. Fashion Free-Lancer      |
| d. Sample Co-ordinator  | i. Exporters / Export House |
| e. Pattern Master       | j. Buyers / Buying Houses.  |

**UNIT IV:**

Display of fashion materials

1. Importance of Displaying Fashion materials.

2. Types of Display & other features.

- |                      |                        |
|----------------------|------------------------|
| a. Window Display    | d. Box Display         |
| b. Hanger Display    | e. Open Display        |
| c. Mannequin Display | f. Promotional Display |

Fashion forecasting, production and presentation-Definition. Importance and Duties Process of Fashion Forecasting. Designer work sheet and Procedure for WOR Presentation.

**Semester V**  
**FASHION ILLUSTRATION PRACTICAL –BFDFDP 333**

**1. Sketches / Illustration for following categories.**

(All the collection of Illustration should have theme. And each design should have detailed illustration.)

- |                          |                   |
|--------------------------|-------------------|
| a. Seasonal              | f. Formal         |
| b. Traditional           | g. Party Wear     |
| c. Western Outfit        | h. Beach Wear     |
| d. Indo. Western Out Fit | i. Executive Wear |
| e. Casual wear           |                   |

**2. Presentation above fashion collections**

**3. Fashion Industrial visit - Student has to visit to any one of the following organization and prepare the report.**

- |                            |                       |
|----------------------------|-----------------------|
| a. Garment Factory.        | e. Fashion Exhibition |
| b. Buying House            | f. Processing Unit    |
| c. Fashion Show            | g. Fashion Boutiques. |
| d. Well equipped Show Room |                       |

**References Books:**

- |   |                           |
|---|---------------------------|
| a) Fashion Design Illustration : Men      | by John Patrick, Ireland, |
| b) Fashion Design Illustration : Women    | Published by              |
| c) Fashion Design Illustration : Children | Batsford 1996.            |

2. Fashion design drawing & presentation by John Patrick, published by Batsford , 2003.

3. 'Fashion design drawing course' by Caroline Tatham, Published by Thames & Hudson Ltd., 2003 Landon, U.K.

**Semester V**  
**CRAFT WORK & FASHION ACCESSORIES –BFDFDC332**

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

**UNIT I:**

Study of different crafts of South India - Wood, Clay, Stone and Metal.

Wood - Inlay work of Mysore, Bamboo craft, Cane craft, Coir craft and other wood crafts of South India.

Clay- Pottery, Terracotta and Tarracruda.

Stone - Sculptures,, pillars, mandapas and gopurams in temples and other crafts and articles made out of marble, granite, lime stone etc.,

Metal - Bidri work, Koftagari work, making of idols and figures in copper, bronze and brass.

**UNIT II:**

Study of Embroideries of different states of India. A study of Indian ornaments and their role in fashion. Study of Appliqué work. Quilting and other Trimming details for fashion Uses of accessories for drama, Movies, Dances and creative uses.

**UNIT III:**

Use of Bags, shoes, Belts, Hats, Anklets, bracelets, Earrings, Bangles, Necklaces, Pearls and Diamonds etc. for different occasions.

**UNIT IV:**

Understanding of client requirements for accessories and designing according to taste and Budget.

**Semester V**  
**CRAFT & ACCESSORIES PRACTICAL –BFDFDP334**

1. Sketching of accessories for different occasions.
  - a) Bags, b) Belts c) Hats d) Ornaments e) Shoes.
2. Practice of different styles of Hairstyles for different occasions with sketches.
3. Constructions and plan of costumes with accessories for Party wear, Casual Wear and Executive Wear inspired from South Indian Crafts.

**Reference books:**

1. 'The arts of India' by Bird wood George, pulished Rupia & Co., 7/16, Ansari Road, Dacyaganj, New Delhi -02.
2. 'Jewellery of India' by B.K. Chaturvedi, published by Diamond pocket books Pvt. Ltd., 2715, Darya Ganj, New Delhi.
3. 'Arts & Crafts of India' by Ilay Cooper, published by Thames and Hudson Ltd., London.
4. 'Textiles & crafts of India' by Vandana Bhandari, published by NIFT, Publication division, New Delhi.
5. 'Indian Embroidery', by Savithri Pane it, Published by ITS VARIGATED CHARMS, Faculty of Home Science, Baroda

**Semester V**  
**EVENT MANAGEMENT –BFDFDCE335**

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

**UNIT I:**

Events & Elements of events.

Introduction, Definition, Event Management, Event Designing: Reach, Interaction. Need for events. Event infrastructure, Target audience, Clients, Event Organizers, Venue, Media.

**UNIT II:**

Event Marketing & Concept of Products

Concept of Markets, Segmentation and Targeting of the Market for Events, Positioning in Events and the Concept of event Property. Event Hierarchy, Categories and variation, Characteristics.

**UNIT III :**

Concept of Pricing and Promotion of Events Risk Rating, Networking companies, Activities in Event Management, Strategic Market Planning, Strategic alternatives of growth.

**UNIT IV:**

Evaluation of Event Performance.

Basic Process, Measuring Performance, Correcting Deviation, Critical Evaluation Points.

**References Books:**

‘Event marketing and Management’ by Sanjay Singh Gaur and Sanjay V Saggere, Published by Vikas Publishing House Pvt. Ltd.,



**Semester V**  
**FUNDAMENTALS OF ACCOUNTING AND DATA MANAGEMENT**

**BFDFDCE336**

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

**UNIT I:**

Accounting and book-keeping: Entry System, Subsidiary Books, Recording of Cash Book and Bank Transactions, Preparation of ledger Accounts and Trial Balance (Simple Practical Problems)

**UNIT II:**

Cost accounting: Cost Accounting: Meaning, Objectives, Elements of Cost, Preparation of Cost Sheet (Practical Problems),  
Process Costing: Advantages & Disadvantages, Process losses and Gains (Normal and Abnormal)-their treatment, Preparation of Process Account (Practical Problems)

**UNIT III:**

Cost of financing: Sources of financing for a fashion start-up, Cost of capital-Meaning, importance. Cost Concepts: Historical and estimated cost, Explicit and implicit cost, Marginal Cost, Measurement of Specific cost, Cost of Debt, Debt Financing, Preference, Equity and Retained Earnings.

**UNIT IV:**

Data management: Statistics: Meaning and Scope, Statistics and Computers, Measures of Central Tendency: Arithmetic Mean, Median and Mode, Standard Deviation and Co-efficient of Variation (Practical Problems)

**REFERENCES:**

- |   |                |
|---|----------------|
| 1. Accounting                             | B.S.Raman      |
| 2. Principles and Practice of Accountancy | R.L.Guptha     |
| 3. Advanced Accountancy                   | Jain & Narang  |
| 4. Cost Accounting                        | B.S.Raman      |
| 5. Cost Accounting                        | K.S.Adiga      |
| 6. Cost Accounting                        | Ravi M Kishore |
| 7. Statistical Methods                    | S.P.Gupta      |
| 8. Business Statistics                    | Rajmohan       |

**Semester V**  
**IN HOUSE TRAINING –BFDFDC337**

After completion of Sem. B.Sc., Fashion/Garment Design Degree Examination, the student has to take 'In house Training' in any Apparel Industries, Fashion organization, Research Institutes, etc., related to apparel manufacturing for a period of 2 (Two) months.

**Reporting:**

After Completion of in-house training, the student has to report it with duly signed certificate of the concerned industry / organizations to the principal of concerned college. The report should include -

1. Student should submit the report in 3 copies (One is for University, One is for College and One is for student's reference).
2. The reports should be computer typed.
3.
  - a) The reports should be well binded with A4 size, so that its durability will be more for many years to refer.
  - b) The color of outer cover of the bind should be same for the particular batch of FD/09. So that, the reports of that batch can be identified by anybody.
  - c) The outer cover of the bind should contain details like University name, College name, Name of Industry / Organization, Candidate name, Name of the In charge of In house training with his / her qualification & designation and Academic year of submission of the report.
4. The report should include following details :
  - a) Certificate - The draft of the certificates of all the students reports should be same. And must include space of signature of in charge, Head of Dept., Principal, University Seal and Examiners 1 & 2.
  - b) Acknowledgement - The draft of the acknowledgement of all the student's report should be same.
  - c) Certificate from the Industry / Organization about in-house training undertaken.
  - d) Profile of the Industry / Organization.
  - e) Details of each department of the Industry / Organization (About machines, labors, officers, etc.,)
  - f) Raw materials sourcing details.
  - g) Production details.
  - h) Quality details.
  - i) Finishing details,
  - j) Packing details.

- k) Marketing details (Domestic / Export)
- l) Conclusion.

Examination:

Project report will be judged during Viva-Voce exam. 60 marks are allotted for internal assessment and 240 marks for exam.

Duty of Colleges:

After receiving the report from the students, the principal of the concerned college has to send the project report (only University copy) to Mangalore University (examinations, section) to get approval & university seal and the same should be got back to the college for Viva-Voce examination. The report should be submitted to the University for record after completion of the viva-Voce examinations.

**Semester VI**  
**FINAL COLLECTION & FASHION SHOW – BFDFDC381**

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

**Unit I**

Couture - it's meaning and place in the fashion industry, couture house organization, Couture today. Ready to wear - Origin to ready to wear, design process, manufacturing techniques, factors in the growth of the ready to wear industry, the regulating and supporting bodies, readymade versus haute Couturé.

**Unit II**

Tailoring history of tailoring, male dominated craft, Bespoke tailoring, tailoring techniques, Bespoke tailoring process, Tailoring cloth suppliers, Couture tailoring. Dress making. The origin of dress making, dress making as part of traditional female education, Dress making as a career, the difference between dress industry and the dress makers

**Unit III**

Distribution - Buying and selecting, marketing, merchandising, advertising, display, selling strategies, corporate management, mail order, department stores, other retail outlets. Fashion organization and calendar\_ the press, public relations, fashion forecasting, the fashion stylist, the fashion educators, fashion school, recruitment agencies, models and model agencies, fashion calendar.

**Unit IV**

Consideration for the future \_ government initiatives, financial backing, plagiarism, can Couturé survive

**References Book:**

- 1) "How Fashion Works" by Gavin Waddella, Published by Om Book Services for Blackwell Publishing.
- 2) "Fashion source Book" by Kathryn. Me kelven, Published by Om Book Services for Blackwell Publishing.
- 3) "Color forecasting" by Diane Tracy, published by Om Books, International for Black well publishing.
- 4) "Fashion Design drawing course" by Caroline Ta sham, published by Thames & Hudson Ltd., London, U.K.

**Semester VI**  
**FINAL COLLECTION PRACTICAL –BFDFDP383**

**Role of students:**

Each student should design and fabricate a collection of 7 (minimum) outfits for the forth coming season. The students have to select their own theme - colors, fabric, silhouettes & styles. The students should arrange a photo session for shooting their garments.

**Role of college and staff :**

The staff in charge should constantly guide the student in the project. It is the responsibility of the college to arrange the models.

The garments will be judged on the following categories : .

- 1) Fabric
- 2) Colors
- 3) Fitting
- 4) Stitching
- 5) Theme

**Awards have, to be given for the following :**

1. Best collection winner / runner
2. Best practical garment
3. Best stitching
4. Best sequence

## Semester VI

### COMPUTER APPLICATIONS AND INFORMATION

#### TECHNOLOGY –BFDFDC382

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

#### **UNIT I:**

introduction to computers, History of computers, block diagram of digital computer, Central processing unit, primary memory secondary memory, Input devices, output devices, System software, language translators, programming languages, operating systems, application software.

#### **UNIT II:**

Introduction to cad. Fundamentals of cad, General design process, Application of computers for design, Benefits of Cad, Hardware in CAD, Design workstation, the graphics terminal, input devices used for CAD, Plotters and other I output devices Introduction to Graphics software, The software configuration of a graphics system, functions of a Graphics package, constructing the geometry, Transformations, Wireframe, versus solid modeling

#### **UNIT III:**

Basic components of an NC system, The NC procedure, NC Motion control systems, Manual art programming, Computer assisted part programming, APT Language, NC Programming with interactive graphics, Voice NC programming, NC controller technology, Computer Numerical control, Direct Numerical control, Combined CNC /DNC Systems

#### **UNIT IV:**

Traditional production planning and control, Computer integrated production management system, Cost planning and control, Retrieval type process planning, generative type process planning, computer aided process planning, Benefits of CAPP, inventory management, Material requirement planning, Basic MRP concepts, benefits of MRP. CRP - Capacity Requirement Planning, SFC (Shop floor control). Material handling systems, Product Data management system (PDM)

**References Books:**

- 1) Computer Architecture and organization by b govindaraju
- 2) Computer Basics by G. MANJUNATH
- 3) Computer Fundamentals by P. K. Sinha sixth edition
- 4) Automation production systems and computer integrated Manufacturing by Michel Grover, Published by prentice hall of India ltd, New Delhi.
- 5) CAD/CAM/CIM by R.Radhakrishnan, S.subramanyan, V.Raju, New Age International Pub.
- 6) Winfred Aldrich, CAD in Clothing & Textiles, Blackwell science, 1994



**Semester VI**  
**CAD PRACTICALS –BFDFDP384**

1. Introduction to AUTO CAD 2D and 3D: computer and CAD; Fundamentals of computers  
Drawing objects commands; line, circle, Arc, polygon, Ellipse, donut.  
Object Editing ; Move, Copy, Erase, Array, Mirror, Offset, Rotate, Object selection, Object Snap setting, Polar Tracking, Grid, & Snap.  
Creating & editing text, Text style, Spell, Trim, color & Line typesetting, Filleting.  
Viewing Commands; Zoom, Pan, View.  
Hatching utility commands; Boundary Hatch, Hatch.  
Ployline Edit commands ; pedit  
Fashion Illustration by using CAD Commands, Minimum 10 commands.
  
2. Introduction to Coral Draw: Learning basic tools of Coral Draw. Using Basic Shapes, Transformations, Duplicate, Cloning. Applying fill, outlines, special effects, shaping objects, creating custom Shapes using basic shapes and other drawing tool, working with the text, 32 Effects, Shaping object with envelope tool, Power Clip objects, splitting and erasing portion of objects. Creating Fashion figures and illustrations using CorelDraw
  
3. Introduction to Photoshop: Photoshop tools in detail, enhancing images, Masking, transforms, working with layers. Merging & blending layers, text effects. Creating an advertising brochure, Applying filters, Create Mood / Inspiration, client / customer, color - and Texture board using Photoshop, rendering Croqui figures for men, women and children using Photoshop

**References Books:**

- 1) Adobe Illustrator CC Classroom in a Book (2018 release by Brian Wood
- 2) Adobe Illustrator for Fashion Design (2nd Edition) by Susan Lazear
- 3) Corel DRAW Training Guide by Satish Jain (Author), M. Geetha (Author)
- 4) Corel DRAW X7 in Simple Steps by Kogent Learning Solutions Inc. (Author)
- 5) Adobe Photoshop CC Classroom in a Book (2019 Release) 1st Edition by Andrew

- 6) Adobe Photoshop CC For Dummies (For Dummies (Computer/Tech))  
2nd Edition by Peter Bauer Faulkner (Author), Conrad Chavez
- 7) Adobe Photoshop for Fashion Design Updated Edition by Susan Lazear

**Semester VI**  
**FASHION MARKETING & CAREER GUIDANCE-BFDFDCE385**

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

**UNIT I:**

An introduction to fashion marketing Fashion Marketing; and its practice Fashion marketing, Vs Fashion Industry Ethical Issue in Fashion Marketing An overview of Fashion Marketing Process, the fashion consumer and organisational buyer -Study of fashion buyer ,Study of fashion consumer decision ,Psychological process ,Sociological aspects of consumer behavior The organizational buyer

**UNIT II:**

Fashion marketing research - The purpose of marketing research ,Data sources, Practical sampling methods Primary data collecting methods ,Data Collection methods ,Questionnaire design, Attitude measurement and rating scalar. The role of marketing research in new product development. Segmentation and marketing mix - Mass marketing and marks segmentation, Segmentation: rationale, bases and strategy, Positioning and perceptual mapping, Fashion marketing mix

**UNIT III:**

Pricing garments and fashion services ,Different views of price ,The role of price decision within marketing strategy, External factors influencing price decision ,Internal factors influences price decision, Main methods of setting prices ,Pricing strategies in Relation to new producer ,Pricing strategies to match the competitive, Price Changes

Fashion distribution-The importance of fashion retailing Structural issuer, the industries components Trends in retailing the internet the gray market, Retail Marketing effectiveness

**UNIT IV:**

Career guidelines :The press Assistance, Public relations Assistant, General duties of the Asst.buyer ,Assistant designers for a high street retailer, Assistant Designer, Visual Merchandising, Costume Designer Working for a magazine, Fashion predictor, Product development, Textile Agent, Recruitment consultant, New Media promotion, Supplier

**References Books:**

1. 'Fashion Marketing' by Mike Easey, published by OM Book Services for Blackwell science publishing
2. 'Fashion Design - Process, Innovation & Practice' by Kathryn Me - keivey, published by OM Book sen/ices for Black well science publishing.
3. "Fashion Buying' by Helen Goworek, published by OM Book Service for Black well science.
4. 'Color forecasting' by Tracy Diane & Tom Cassidy. Published by Om Book International for Black well publishing1.
5. 'Fashion Marketing Merchandising' by manmeet sodhia published by Kalyani publisher
6. 'Inside Fashion Design' by' Sharon Lee Tate Published by Pearson Education (Singapore) Pvt Ltd.,'

**Semester VI**  
**MARKETING & ADVERTISING MANAGEMENT-BDFDCE386**

**Total 48 hrs (4 hrs/week) each unit 12 hrs.**

**UNIT I:**

Nature and scope of marketing-Meaning of market and marketing, marketing process, Significance and Importance of marketing, Approach to the study of marketing. marketing, information and research-Meaning of market information system (MIS), Functions of MIS: Marketing Research - Meaning, Elements of Marketing Research, Scope & Uses of Marketing Research, Steps in Marketing Research, Functions of Marketing Research.

**UNIT II:**

Analysis industries and competitors -identifying competitors, Industry concept of competition, Market concept of competition, Identifying competition strategies, Determining competitor's objectives, Assessing competitor's strengths and weakness, Selecting competitors to attack and avoid, balancing customer and competitors. Developing new products-Challenges in new - product development, Effective organizational arrangements, Managing the new product development process, Idea generation, Idea screening, concept development and testing, Marketing strategy development, business analysis, Product development, Marketing testing, Commercialization.

**UNIT III:**

Developing and advertising message-Creation of Advertisement, Advertising Theme or Appeal, Advertising Layout -Headline, illustrations, Color, Body copy or Text, Slogan. Advertisement Copy - Elements of Good Advertisement copy. Evaluating advertising effectiveness-Tracking advertising Results - Assumptions in Measuring Advertising Effectiveness, Ways to Analyze Brand to Brand Competition, Measuring Process of Communication effects, Correlative Measure of Advertising effectiveness, Recall Test, Other Measures of Measuring Advertising effectiveness, Problems in Measuring effectiveness.

**UNIT IV:**

Fashion marketing -Modeling, Creative Aspects and Modeling, Male and Female Models, the relationship between Model and the product, the responses of Social Organizations to Advertisements. Recent trends in advertising-Information Technology in Advertising - Internet Marketing, Usage of Database One-on-One Marketing.

**Reference books:**

1. Philip Kotler – “Marketing Management, Analysis, Planning, Implementation and Control” Prentice Hall of India Pvt. Ltd., New Delhi - 110 001.
2. Sharlekar, S.A., Salvador Victor, 8:J. Nirmala Prascjd K. - “Principles-of Marketing”, Himalaya Publishing House, Delhi, Mumbai; Mangalore.
3. Xavier, M.J. - “Marketing in the New Millenium”, Vikashi Publishing House.
4. Kulkarni, Pradhan, Patil - “Modern Marketing Research” Himalaya Publishing House.
5. Chunwalla and Sethi - “Foundations of Advertising”, Theory and Practice, Himalaya Publishing House.
6. Rajiv Batra, John G. Myers and David A. Aaker- “Advertising Management”, Prentice Hall, India, 1990, 5<sup>th</sup> Edition.
7. Sandage C.H. Vernon Fryburger and Kim Rotzori - “Advertising Theory & Practice” A.I.T.B.S. 1998, 11<sup>th</sup> Edition.
8. Bovee - “Advertising Excellence”, Tata McGraw Hili

**Semester VI**  
**PROJECT WORK –BFDFDC387**

- 1) Students must select the topic of his/her interest in the field of Garment Design (Individual project)
- 2) Students are free to take any technical topic as a 'case' related to study and developments or modifications or improvements in productions (fabric selection, pattern making, cutting stitching), quality control, inspection, -merchandising, etc., of apparels in garment industry by taking guidance from any technical staff of the selected industry as an external guide. So that, it will help both the industry as well as student's career.

OR

Students are free to take any traditional professional topic as a 'case' related to recognition & developments or modifications or improvements in designs or production of different state's embroidery, costumes and accessories to complete with the present day fashion trend by taking guidance of the faculty. If required student can take guidance from the experts as an External guide. So that it will help in the recognition of traditional fashion design

**Reporting:**

- 1) After completing a thorough work on a selected topic as approved by the Internal guides, students must report it to the principal of the concerned college with duly signed by the In charge and Head of Department. If student is guided by the external, he/she must take work done certificate from the external guide and same should be included in the report.
- 2) Students should submit the report in 3 copies (One is for University, One is for College and One is for Student's reference)
- 3) The reports should be computer typed.
- 4) a) The reports should be well binded with A4 size, so that its durability will be more for runny years to refer.  
b) The color of the outer cover of the bind should be same for the particular batch of FD. So that, the reports of that batch can be identified by any body.
- c) The outer cover of the bind should contain details like University name, College name, Project title, Candidate Name, Name of the Internal Guide with his/her qualifications & designation, Name of the External Guide with his/her qualifications & designation and Academic year of submission of the report.
- 5) The report should include following details:

- a) Certificate - The draft of the certificates of all the student's reports should be same. And must include space for signature of in charge, Head of the Department, Principal and University seal.
- b) Acknowledgement - the draft of the acknowledgement of all the student's reports should be same.
- c) Work Don Certificate from the external guide of the concerned Industry.
- d) Declaration
- e) Synopsis (which should include summary as well as scope of the project work In brief - maximum 2 pages)
- f) Introduction
- g) Review of Literature
- h) Methodology
- i) Results & Discussions
- j) Conclusion
- k) Bibliography

Examination:

Project report will be judged during Viva-Voce exam. 60 marks are allotted for internal assessment and 240 marks for exam.

Duty of Colleges:

After receiving the report from the students, the principal of the concerned college has to send the project report (only University copy) to Mangalore University (examinations section) to get approval & university seal and the same should be got back to the college for Viva-Voce examination. The report should be submitted to the University for record after completion of the viva-Voce examinations.