

B.Sc. (Fashion Design): Semester-VI BFD 653: MATERIAL STUDIES	
Teaching Scheme	Examination Scheme
Lectures: 0, Tutorial: 1 hrs./Week	Class Test -6 Marks
Practical: 2 hrs./Week	Teachers Assessment – 3 Marks
Credits: 2	Attendance – 6 Marks
	End Semester Exam – 35 marks

**Prerequisite:** Industrial sector, and Designing Sector

**Course Objectives:**

1. To give complete knowledge to students about the materials.
2. To give an overview on sustainability.
3. To explain the concept of market survey.
4. To give knowledge of customer perception and behavior.

*Dean*  
Faculty of Science  
invertis University, Bareilly

**Detailed Syllabus:**

<b>Unit I: Introduction to creativity</b>
Activity of creative thinking Explore different medium for creative designing & art (Multimedia, magazines, newspapers etc.)
<b>Unit II: Introduction to mind mapping</b>
Develop a mind mapping on a particular topic. Understanding of properties and dimensions of the basic materials Solid Planes Linens Granules
<b>Unit III: Introduction to sustainability</b>
Waste material utility – Using various waste materials. Develop a garment/Product using given materials: Paper, Wood, Iron Strings, Iron Rods, Wires, Ropes, Straw, Leather, Foil, Metals, Glass, Thermal, Synthetic Mat, Fibers, Plastic bag etc.
<b>Unit IV: Market Survey</b>
Individual Students are expected to conduct a market survey. The survey has to be conducted as follows. Apparels – Design Features, Material, Textile Utilized Accessories – Design Features, Material, Textile Utilized etc. Customers Perception and Behavior Resources Availability etc.

*Dean*  
Faculty of Science  
invertis University,  
Bareilly



**Course Outcomes:**

After completing the course, students will be able to:

1. To recognize the various techniques or methods of basic Fashion Illustration.
2. To understand about the various tools and equipment's used for Fashion illustration.
3. To analyze the concept of different fashion style available.
4. To apply the principles of design and its application in the fashion industry.
5. To evaluate the different elements of design features and their appropriate use according to the current fashion trends.
6. To create the understanding how we can present our idea on paper first.

**Suggested Readings**

- Fashion Illustration, Anna Kiper, David & Charles Book, 2011
- 2.
- Fashion Illustration Children, Patric, John Ireland, BT Bastford Ltd, 2005
- New Fashion Illustration (New Illustration Series) English, Paperback, Martin Dawber 2006
- History of Fashion Illustration
- Fashion Illustrators

**Additional E BOOKS:**

Fashion Sketch Book

[http://msvetterochs.weebly.com/uploads/4/0/3/8/40384243/sketching\\_garments\\_&\\_details\\_.pdf](http://msvetterochs.weebly.com/uploads/4/0/3/8/40384243/sketching_garments_&_details_.pdf)

[https://www.udemy.com/learn-to-draw-fashion-with-adobe-illustrator-cc-beginners/?siteID=SAyYsTvLiGQ-](https://www.udemy.com/learn-to-draw-fashion-with-adobe-illustrator-cc-beginners/?siteID=SAyYsTvLiGQ-PN8UukNxyGp.flcgTA&LSNPUBID=SAyYsTvLiGQ)

[PN8UukNxyGp.flcgTA&LSNPUBID=SAyYsTvLiGQ](https://www.udemy.com/learn-to-draw-fashion-with-adobe-illustrator-cc-beginners/?siteID=SAyYsTvLiGQ-PN8UukNxyGp.flcgTA&LSNPUBID=SAyYsTvLiGQ)

[www.milanfashioncampus.eu/fashion-illustration](https://www.milanfashioncampus.eu/fashion-illustration)

Note: Latest edition of readings may be used

*Snehal Sahay*

Registrar  
Invertis University  
Bareilly

Head  
Department of Fashion Design  
Invertis University, Bareilly (U.P.)

Dean  
Faculty of Science  
Invertis University, Bareilly (U.P.)