



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

Student Handbook 2018-19



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

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School of Fashion



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Student Handbook
For
B. A. Fashion Design
2018 – 19

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1. Introduction

The K.R. Mangalam Group has made a name for itself in the field of education. Over a period of time, the various educational entities of the group have converged into a fully functional corporate academy. Resources at KRM have been continuously upgraded to optimize opportunities for the students. Our students are groomed in a truly inter-disciplinary environment wherein they develop integrative skills through interaction with students from engineering, management, journalism and media study streams.

The K.R. Mangalam story goes back to the chain of schools that offered an alternative option of world-class education, pitching itself against the established elite schools, which had enjoyed a position of monopoly till then. Having blazed a new trail in school education, the focus of the group was aimed at higher education. With the mushrooming of institutions of Higher Education in the National Capital Region, the university considered it very important that students take informed decisions and pursue career objectives in an institution, where the concept of education has evolved as a natural process.

K.R. Mangalam University was founded in the year 2013 by Mangalam Edu Gate, a company incorporated under Section 25 of the Companies Act, 1956.

K. R. Mangalam University is unique because of its

- i. Enduring legacy of providing education to high achievers who demonstrate leadership in diverse fields.
- ii. Protective and nurturing environment for teaching, research, creativity, scholarship, social and economic justice.

Objectives

- i. To impart undergraduate, post-graduate and Doctoral education in identified areas of higher education.
- ii. To undertake research programmes with industrial interface.
- iii. To integrate its growth with the global needs and expectations of the major stake holders through teaching, research, exchange & collaborative programmes with foreign, Indian Universities/Institutions and MNCs.
- iv. To act as a nodal center for transfer of technology to the industry.
- v. To provide job oriented professional education to the pecia student community with particular focus on Haryana.

2. About School

School of Fashion Design at K. R. Mangalam University is equipped to carry out both teaching and research. The faculty is in constant touch with various experts in the relevant field and is willing to experiment with latest ideas in teaching and research.

School of Fashion Design imparts students technical knowledge, enhances their skill and ability, motivating them to think creatively, helping them to act independently and take decisions accordingly in all their technical pursuits and other endeavors. It strives to empower its students and faculty members to contribute to the development of society and Nation.

3. Programmes offered by the School

B.A. Fashion Design Programme is designed to impart technical knowledge of fashion to the students and will provide theoretical as well as practical training in their respective fields.

3.1 B.A. Fashion Design

Realizing the potential of fashion industry and in lined requirement of trained human

resource the course of Bachelor of Arts in Fashion Design is developed. The studies in Bachelor of Arts in Fashion Design provide a wide array of Fashion and related areas that trains for designing Fashion with its various aspects. Students will gain fundamental skills and knowledge in Fashion Design and related Product development to create a sustainable, commercially viable yet an acceptable Fashion.

Eligibility Criteria: - The student should have passed the 10+2 examination conducted by the Central Board of Secondary Education or equivalent examination from a recognized Board in any stream with an aggregate of 50% or more.

Course Outline: - Meaning of Fashion/Awareness of historical and contemporary Fashion/Fashion Rendering/Study of fashion elements such as Fabrics, accessories/Styles and technology/Flat and draped pattern development/Construction techniques/Fashion Research/Technical specification/Range building/Portfolio presentation.

Career Options: - Fashion designer, Stylist, Costume Designer, Illustrator, Fashion Entrepreneur, Retail Merchandiser and Visual Merchandiser.

Programme scheme

For three year Programme scheme, see Annexure A.

4. Programme Duration

The minimum period required for the B.A. Fashion Design Programme offered by the University shall extend over a period of three Academic Years, i.e., 6 semesters. The Programme will be considered completed when the candidate has earned minimum courses and credits required by the Programme curriculum.

5. Class Timings

The classes will be held from Monday to Friday from 9:10 am to 4:10 pm.

6. Syllabi

The syllabi of all courses for first year for B.A. Fashion Design programme offered by SOFD is given in the following pages

For each course, the first line contains; Course Code, Title and Credits (C) of the course. This is followed by the course objectives, syllabus (Unit I to IV), Text Book and Reference Books.

SFEL101

COMMUNICATION SKILLS

(CREDIT-4)

Course Objectives:

- To make the students understand the basics of Grammar to enhance oral and written communication, and to train them to speak correct form of English fluently.
- To refine the personality of students and to enhance their self- confidence.

UNIT I

Introduction to Communication: Meaning, Forms & Types of Communication; Process of Communication; Principles of Effective Communication/7Cs, Barriers in Communication; Literature: A Bird Came Down the Walk by Emily Dickinson

UNIT II

Essentials of Grammar: Parts of Speech: Noun, Pronoun, Adjective, Verb, Adverb,

Preposition, Conjunction, Interjection; Using tenses; Articles; Types of sentences; Reported Speech; Punctuation; Literature: Stopping by Woods on A Snowy Evening by Robert Frost

UNIT III

Building Vocabulary: Word Formation (by adding suffixes and prefixes); Common Errors; Words Often Confused; One word substitution, Homonyms and Homophones; Antonyms & Synonyms, Phrasal Verbs, Idioms & Proverbs (25 each); Commonly used foreign words(15 in number); Literature: The Gift Of The Magby O'Henry

UNIT IV

Personality Development: Etiquette & Manners; Leadership; Inter & intra personal skills; Attitude, Self-esteem & Self-reliance; Public Speaking; Body Language: Posture, Gesture, Eye Contact, Facial Expressions; Presentation Skills/ Techniques; Literature: My Prayer to Thee by Rabindranath Tagore;

TEXT BOOK:

1. Kumar, Sanjay and Pushplata. Communication Skills. Oxford University Press.

REFERENCE BOOKS:

1. Tickoo, M.L, Subramanian A. E. and Subramaniam P.R. Intermediate Grammar, Usage and Composition. Orient Blackswan.
2. Mitra, Barun K. Personality Development and Soft Skills. Oxford University Press.
3. "Best Poems", <http://100.best-poems.net/>. 20 July 2016.
4. "Classic English Short Stories" ,<http://www.eastoftheweb.com/short-stories/Collections/ClasEngl.shtml>, 20 July 2016.

SFCH125

ENVIRONMENTAL STUDIES

(CREDIT -3)

Course Objectives: This course in environmental studies will develop the

- Basic understanding about the concept related to environment such as eco system and biodiversity.
- Insight about the various concerns regarding environment such as population and social issues.

UNIT I

Introduction of Environmental Studies: Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development.

Natural Resources: Renewable and Non-renewable Resources

Land resources: land use change; Land degradation, soil erosion and desertification.

Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).

Energy resources: Renewable and non- renewable energy sources, use of alternate energy sources, growing energy needs, case studies

UNIT II

Ecosystems: Definition and Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession.

Case studies of the following ecosystems:

- a) Forest ecosystem

- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Biological Diversity: Levels of biological diversity; genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots ; India as a mega-biodiversity nation; Endangered and endemic species of India; Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity; Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

UNIT III

Environmental Pollution: Types, causes, effects and controls; Air, water, soil and noise pollution. Nuclear hazards and human health risks; Solid waste management: Control measures of urban and industrial waste; Pollution case studies.

Environmental Policies and practices: Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.

Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context. International agreements: Montreal & Koyoto protocol and convention on biological diversity. Nature reserves, tribal population and rights, human wild life conflicts in Indian context.

UNIT IV

Human Communities and the Environment: Human population growth: Impacts on environment, human health and welfare; Resettlement and rehabilitation of project affected persons; case studies; Disaster management: floods, earthquake, cyclones and landslides; Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan; Environmental ethics: Role of Indian and other religions and cultures in environmental conservation; Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Field work:

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.

Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds and basic principles of identification.

Study of simple ecosystems-pond, river, Delhi Ridge, etc.

TEXT BOOK:

1. ErachBharucha, Textbook of Environmental Studies, Universities Press (P) Ltd., Hyderabad, India.

REFERENCE BOOKS:

1. A.K. De, Environmental Chemistry, New Age International, New Delhi
2. P. H. Raven, D. M. Hassenzahl & L. R. Berg, Environment, John Wiley & Sons, New Delhi.
3. J. S. Singh, S. P. Singh and S. R. Gupta, Ecology, Environmental Science and Conservation, S. Chand Publication, New Delhi.
4. AnubhaKaushik and C. P. Kaushik, Environmental Studies, New Age International, New Delhi.

Course Objectives:

- To educate students about the various stages from fibre to fabric.
- To familiarize the fabric properties to enable better design skills.
- To aid the fabric choice as per the design, budget and client.

UNIT I

The Textile Industry; Fibers – Classification, Composition /Origin/ manufacture of natural and manmade fibers, Performance criteria of fibers, Properties and characteristics of natural and manmade fibers, Fiber blends.

UNIT II

Yarns – Spinning of natural and manmade fiber, Types of yarn, Yarns properties.

UNIT III

Fabric Construction: Weaving, Knitting, Lacing, Netting, and Felting.

UNIT IV

Finishes - Classification of finishes, Preparatory finishes, Aesthetic finishes, Functional finishes.

TEXT BOOK:

1. Bernard P Corbman ,Textiles :Fiber to Fabric, New Year Macgraw Hill 2009

REFERENCE BOOKS:

1. Sara J.Kadolph, "Textiles", 11th edition Pearson India 2014
2. Mary Humphries "Fabric reference" 4th edition.

Course Objectives: The subject matter incorporated in this course will help students

- To acquire the knowledge about the understanding and appreciation of the evolution of the Indian and western clothing at the cradle of the civilization, prehistoric times through the classical eras to the middle ages and in the most recent times.
- To develop an understanding of Indian and western costumes which acts as a vital piece of material that helps to understand what has happened in the past and how it affects our present.

UNIT I

History of Indian Costume I: Pre Historic Era, Vedic Period, Maurya and Sunga Period, Satvahana period.

UNIT II

History of Indian Costume II: Kushan period, Gupta period, Mughal, British.

UNIT III

History of Western Costumes I: Ancient Egypt, Ancient Greek, Ancient Rome, Byzantine, Renaissance, Baroque and Rococo.

UNIT IV

History of Western Costumes II: History of fashion from 18th, 19th and 20th century

TEXT BOOKS:

1. Dr.ParulBhatnagar, "Traditional Indian Costumes and Textiles",Abhishek Publication, Chandigarh 2004.
2. Costumes & fashion, a concise history- james haver, fourth edition.
3. A History of fashion by Government of Tamil Nadu, first edition, 2007.

REFERENCE BOOKS:

1. Roshen Alkazi, "Ancient Indian Costumes Vol. I and II", Art Heritage, 2008.
2. Dr. Vandana Bhandari, "Costume, Textiles and Jewellery of India: Traditions in Rajasthan", Mercury Books, London, 2005

SFFD105**ELEMENTS & PRINCIPLES OF DESIGN****(CREDIT -4)****Course Objectives:**

- To familiarize students with the design elements and principles and its application in fashion designing.
- To induce an organized methodology in developing a successful collection / line of garments.

UNIT I

Type of Design- structural and decorative, Elements of Design-Lines, Form, Shape, color, texture, etc., Principles of design- repetition, gradation, radiation, dominance, unity, harmony, contrast, Proportion, balance & rhythm- its importance in designing.

UNIT II

Functions of Lines, Silhouettes, Different types of lines & its characteristics, Use of line in clothing according to body shapes, Optical illusions created by various combinations of lines.

UNIT III

Colour theory- Prang colour system & Munsell, Colour wheel- primary, secondary and tertiary, Colour Dimensions-Hue, Value and Chroma, Tint, tone, shade, Colour harmony- Related & contrasting colour harmonies & its sub divisions, Application of colour in clothing, Seasonal colours.

UNIT IV

Texture, Various types of texture, Fashion terminology: - fashion cycle, fad/classic, and factors affecting fashion etc. Apparel categories: - Garment vocabulary, Fashion capitals of the world:- New York, Paris, London, Milan, and Tokyo etc.

TEXT BOOKS:

1. Sumathy. G., "Elements of Design and Apparel Design", New Age International Pvt. Ltd, 2002.
2. Bina Abling , "Fashion Sketchbook", 4th edition, Fairchild Publications

REFERENCE BOOKS:

1. M.C. Gimsely and Harriot. T., "Art and Fashion in Clothing Selection", Nova State University Press, New York.
2. Kathryn Mckelvey & Janin, "Fashion Design -Process, Innovation & Practice", Blackwell. Publishers.

Course Objectives:

- This course prepares the students to acquire the knowledge and skills, regarding the operational use of industrial sewing machines, and its application.
- To understand the importance and necessity of various construction techniques for different fabrics, and to acquire the skills to apply those construction techniques in a sample form.

UNIT I

History of sewing machine, Classification of Sewing Machines and their applications - Sewing machine bed types - Basic sewing machines - General Sewing - Over locking machine - Blind Stitching machine - Button hole machine - Button Sewing machine - Bar tacking machine - Needle basic structure and types.

UNIT II

Stitch classification, Stitch Class 100 – 700, Interlooping, Intralooping, interlacing. Advantages and disadvantages of each stitch and its application, Comparative analysis strength, elasticity, durability, Appearance of each stitch – technical and practical, Seam: Seam Definition, seam dimension. ASTM, Superimposed seam, Bound seam, Flat seam, Lapped seam, Edge Finishing, ornamentation, Seam grin, seam strength, seam pucker

UNIT III

Introduction to Sewing thread, classification of sewing thread, Functions of sewing threads: Aesthetics & Performance, Characteristics of sewing threads, Thread consumption ratio, Thread Application

UNIT IV

Introduction to Sewing machines attachments and their applications.-Edge Guides-- Compensating foot / specialized presser foot - Stitching Jig, rack guide, Classification of finishing equipment and its applications, Folders & Binders, Machine Exercise, Control and safety parameters.

TEXT BOOK:

1. Harold Carr and Barbara Latham, "Technology of Clothing Manufacture" , Blackwell Publishing Asia Pty Ltd

REFERENCE BOOKS:

1. Complete Guide to Sewing by Readers Digest, The reader's digest association, 1976.
2. Alison Smith, "The Sewing Book", Dorling Kindersley, 2009.

SFFD118 MACHINE & EQUIPMENT OF GARMENT CONSTRUCTION (CREDIT-4)

Course Objectives: The subject matter incorporated in this course will help students

- To create an awareness of the types of garments machinery available in the industry
- To develop an understanding about the selection of the right machinery for production of the required garments, efficiency

UNIT I

Overview of the Garment mass production setup - Marker making, Spreading, Cutting, Ticketing, Bundling, Sewing, Finishing, Quality Checking, Classification of cutting machines and their

application-Straight Knife Cutting Machines, Band Knife Cutting Machines, Servo Assisted Cutting Machines, Computer Controlled Cutting Machines, Round Knife Cutting Machines, Hot notcher cutting machines.

UNIT II

Process flow of sewing department, Classification of Sewing Machines and their applications Horizontal bed Machines Vertical bed machines, Stitch type analysis, classification and their applications-100 Class, 200 Class, 300 Class, 400 Class, 500 Class, 600 Class, Sewing department layout, sewing line balancing.

UNIT III

Feed Mechanisms- Drop Feed, Differential Feed, Unison Feed, Compound Feed, Roller Feed, Fabric guides, importance of fusing, different types of resins, coating systems, coating methods, factors influencing the choice of fusibles, fusing machine, feed system of fusing machine, and process parameters in fusing.

UNIT IV

Classification of Finishing Equipment and their applications-The purpose of pressing, Categories of pressing, Pressing Equipment and methods, washing methods, Stain removal methods, Packaging , types of packing.

TEXT BOOK:

1. Glock&Kunz, "Apparelmanufacturing", Pearson Prentice Hall.

REFERENCE BOOKS:

1. Hannelore Elberle, "Clothing Technology", Europa Lehrmittel.
2. Technology of Clothing Manufacture by Harold Carr and Barbara Latham.

SFFD153

FASHION MODEL DRAWING LAB

(CREDIT -2)

Course Objectives:

- To understand the importance of anatomical studies as the basis of fashion model drawing.
- To realize the need for understanding, clarity & confidence in drawing of the Human body as a mode of visual communication in fashion.
- To develop skill in fashion model drawing (drawing from a live model).

LIST OF EXPERIMENTS

1. Basic line & shading exercise- Lines & Shading exercises using various pencil & color mediums, Such as, Grade pencils, Color pencils, Poster color/ water color, Charcoal.
2. Stick figures & different body actions. Developing blocks for block figure.
3. Brief idea about face block.
4. Basic 8 & Basic 10 head female block figure.
5. Poses: Front, $\frac{3}{4}$, side & back block figure.
6. Flashing figure - Front, $\frac{3}{4}$, side & back.
7. Face block.
8. Fashion frontal face-eyes, ears, nose, mouth & head.
9. Story poses: X, S, I, A & T,

REFERENCE BOOKS:

1. Sketching And Drawing Authors: Vasudeo Kamat, Publication: Jyotsna Prakashan .
2. The Encyclopedia of Fashion Illustration Techniques: A Comprehensive Step-by-Step Visual Guide to Fashion Design, Author: Carol A. Nunnally
3. Pamela Stekar, "Fashion Design Manual", Palgrave MacMillan
4. Noel Chapman and Judith Cheek, "Creative Fashion Drawing" , Arcturus Publishing
5. Lisa Smith Arnold , "Fashion Drawing for Dummies", Marianne Egan
6. Julian Seaman, "Fashion Illustration Techniques", PAVILION BOOKS
7. Bina Ablng, "Fashion Sketchbook 4th edition", Fairchild Publications.

SFFD154

PATTERN MAKING-II LAB

(CREDIT -2)

Course Objectives:

- To acquire the knowledge of Human body structure and its measurements & pattern making Principals.
- To acquire the knowledge of drafting Adult Bodice Block as per standard size.
- To acquire the knowledge of Manipulation Principle.

LIST OF EXPERIMENTS

1. Introduction to Human Anatomy
2. To study the individual measurement of dress form
3. Introduction to Pattern Making Principles
4. Specification and terminology of Adult Bodice Block size # 8
5. Dart Manipulation-Slash and spread technique, Pivot transfer technique, Single dart series, Double dart series.
6. Designing with Darts: Tuck - Darts, Pleats, Flares , and Gathers
7. Sleeves (Set -in)-Plain, Puff & derivations, Cap, Petal, Bishop, leg-o mutton, Lantern etc.
8. Collars -Non convertible, flat roll, Partial roll, Full roll, Collars with deep open, necklines. Convertible, Mandarin, Roll, Collars with stand.
9. Skirts -Basic single & double dart, A- line, Paneled, Gored, Flounce, Wrap, Circular, Circular with uneven, hemline, Cascade.

TEXT BOOK:

1. Helen Joseph Armstrong, "Patternmaking for Fashion Design", Pearson, Fifth edition.

REFERENCE BOOKS:

1. Pamela C Stringer, " Pattern Drafting for Dressmaking", Published by Bats ford Ltd (1992)
2. Natalie Bray, "Dress Pattern Designing", Pearson.

SFFD155

PATTERN MAKING-I LAB

(CREDIT -2)

Course Objectives:

- To develop understanding of pattern making in fashion industry.
- To develop skills of size variations in patterns.

LIST OF EXPERIMENTS

1. Introduction to pattern making - Importance of pattern making in fashion industry, Tools & instruments used, Terminology & indications used, Standard body measurement charts.
2. Children Bodice Block with size variations.
3. Basic Sleeve Block (Children) – with variations-Puff, Cap, Petal, Flared.
4. Collars (Children) - Peter pan, Cape, Convertible, Sailors.

emphasis & variety).

- To understand & analyze the effective use of elements / principle of design & fashion in the garment design process.

LIST OF EXPERIMENTS

1. Draw compositions of lines using at least ten lines in a 8"x8" block Draw Color wheel mention Primary, secondary, Sub-secondary & tertiary colors. Color schemes & its introduction
2. Monochromatic scheme- In a 8"x 8" block using floral design a using Monochromatic scheme Analogous- Make a Sanghaneri print in a 8"x 8" block using Analogous color scheme
3. Complimentary - Make a nursery print in a 8"x 8" block using Complimentary color scheme Polychromatic - Make an abstract design in a 8"x 8" block using Polychromatic color scheme
4. Achromatic scheme - Make any design of your choice in a 8"x 8" block using achromatic color scheme
5. Tints & Shades-Make a geometric pattern in a 8"x8", using tints & shades
6. Neutral color.-Make a design out of dots & strips in a 8"x8" using neutral color.
7. Types of textures- thread pulling, thread crumple, thread rolling, paper dabbling, wax rubbing, wax drop , smoke , blade , leaf , flower etc.

TEXT BOOKS:

1. Maurice De Sausmarez; "Basic Design: The Dynamics of Visual Form", Studio Vista, 1964.
2. Carol A. Nunnally, The Encyclopedia of Fashion Illustration Techniques

REFERENCE BOOKS:

1. Birren & Fabersvan, "Principles of Color", Nostraid Reinhold Company.
2. Bina Ablng, "Fashion Sketchbook 4th edition", Fairchild Publications.

SFFD162

SEWING TECHNIQUES LAB

(CREDIT -2)

Course Objectives:

- To acquire knowledge and skill regarding stitching techniques for various garment components such as plackets, pockets, cuffs, collars, and fasteners which are ultimately used for stitching of any garments.

LIST OF EXPERIMENTS

1. Introduction to sewing room and basic sewing equipment and its importance in Garment Manufacturing
2. Making samples of Basic stitches of clothing construction - Basic stitches – Basting: Even basting, uneven basting ,diagonal basting, Hemming: Blind hemming ,slip Hemming ,Plain hemming, back stitch, Blanket stitch (Key Hole)
3. Making the samples of Seams: Superimposed, Lapped, Bound, French, Flat & Fell, Edge Finishing, Ornamental/Decorative Seams.
4. Seam finishes - Pinking, Turn & stitch, Turn & baste, Turn & hem, Over casting and Blanket stitch
5. Facing- Separate & Combined Facing, Binding, Piping.
6. Placket- Continuous Placket, Zipper Placket, Pointed Placket, Shirt Placket
7. Fasteners placement on fabric - Overlap and under lap: Hooks & Eyes, Snaps, Zippers, Buttons, Velcro

8. Learning to take body measurements for different garments.

REFERENCE BOOKS:

1. Alison Smith , "Complete Book of Sewing , Dorling Kindersley, 1999
2. Gladys Cunningham, "Singer Sewing Book", The singer company, 1st edition.
3. Claire Shaeffer, Sewing for the Apparel Industry, Prentice Hall, 2001
4. Sewing &Knitting, Reader's Digest (Australia) Pty Ltd, 1993 Edition

SFFD164

FASHION ART ILLUSTRATION LAB

(CREDIT -2)

Course Objectives:

- The emphasis is on the understanding of basic proportions of the fashion figure through the analysis of photographs
- Using figure research as a basis for the creation of fashion design sketches and visual representative techniques of elements of design and principle of design.

LIST OF EXPERIMENTS

1. Draw fashion poses proportionally.
 - Draw female fashion body poses from the text book and magazines.
 - 1 front view pose, 1 back view pose, and 1 side view pose.
 - Relaxed fashion poses.
2. Demonstrate illustration skills for rendering of garment details, fabric type, and fit.
3. Fashion head illustration
 - Draw 3 female fashion heads with hair. Render with markers, color pencils, pastels, or paint.
 - 1 front view head with hair (11 x 14 sketch pad).
 - 1 three quarter fashion head with hair (11 x 14 sketch pad).
 - 1 back view fashion head with hair (11x 14 sketch pad).
4. Hands and shoes illustration
 - Draw 5 hands from different angles. Render with marker defining the plan of the Hands and wrist.
 - Design 5 pair shoes with the foot (11 x 14 sketch pad). Render with marker defining the
 - Plan of the shoes and the foot.
5. Clothing details (elements of fashion including fashion accessories)- Drawing various Fashion elements to form a garment such as, types of sleeves, necklines, pockets, cuffs, collars, yokes, waist bands, bows & ties, frills & flounces etc.
6. Fall layering
 - Draw 2 fashion poses. Design outfits combining bulky sweater knits, herringbone tweed wool pants or skirts, and leather coat. Render both outfits in compatible colors. About rendering fabric textures.

TEXT BOOK:

1. Hagen, K. (2005). Fashion Illustration for Designers, NJ: Pearson Prentice Hall

REFERENCE BOOKS:

1. Angel Fernandez and Gabriel Martin Roig , "Drawing for Fashion Designers", Batsford, 2009
2. Anna Kiper , "Fashion illustration, Inspiration and Technique" , David & Charles Publishers
3. Carol A. Nunnally, "Fashion Illustration School, A Complete Handbook for Aspiring Designers

SFFD166

COMPUTER APPLICATION-I LAB

(CREDITS-2)

Course Objectives:

- Photoshop Basics will help to quickly make sense of the software and start improving student's photos and preparing images for design projects.
- To familiarize Photoshop which give a fundamental knowledge about graphical logics in computer such as photo editing, vector images, portfolio setting, applied art and advertisement.

LIST OF EXPERIMENTS

1. Draw and manipulate custom raster/vector shapes using the Pen tool and shape tools.
2. Create precise selections in low-contrast images using vector masks and paths.
3. Use smart Objects in Photoshop to non-destructively edit, link, update images.
4. Sharpen, blur, and vignette images using customizable and editable Smart Filters.
5. Apply professional-quality typography in Photoshop, considering leading, kerning, tracking, baseline shift, and ligatures.
6. Handle type creatively by applying textures to text, pushing photographs through text and other shapes, and hiding portions of text.
7. Combine multiple photographs using gradient masks, blending sliders, and displacement maps.
8. Create attractive gray scale, partial grayscale, and duotone images.
9. Use Swatches panel, and Color Libraries to effectively select and manage colour schemes.
10. Create custom brushes, use the Mixer Brush for freehand painting in Photoshop, and turn images into paintings.

SFEL171

COMMUNICATION SKILLS LAB

(CREDIT -1)

Course Objectives:

- To indulge students in communication activities in functional and situational contexts.
- To encourage students to speak in English fluently and accurately.
- To strengthen the language skills through real life and professional situations.
 - 5 to 10 minutes should be spent on effective browsing of online News paper
 - 5 to 10 minutes should be mandatorily spent on English Language software activities in every lab

Each student must actively complete the following ten activities in practical classes, and the Lab Record with the teacher's signature and the internal marks should be submitted to the External Expert during Viva.

Activity 1: Self- introduction: Informal introduction & formal introduction; A detailed write up on formal 'Self Introduction'; Formal Introduction of oneself in front of the group.

Activity 2: News Reading: Introduction to 'online News papers'; Browsing and selecting the preferred News paper; Browsing through the News Headlines; Selecting interested News items; Comprehending the content, writing down the essence and reading the News in front of the Group. Discuss 5 to 8 new words or terms, 4 to 5 important personalities of that day's news etc.

Activity 3: a. JAM: Introduction to 'Just A Minute speech' and the 'Extempore speech'; Preparation of speech on given topic (different topic for each student); delivery of the speech; Feedback (on content, time management, body language etc. highlighting the positive aspects first.)

b. Listening Comprehension: Listen to online / downloaded oration by renowned Orators; write down the content in a precise form and give an oral presentation of that write up following all the etiquettes of public speaking.

Activity 4: a. Turn Coat: Speaking for and against by the same person with time specification; assign topics from the immediate surroundings; write down the content either from the Net or from personal knowledge; prepare well and deliver; feedback & suggestions for improvement

b. News Discussions: Selecting News of the day, Discussing among the group, prepare the news content and prepare the group opinion about the issue and present it in front of the class by the group involving each member; select 5 new words & new usages from the selected news item

Activity 5: Conversation ability: Characteristics of effective conversation; Listening to a few sample conversations; preparing conversation based on the given situation; enacting the situation through effective delivery of the script; feedback & suggestions for improvement.

Activity 6: Role Play: Characteristics of Role Play; assigning roles; developing the content to deliver; enacting the role with effective delivery; feedback & suggestions for improvement.

Activity 7: Public Speaking: Characteristics of effective Public speaking; possible barriers; watching demo online; topic assignment, information gathering & recording; delivery in front of the class; feedback & suggestions for improvement. . (Different topic for each student)

Activity 8: Group Discussion: Importance and characteristics; Dos & Don'ts in GD; Demo display; assign topic for the group, Preparation & performance; feedback & suggestions for improvement.

Activity 9: Debate : Difference between Group Discussion & Debating; Watching demo of Debating; Topic for the group of 2 or 4; preparation and performance; feedback & suggestions for improvement.

Activity 10: Interview: Importance & purpose of Job Interview; Interview etiquettes; Watch demo interview; Appear for formal mock interview; feedback & suggestions for improvement.

TEXT BOOK:

1. Kumar, Sanjay and Pushplata. Communication Skills, Oxford University Press, New Delhi, 2013.

REFERENCE BOOKS:

1. Mitra, Barun K. Personality Development and Soft Skills. Oxford University Press.
2. Raman Meenakshi & Sharma, Sangeetha. Technical Communication Principles and Practices, 2nd Ed. Oxford University Press, New Dehi, 2011.
3. O. Scot. Contemporary Business Communication, Biztantra, New Delhi, 2011.

Annexure-A

B.A. Fashion Design					Year 2018-2021 (Scheme of Studies)				
ODD SEMESTER					EVEN SEMESTER				
Year	SNo	Course Code	Course Title	C	SNo	Course Code	Course Title	C	
First	1	SFFD103	Introduction to Textiles	4	1	SFFD104	History of Fashion	4	
	2	SFFD105	Elements & Principles of Design	4	2	SFFD108	Sewing Techniques	3	
	3	SFEL101	Communication Skills	4	3	SFFD118	Machine & Equipment of Garment Construction	4	
	4	SFFD159	Elements & Principles of Design Lab	2	4	SFCH125	Environmental Studies	3	
	5	SFFD153	Fashion Model Drawing Lab	2	5	SFFD154	Pattern Making -II Lab	2	
	6	SFFD155	Pattern Making-I Lab	2	6	SFFD162	Sewing Techniques Lab	2	
	7	SFFD157	Surface Ornamentation Lab	2	7	SFFD164	Fashion Art Illustration Lab	2	
	8	SFEL171	Communication Skills Lab	1	8	SFFD166	Computer Application-I Lab	2	
	TOTAL				21	TOTAL			
	1	SFFD201	Overview of Fashion Industry-I	4	1	SFFD202	Overview of Fashion Industry-II	4	
	2	SFFD203	Textile Dyeing and Printing	4	2	SFFD204	Fashion Marketing and Merchandising-II	4	
	3	SFFD205	Fashion Marketing and Merchandising-I	4	3	SFFD206	Fashion Accessories Design	4	
	4	SFMC211	Human Resource Management	4	4	SFFD208	Fabric Studies-Woven	3	

Second	5	SFFD251	Pattern Making -III Lab	2	5	SFFD212	Import- Export Management	3	
	6	SFFD261	Summer Training -I	2	6	SFFD254	Pattern Grading Lab	1	
	7	SFFD263	Garment Construction-I Lab	2	7	SFFD258	Design Studies Project	4	
	8	SFFD265	Computer Application -II Lab	2	8	SFFD260	Garment Construction-II Lab	2	
	9	SFFD267	Sketching-I Lab	2	9	SFFD262	Sketching-II Lab	2	
	TOTAL				26	TOTAL			
Third	1	SFFD301	Visual Merchandising	4	1	SFFD302	Intellectual Property Rights in Apparel Industry	3	
	2	SFFD303	Fashion Forecasting	4	2	SFFD306	Fashion Entrepreneurship	3	
	3	SFFD305	Fashion Communication	4	3	SFFD308	Textile and Garment Quality Analysis & Assurance	3	
	4	SFFD307	Traditional Indian Embroideries & Textiles Lab	2	4	SFFD354	Portfolio Development for Fashion	2	
	5	SFFD309	Fabric Studies-Knitted	4	5	SFFD356	Design Collection	10	
	6	SFFD351	Draping	1					
	7	SFFD353	Computer Aided Design	2					
	8	SFFD355	Craft Research & Design Project	4					
	9	SFFD357	Summer Training -II	2					
	TOTAL				27	TOTAL			
Total Credits [C]								144	