



Scheme of Instructions & Syllabi
of
Bachelor of Design
in
Fashion Design
(Effective from Session 2026 - 27)

Department of Fashion Design
Faculty of Science
Invertis University
Bareilly, U. P.

INTRODUCTION

B. Des. Fashion Design

Fashion Design is a multidisciplinary field that combines creativity, innovation, technology, culture, and craftsmanship to create functional, aesthetic, and sustainable fashion products. It plays a significant role in addressing the evolving needs of the global fashion and lifestyle industry by integrating design thinking, technical expertise, and market awareness. The discipline encompasses various aspects of apparel design, textile innovation, fashion communication, merchandising, and product development, enabling designers to respond to changing consumer preferences and emerging market trends. By blending traditional craftsmanship with modern technologies and sustainable practices, fashion design contributes to economic growth, cultural expression, and the advancement of the global creative economy.

The Bachelor of Design (B.Des.) in Fashion Design is a four-year undergraduate programme that prepares students to become creative, technically proficient, and socially responsible design professionals. The curriculum integrates design fundamentals, textile studies, fashion illustration, pattern making, draping, garment construction, digital design, CAD, merchandising, styling, internships, research, and entrepreneurship. Through experiential learning, industry interaction, live projects, and workshops, the programme equips students with the knowledge and skills required to develop innovative, user-centric, and sustainable fashion solutions while adapting to the dynamic needs of the fashion industry.

Vision

To be a centre of excellence in fashion design education by nurturing creative, innovative, ethically responsible, and globally competent designers who contribute to the sustainable growth of the fashion and creative industries.

Mission

The programme is committed to providing quality design education through an industry oriented and interdisciplinary curriculum that integrates creativity, technology, research, and sustainability. It aims to develop competent professionals with strong design, technical, entrepreneurial, and leadership skills while fostering ethical values, lifelong learning, innovation, and meaningful collaboration with industry and society.

PROGRAMME OUTCOMES

B. Des. Fashion Design

PO1: Fashion Design Knowledge

Apply the knowledge of fashion design principles, textiles, garment construction, pattern making, fashion illustration, digital design, merchandising, and fashion technologies to develop innovative and sustainable design solutions.

PO2: Problem Analysis

Identify, formulate, research, and analyze complex fashion design problems by applying creative thinking, scientific principles, design methodologies, and industry practices to arrive at appropriate solutions.

PO3: Design and Development of Solutions

Develop innovative, functional, and aesthetically appealing fashion products, collections, systems, and services that address user needs while considering sustainability, inclusivity, cultural values, safety, and environmental impact.

PO4: Investigation and Research

Conduct research using appropriate design methodologies, analysis, interpretation and synthesis of information to develop meaningful products and design solutions.

PO5: Modern Tool Usage

Select and apply appropriate design tools, digital software, apparel and other emerging technologies for fashion design and product development while recognizing their limitations.

PO6: Designer and Society

Understand the social, cultural, economic, and environmental impact of fashion design decisions and contribute responsibly towards sustainable and inclusive design practices.

PO7: Environment and Sustainability

Apply sustainable design principles, ethical sourcing, responsible production practices, and environmental awareness throughout the fashion design and product development process.

PO8: Ethics and Professional Responsibility

Demonstrate professional ethics, integrity, intellectual property awareness, legal responsibilities, and commitment to quality standards in fashion design practice.

PO9: Individual and Teamwork

Function effectively as an individual and as a member or leader of multidisciplinary teams by demonstrating effective communication, collaboration, leadership, & management skills.

STUDY AND EVALUATION SCHEME

B. Des. in Fashion Design

(Effective from session 2026 - 27)

YEAR I, SEMESTER I

Course Code	Course Title	Course Category	Hours			Evaluation Scheme		Subject Total	Credit
			L	T	P	CA	EE		
BDFD101	History of Fashion-I	CC	4	0	0	30	70	100	4
BDFD102	Fashion Studies	CC	4	0	0	30	70	100	4
BDFD103	Human Value and Ethics	AECC	2	0	0	15	35	50	2
BDFD151	Fashion Styling	SEC	0	2	2	25	50	75	3
BDFD152	Creative Sketching Fundamentals	CC	0	0	2	10	15	25	1
BDFD153	Technical Fashion Flats-I	SEC	0	0	2	10	15	25	1
BDFD154	Fashion Illustration-I	SEC	0	0	4	15	35	50	2
BDFD155	Textile Design	SEC	0	1	2	15	35	50	2
BDFD156	Fundamentals of Design	CC	0	1	2	15	35	50	2
TOTAL			10	4	14	165	360	525	21
L - Lecture, T - Tutorial, P - Practical, CA - Continuous Assessment, EE - End Semester Exam									

Note: CC – Core Course, AECC – Ability Enhancement Course, SEC– Skill Enhancement Course, *DSE – Discipline Specific Elective (elect any one from the prescribed), *GE - General Elective (elect any one from the prescribed)

YEAR I, SEMESTER II

Course Code	Course Title	Course Category	Hours			Evaluation Scheme		Subject Total	Credit
			L	T	P	CA	EE		
BDFD201	History of Fashion-II	CC	4	0	0	30	70	100	4
BDFD202	Traditional Indian Textiles	CC	4	0	0	30	70	100	4
BDFD203	Fundamentals of Textiles	CC	4	0	0	30	70	100	4
BDFD251	Introduction to Apparel Design	CC	0	2	2	25	50	75	3
BDFD252	Technical Fashion Flats-II	SEC	0	0	2	10	15	25	1
BDFD253	Fashion Illustration-II	SEC	0	0	4	15	35	50	2
BDFD254	Surface Techniques - I	SEC	0	0	4	15	35	50	2
BDFD255	Digital Skills & Applications	AECC	0	0	2	10	15	25	1
TOTAL			12	2	14	165	360	525	21
L - Lecture, T - Tutorial, P - Practical, CA - Continuous Assessment, EE - End Semester Exam									

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YEAR II, SEMESTER III

Course Code	Course Title	Course Category	Hours			Evaluation Scheme		Subject Total	Credit
			L	T	P	CA	EE		
BDFD301	Fashion Communication	CC	4	0	0	30	70	100	4
BDFD302	Textile Finishing & Processing	CC	4	0	0	30	70	100	4
BDFD303	Environmental Science	AECC	2	0	0	15	35	50	2
BDFD351	Fashion Photography	SEC	0	0	2	10	15	25	1
BDFD352	Flat Pattern Making	CC	0	2	2	25	50	75	3
BDFD353	Garment Construction	CC	0	2	2	25	50	75	3
BDFD354	Fashion Illustration-III	SEC	0	0	2	10	15	25	1
BDFD355	Off Loom Techniques	SEC	0	0	2	10	15	25	1
BDFD356	Surface Techniques - II	SEC	0	0	2	10	15	25	1
BDFD357	Digital Design – I	CC	0	0	2	10	15	25	1
TOTAL			10	4	14	175	350	525	21
L - Lecture, T - Tutorial, P - Practical, CA - Continuous Assessment, EE - End Semester Exam									

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YEAR II, SEMESTER IV

Course Code	Course Title	Course Category	Hours			Evaluation Scheme		Subject Total	Credit
			L	T	P	CA	EE		
BDFD401	Garment Manufacturing Technologies	CC	4	0	0	30	70	100	4
BDFD402	Fashion Merchandising and Marketing	CC	4	0	0	30	70	100	4
BDFD451	Accessory Design	GE	0	0	2	10	15	25	1
BDFD452	Jewelry Design								
BDFD453	Advanced Pattern Making - I	CC	0	0	4	15	35	50	2
BDFD454	Women's Wear	CC	0	0	4	15	35	50	2
BDFD455	Fashion Illustration- IV	SEC	0	0	2	10	15	25	1
BDFD456	Surface Techniques - III	SEC	0	2	2	25	50	75	3
BDFD457	Digital Design - II	CC	0	2	2	25	50	75	3
TOTAL			8	5	16	165	360	525	21
L - Lecture, T - Tutorial, P - Practical, CA - Continuous Assessment, EE - End Semester Exam									

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***Students are required to undertake a two-month Summer Internship or Craft Cluster Project after the completion of the IV Semester and complete it before the commencement of the V Semester.**

YEAR III, SEMESTER V

Course Code	Course Title	Course Category	Hours			Evaluation Scheme		Subject Total	Credit
			L	T	P	CA	EE		
BDFD501	Visual Merchandising	CC	2	0	0	15	35	50	2
BDFD502	Sustainable Fashion	CC	4	0	0	30	70	100	4
BDFD503	Advanced Fashion Technologies	CC	2	0	0	15	35	50	2
BDFD551	Summer Internship/Craft Cluster Report	SEC	0	0	2	10	15	25	1
BDFD552	Grading	CC	0	1	2	15	35	50	2
BDFD553	Draping	CC	0	2	2	25	50	75	3
BDFD554	Advanced Pattern Making - II	CC	0	0	4	15	35	50	2
BDFD555	Kids Wear	CC	0	0	4	15	35	50	2
BDFD556	Fashion Illustration- V	SEC	0	0	2	10	15	25	1
BDFD557	Digital Design - III	SEC	0	1	2	15	35	50	2
TOTAL			8	4	18	165	360	525	21
L - Lecture, T - Tutorial, P - Practical, CA - Continuous Assessment, EE - End Semester Exam									

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YEAR III, SEMESTER VI

Course Code	Course Title	Course Category	Hours			Evaluation Scheme		Subject Total	Credit
			L	T	P	CA	EE		
BDFD601	Fashion Entrepreneurship	DSE	4	0	0	30	70	100	4
BDFD602	Fashion Retail Management								
BDFD603	Creative Rights and Design Protection	CC	2	0	0	15	35	50	2
BDFD651	Design Ideation and Innovation	CC	0	1	2	15	35	50	2
BDFD652	Advanced Draping	CC	0	2	2	25	50	75	3
BDFD653	Advanced Pattern Making - III	CC	0	0	4	15	35	50	2
BDFD654	Men's Wear	CC	0	0	4	15	35	50	2
BDFD655	Inclusive Clothing	CC	0	2	2	25	50	75	3
BDFD656	Adobe InDesign	DSE	0	2	2	25	50	75	3
BDFD657	CLO 3D								
TOTAL			6	7	16	165	360	525	21
L - Lecture, T - Tutorial, P - Practical, CA - Continuous Assessment, EE - End Semester Exam									

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YEAR IV, SEMESTER VII

Course Code	Course Title	Course Category	Hours			Evaluation Scheme		Subject Total	Credit
			L	T	P	CA	EE		
BDFD701	Research Methodology	CC	4	0	0	30	70	100	4
BDFD751	Graduation Design Collection Showcase	CC	0	6	8	70	180	250	10
BDFD752	Portfolio Development	CC	0	2	2	25	50	75	3
BDFD753	Design Collection Presentation	CC	0	0	8	25	50	100	4
TOTAL			4	8	18	150	350	525	21
L - Lecture, T - Tutorial, P - Practical, CA - Continuous Assessment, EE - End Semester Exam									

YEAR IV, SEMESTER VIII

Course Code	Course Title	Course Category	Hours			Evaluation Scheme		Subject Total	Credit
			L	T	P	CA	EE		
BDFD851	Professional Industry Practice	CC	0	0	42	155	370	525	21
TOTAL			0	0	42	155	370	525	21
L - Lecture, T - Tutorial, P - Practical, CA - Continuous Assessment, EE - End Semester Exam									

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SEMESTER – I

BDFD101: HISTORY OF FASHION – I

Teaching Scheme	Examination Scheme
Lectures: 4 hrs/Week	Class Test -12 Marks
Tutorials: Nil	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 marks

Prerequisite: Basic understanding of clothing and cultural heritage, interest in fashion history and costume studies, awareness of traditional Indian attire and ornamentation, fundamental knowledge of art and civilization, and basic visual observation and documentation skills.

Course Objectives:

- To introduce the origin and evolution of clothing and adornment in human civilization.
- To develop an understanding of Indian costume history from ancient to colonial periods.
- To familiarize students with the socio-cultural, religious, political, and climatic influences on clothing.
- To analyse historical garments, textiles, jewellery hairstyles, and accessories of different eras.
- To examine the contribution of historical costume traditions to contemporary fashion design.
- To develop visual research and documentation skills related to costume history.

Detailed Syllabus:

Unit I: Origin and Evolution of Clothing
Early human clothing and body decoration, theories of clothing origin: Protection Theory, Modesty Theory, Immodesty Theory, Adornment Theory, evolution of textiles, ornamentation, and personal adornment, importance of fashion history in contemporary design practice
Unit II: Costumes of Indus Valley Civilization and Vedic Period
Indus Valley Civilization: Historical background and social and cultural life, men's and women's costumes, textile materials and draping style, accessories: jewellery, headgear, and footwear, hairstyles, cosmetics.
Vedic Period: Historical background and social and cultural life, men's and women's costumes, textile materials and draping style, accessories: jewellery, headgear, and footwear, hairstyles.
Unit III: Costumes of Sunga Period & Kushan Period
Sunga Period: Historical background and social and cultural life, men's and women's costumes, textile materials and draping style, accessories: jewellery, headgear, and footwear, hairstyles, cosmetics.
Kushan Period: Historical background and social and cultural life, men's and women's costumes, textile materials and draping style, accessories: jewellery, headgear, and footwear, hairstyles.
Unit IV: Costumes of Satavahana and Gupta Periods
Satavahana Period: Historical background and social and cultural life, men's and women's costumes, textile materials and draping style, accessories: jewellery, headgear, and footwear, hairstyles, cosmetics.

Gupta Period: Historical background and social and cultural life, men's and women's costumes, textile materials and draping style, accessories: jewellery, headgear, and footwear, hairstyles, cosmetics.

Unit V: Costumes of Mughal, Rajput and British Periods

Mughal Empire: Historical background and social and cultural life, men's and women's costumes, textile materials and draping style, accessories: jewellery, headgear, and footwear, hairstyles, cosmetics.

Rajput Period: Historical background and social and cultural life, men's and women's costumes, textile materials and draping style, accessories: jewellery, headgear, and footwear, hairstyles, cosmetics.

British Colonial Period: Historical background and social and cultural life, men's and women's costumes, textile materials and draping style, accessories: jewellery, headgear, and footwear, hairstyles, cosmetics.

Course Outcomes:

After completing the course, students will be able to:

- **CO1** Explain the theories related to the origin and evolution of clothing and adornment.
- **CO2** Describe the historical development of costumes, textiles, jewellery, and accessories across major Indian civilizations.
- **CO3** Identify and classify distinctive costume features of different historical periods of India.
- **CO4** Analyse the influence of social, cultural, political, religious, and economic factors on fashion evolution.
- **CO5** Evaluate the contribution of historical costume traditions to contemporary fashion design and styling.
- **CO6** Develop visual research and comparative studies of historical costumes for design inspiration and creative application.

Suggested Readings

- Alkazi, Roshen. *Ancient Indian Costumes*. National Book Trust, India.
- Basham, A. L. *The Wonder That Was India*. Rupa Publications.
- Dalal, Roshen. *The Illustrated Timeline History of India*. Penguin Random House India.
- Dhamija, Jasleen. *Indian Folk Arts and Crafts*. National Book Trust, India.
- Kumar, Ritu. *Costumes and Textiles of Royal India*. Christie's Books.
- Payne, Blanche, Winakor, Geitel, and Farrell-Beck, Jane. *The History of Costume*. Fairchild Publications.
- Tortora, Phyllis G., and Marcketti, Sara B. *Survey of Historic Costume*. Fairchild Books.
- Tyabji, Laila. *Craft Traditions of India*. Niyogi Books.

BDFD102: FASHION STUDIES

Teaching Scheme	Examination Scheme
Lectures: 4 hrs/Week	Class Test -12 Marks
Tutorials: Nil	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 marks

Prerequisite: Basic understanding of fashion concepts and terminology, awareness of contemporary fashion trends, interest in fashion, culture and lifestyle studies, fundamental knowledge of clothing and apparel industry, and basic communication and observation skills.

Course Objectives:

- To examine fashion as a socio-cultural, economic, and technological phenomenon.
- To understand the relationship between fashion, culture, media, and consumer behaviour.
- To familiarize students with major fashion theories, fashion cycles, and industry terminology.
- To develop awareness of influential fashion designers, brands, and fashion capitals.

Detailed Syllabus:

Unit I: Introduction to Fashion
Meaning, definition, and scope of fashion, evolution of fashion and its significance in society fashion as a socio-cultural phenomenon, components of fashion: style, trend, fashion, fad, classic, factors affecting fashion, factors retarding fashion change Fashion Terminology: Prototype and sampling, product launch, retail store and merchandising, couture and haute couture, ready-to-wear (RTW), mass production, fashion designer and stylist, fashion journalist and influencer, fit, size labels, care labels, fashion shows and catwalk, fashion magazines and webzines, social media and digital fashion platforms, lingerie loungewear, endorsements, models, and mannequins
Unit II: Fashion and Culture
Relationship between fashion and culture, fashion as a reflection of society, high culture: fine arts, literature, classical music, theatre, popular culture: television, films and entertainment industry, popular music, celebrity culture, low culture and subcultures: youth culture, street fashion, skateboarding and niche communities, fashion, modernization, and technological advancement, industrialization, consumerism, and globalization, street style and the "Bubble-Up Effect"
Unit III: Fashion Theories and Fashion Terminology
Fashion Theories: Trickle Down Theory, Trickle-Up Theory, Trickle-Across Theory, Fashion Diffusion and Innovation Fashion Cycle: definition and stages of fashion cycle, fashion forecasting & trend evolution Fashion Seasons: International Fashion Calendar, Spring/Summer Collections, Autumn/Winter Collections, Resort/Cruise Collections, Indian Fashion Seasons and Festive Markets
Unit IV: Fashion Designers and Fashion Capitals
Indian Fashion Designers: Ritu Kumar, Manish Malhotra, Sabyasachi Mukherjee, Anita Dongre, Manish Arora, Tarun Tahiliani, Gaurav Gupta, Rimzim Dadu, Abhinav Mishra, etc.

International Fashion Designers: Vera Wang, Coco Chanel, Christian Dior, Giorgio Armani, Donatella Versace, Alexander McQueen, Yohji Yamamoto, Karl Lagerfeld, etc.

Fashion Capitals: Paris, Milan, London, New York, Emerging Fashion Centers in Asia

Unit V: Fashion Brands, Fashion Icons and Role of Fashion in Society

Fashion Brands: Luxury brands, premium brands, slow and fast fashion brands, sustainable fashion brands, brand identity and positioning, historical and contemporary Indian and international fashion icons, influence of celebrities and public figures on fashion, fashion and media, fashion in films and entertainment, fashion in sports, fashion in politics and diplomacy, social media and digital influencers, fashion and personal identity, sustainability and ethical fashion awareness

Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Explain the fundamental concepts and terminologies associated with the fashion.
- **CO2:** Describe the relationship between fashion, culture, society, and consumer behaviour.
- **CO3:** Apply fashion theories and fashion cycle concepts to analyse market trends and consumer preferences.
- **CO4:** Analyse the influence of media, globalization, technology, and culture on fashion.
- **CO5:** Evaluate the contributions of leading fashion designers, fashion brands, and fashion capitals to the global fashion industry.
- **CO6:** Develop informed perspectives on contemporary fashion trends, sustainability, and the role of fashion in modern society.

Suggested Readings

- Elaine Stone (2013), Dynamics of Fashion, Fair Child Books
- Fred Davis (2002), Fashion, Culture and Identity, University of Chicago Press
- Marshall S G, Jackson H O, Stanley MS, Kefgen M & Specht T, 2004, Individuality in Clothing & Personal Appearance, 6th Edition, Pearson Education, USA
- Frings, Stephens, G., 2007, Fashion: From Concept to Consumer, 9th edition, Pearson Education, India.

BDFD103: HUMAN VALUES & ETHICS

Teaching Scheme	Examination Scheme
Lectures: 2 hrs/Week	Class Test -10 Marks
Tutorials: Nil	Teachers Assessment – 5 Marks
Credits: 2	Attendance – 10 Marks
	End Semester Exam – 50 marks

Prerequisite: Basic awareness of human behaviour, social responsibility, ethical conduct, and willingness to engage in self-reflection for personal and professional development.

Course Objectives:

- To introduce students to the importance of human values and ethics in personal and professional life.
- To develop self-awareness and understanding of human aspirations, happiness and well-being.
- To familiarize students with harmonious relationships in family, society and the environment.
- To promote ethical decision-making and responsible citizenship.
- To develop awareness of professional ethics and social responsibilities.
- To encourage value-based living for sustainable personal and societal development.

Detailed Syllabus:

Unit I: Human Values and Self-Exploration
Definition of values, need for value education, self-exploration and self-awareness, human aspirations, happiness and prosperity, values and skills, basic features of a good human being, life management and personal development.
Unit II: Harmony in Human Relationships and Society
Understanding harmony in human beings, trust and respect in relationships, harmony in family and society, social responsibility, role of ethics and values in social life, relationship management.
Unit III: Ethics and Sustainable Living
Understanding harmony in nature and environment, environmental responsibility, sustainable living practices, role of individuals in nation building, ethical behaviour towards society and nature, conscious consumption and responsible decision-making.
Unit IV: Professional Ethics and Value-Based Leadership
Professional ethics and ethical decision-making, ethical and unethical practices, integrity and accountability, leadership based on values, comparison of Indian and global perspectives on ethics, application of human values in professional and organizational settings.

Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Explain the importance of human values and ethics in personal and professional life.
- **CO2:** Demonstrate self-awareness and understanding of human aspirations, happiness and well-being.

- **CO3:** Analyse the significance of harmonious relationships in family, society and professional environments.
- **CO4:** Evaluate ethical issues related to society, environment and sustainable development.
- **CO5:** Apply ethical principles and value-based decision-making in professional situations.
- **CO6:** Develop responsible citizenship and value-based leadership for personal and societal well-being.

Suggested Readings:

- Tripathi, A. N. *Human Values*.
- Bajpai, B. L. *Indian Ethos and Modern Management*.
- Chakraborty, S. K. *Values and Ethics for Organizations*.
- Govindarajan, M., Natarajan, S., and Senthil Kumar, V. S. *Professional Ethics and Human Values*.
- Gaur, R. R., Sangal, R., and Bagaria, G. P. *A Foundation Course in Human Values and Professional Ethics*.

BDFD151: FASHION STYLING

Teaching Scheme	Examination Scheme
Practical: 2 hrs/Week	Class Test - 10 Marks
Tutorials: 2 hrs/Week	Teachers Assessment – 5 Marks
Credits: 3	Attendance – 10 Marks
	End Semester Exam – 50 marks

Prerequisite: Basic knowledge of fashion and apparel, categories of apparel, understanding of design elements and principles, awareness of fashion trends, basic communication and presentation skills, interest in fashion styling and image development.

Course Objectives:

- To introduce students to the fundamentals and various domains of fashion styling.
- To develop understanding of personal image, body shape & colour analysis, & style expression.
- To impart knowledge of wardrobe planning, personal shopping, and apparel coordination.
- To familiarize students with editorial, commercial, celebrity, and media styling practices.
- To equip students with skills in fashion styling, image creation, and visual presentation.

Detailed Syllabus:

Unit I: Introduction to Fashion Styling
Introduction to fashion styling, role of a stylist, eminent stylists, scope of fashion styling, types of styling, elements and principles of design, trend forecasting, mood boards, concept boards, styling references, visual communication.
Unit II: Personal Styling and Image Development
Body and face shape analysis for male and female, personal colour analysis, personality and style expression, illusion dressing, personal grooming, occasion-based styling.
Unit III: Personal Shopping & Wardrobe Planning
Wardrobe analysis, wardrobe organization, capsule wardrobe, wardrobe essentials, apparel and accessory coordination, personal shopping, brand analysis, market survey, budget-based styling.
Unit IV: Fashion Styling Across Media
Editorial styling, visual storytelling, commercial styling, celebrity styling
Unit V: Fashion PR, Runway Styling & Portfolio Development
Introduction to fashion public relations, branding and promotion of styling work, runway and fashion show styling, visual merchandising and retail styling, portfolio development

Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Explain the fundamentals, scope, and various domains of fashion styling.
- **CO2:** Analyse body shapes, facial features, personality traits, and colour preferences for effective personal styling.

- **CO3:** Apply the principles of wardrobe planning and apparel coordination for diverse fashion contexts.
- **CO4:** Develop styling concepts for editorial, commercial, celebrity, & fashion media platforms.
- **CO5:** Demonstrate knowledge of branding, visual merchandising, and runway styling.
- **CO6:** Create and present professional styling portfolio

Suggested Readings

- Constantine, S. & Woodall, T. The Body Shape Bible: Forget Your Size Discover Your Shape Transform Yourself, published by Weidenfeld & Nicolson (1877), ASIN: B01K14NWB8
- Rasband, J. Wardrobe Strategies for Women, published by Fairchild Books; Student edition (September 18, 2001), ISBN-10: 1563672596
- Pegler, M. Martin (2006) Visual Merchandising, Fairchild Publications Inc., New York
- Mastering Fashion Styling, Jo Dingemans, Palgrave Macmillan
- The Little Black Book of Style, Nina Gracia, It Books
- Dressing the Man, Mastering the Art of Permanent Fashion Alan Flusser, It Books

BDFD152: CREATIVE SKETCHING FUNDAMENTALS

Teaching Scheme	Examination Scheme
Practical: 2 hrs/Week	Class Test -4 Marks
Tutorial: Nil	Teachers Assessment – 2 Marks
Credits: 1	Attendance – 4 Marks
	End Semester Exam – 15 marks

Prerequisite: Basic interest in drawing, observation, and visual expression. No prior technical drawing skills are required. students should be willing to explore ideas through sketching and creative experimentation.

Course Objectives:

- To introduce students to the fundamentals of sketching as a tool for visual communication and creative expression.
- To develop observational and analytical drawing skills through the study of forms, structures, light, and shadow.
- To enable students to apply various shading techniques to create depth, texture, and volume in sketches.
- To develop an understanding of perspective, spatial relationships, and composition for effective visual representation.
- To encourage creativity and personal expression through portrait drawing, caricature, doodle art, and compositional studies.

Detailed Syllabus:

Unit I: Introduction to Sketching and Visual Communication
• Meaning and importance of sketching in design. • Difference between drawing, sketching, doodling, and illustration. • Role of sketching in communicating ideas. • Visual Journaling.
Unit II: Forms, Structures and Spatial Understanding
• Shading Techniques (Hatching, Cross Hatching, Stippling, Scribbling, Blending, Contouring etc) • Source of lights
Unit III: Shading Techniques
• Introduction to Perspective (One-Point, Two-Point, and Three-Point Perspective) • Spatial Relationships • Still Life Drawing • Portrait Drawing • Caricature Drawing • Composition Drawing • Doodle Art

Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Explain the role of sketching as a medium of visual communication and creative ideation.
- **CO2:** Apply observational drawing techniques to represent forms, structures, and spatial relationships accurately.
- **CO3:** Demonstrate the use of shading techniques and light sources to create depth, texture, and three-dimensional effects.
- **CO4:** Analyze perspective principles and compositional elements to enhance visual representation.
- **CO5:** Evaluate sketches based on proportion, composition, perspective, and visual impact.
- **CO6:** Create original drawings incorporating perspective, portraiture, caricature, doodle art, and composition techniques.

Suggested Readings

- Foster, W. T. (2019). *How to draw. 1: learn to draw step by step*. Walter Foster Publishing, An Imprint of The Quarto Group.
- Fuller, G. (2011). *Start sketching and drawing now: simple techniques for drawing landscapes, people and objects*. North Light Books.
- Norling, E. R. (2018). *Perspective made easy*. Blurb.
- Robertson, S., & Bertling, T. (2013). *How to draw: drawing and sketching objects and environments from your imagination*. Design studio press.
- Beloeil, G., Riabovitchev, A., & Castro, R. F. (2013). *Art fundamentals: Color, light, composition, anatomy, perspective, and depth*. 3dtotal Publishing.

BDFD153: TECHNICAL FASHION FLATS - I

Teaching Scheme	Examination Scheme
Practical: 2 hrs/Week	Class Test -4 Marks
Tutorial: Nil	Teachers Assessment – 2 Marks
Credits: 1	Attendance – 4 Marks
	End Semester Exam – 15 marks

Prerequisite: Basic drawing and sketching skills, including an understanding of lines, proportions, and visual representation. familiarity with garment components and an interest in fashion design will support effective learning in technical flat sketching.

Course Objectives:

- To introduce students to the fundamentals, purpose, and industry applications of technical flat sketching in apparel design and product development.
- To develop the ability to create accurate technical flats using standard drawing conventions, proportions, and garment views.
- To familiarize students with the technical representation of garment components such as necklines, collars, sleeves, and pockets.
- To develop an understanding of garment construction details and surface features through technical drawings.
- To enable students to communicate apparel design ideas effectively through clear, precise, and industry-standard technical flats.

Detailed Syllabus:

Unit I: Introduction to Technical Flats
• Introduction to technical flats and its importance in the fashion industry • Difference between fashion illustration and technical flats • Technical drawing conventions • Front and back views • Basic line quality and proportion
Unit II: Necklines and Collars
• Types of necklines: (Round, V-neck, Square, Sweetheart, Boat, Halter, Keyhole) • Types of collars: (Shirt collar, Peter Pan, Mandarin, Shawl, Sailor, Notched collar)
Unit III: Sleeves & Pockets
• Types of sleeves: (Set-in, Puff, Bell, Bishop, Raglan, Kimono, Cap sleeve) • Types of Pockets: (Patch, In-seam, Welt, Bound, Cargo, Flap Pocket, Patch Pocket with Flap)
Unit III: Garment Details and Surface Features
• Types of Pleats: (Knife, Box, Inverted, Accordion) • Gathers • Flounces • Ruffles

Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Explain the significance, conventions, and applications of technical flats in the fashion industry.
- **CO2:** Demonstrate appropriate line quality, proportions, and front and back views while creating technical flat sketches.
- **CO3:** Apply technical drawing techniques to accurately represent various necklines, collars, sleeves, and pockets.
- **CO4:** Analyze garment construction details and surface features such as pleats, gathers, flounces, and ruffles for their effective technical representation.
- **CO5:** Evaluate technical flat sketches based on accuracy, clarity, proportion, and adherence to industry standards.
- **CO6:** Create professional technical flats incorporating garment details, design features, and construction elements for apparel product development.

Suggested Readings

- McKelvey, Kathryn. *Fashion Source Book*. Blackwell Science Ltd.
- Ireland, Patrick John. *Encyclopedia of Fashion Details*. B.T. Batsford Ltd.
- Ireland, Patrick John. *Introduction to Fashion Design*. B.T. Batsford Ltd.
- Tate, Sharon Lee. *Inside Fashion Design*. Pearson Education.
- McKelvey, Kathryn. *Illustrating Fashion*. Blackwell Science Ltd.
- *Femina*. Fashion and Lifestyle Magazine.
- *Elle*. Fashion Magazine.
- *FNL (Fashion News Lifestyle)*. Fashion Magazine.
- *Apparel Views*. Trade Journal on the Apparel and Textile Industry.

BDFD154: FASHION ILLUSTRATION - I

Teaching Scheme	Examination Scheme
Practical: 4 hrs/Week	Class Test -6 Marks
Tutorial: Nil	Teachers Assessment – 3 Marks
Credits: 2	Attendance – 6 Marks
	End Semester Exam – 35 marks

Prerequisite: Basic drawing and sketching skills, including an understanding of proportions, lines, shapes, and visual representation. Familiarity with creative sketching techniques and an interest in fashion design will support effective learning in fashion illustration.

Course Objectives:

- To introduce students to the fundamentals and significance of fashion illustration as a medium of design communication.
- To develop the ability to construct female fashion figures using industry-standard proportions and croquis development techniques.
- To familiarize students with the rendering of fashion features, including facial details, hairstyles, and hand gestures.
- To develop skills in fashion rendering, visual presentation, and garment representation on fashion figures.
- To enable students to create professionally illustrated fashion collections across various apparel categories.

Detailed Syllabus:

Unit I: Introduction to Fashion Illustration
• Introduction to Fashion Illustration • Importance of fashion illustration in design communication • Female block figure construction of size: (8.5 Head Proportion, 10.5 Head Proportion, & 12.5 Head Proportion)
Unit II: Female Flesh Figures
• Figure development from block to flesh and their rendering • Development of croquis in different postures
Unit III: Fashion Features
• Eyes, nose, lips, ears • Hairstyles and hair textures • Hand gestures and arm positions
Unit IV: Casual and Formal Wear Collection Development
• Development and rendering of Casual Wear Illustrations • Development and rendering of Formal Wear Illustrations
Unit V: Fusion and Ethnic Wear Collection Development
• Development and rendering of Fusion Wear Illustrations • Development and rendering of Ethnic Wear Illustrations

Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Explain the role and importance of fashion illustration in communicating fashion concepts and design ideas.
- **CO2:** Construct female fashion figures and croquis using different fashion proportions and postures.
- **CO3:** Demonstrate the rendering of facial features, hairstyles, hand gestures, and figure details to enhance fashion illustrations.
- **CO4:** Analyze body proportions, posture variations, garment fall, and visual balance while developing fashion illustrations.
- **CO5:** Evaluate fashion illustrations based on proportion, rendering quality, visual appeal, and effective communication of design concepts.
- **CO6:** Create professionally rendered fashion illustrations and collection presentations for casual, formal, fusion, and ethnic wear categories.

Suggested Readings

- Figure Drawing for Fashion Design – 2002 by Elisabetta Drudi and Tiziana Paci
- Fashion Sketchbook, Bina Abbing, New York Fairchild
- Fashion Illustration Techniques – 2007 by Zeshu Takamura
- Mode (Fashion Drawing and Design), Hannelore Eberle and Hannes Döllel, Auflage Publications

BDFD155: TEXTILE DESIGN

Teaching Scheme	Examination Scheme
Practical: 2 hrs/Week	Class Test - 6 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 3 Marks
Credits: 2	Attendance – 6 Marks
	End Semester Exam – 35 marks

Prerequisite: Basic drawing and sketching skills, understanding of design visualization and composition, familiarity with elements and principles of design, interest in textile surfaces, patterns, and print design.

Course Objectives:

- To develop skills in motif creation, stylization, and design development.
- To impart knowledge of pattern making, repeats, and motif placement for textiles.
- To enable the creation of textile prints and surface designs for various applications.
- To develop textile collections through concept development and portfolio presentation.

Detailed Syllabus:

Unit I: Motif Development and Stylization
Elements and Principles of Design, Sources of inspiration, motif drawing, motif derivation, stylization, geometric and abstract conversion, enlargement and reduction, development of motifs in vertical and horizontal formats, traditional, regional and contemporary motifs.
Unit II: Pattern Development and Repeats
Principles of pattern making, motif placement, development of different types of repeats • Block repeats: stripe, pillar, open and diaper repeats, • Drop repeats: $\frac{1}{2}$ drop, $\frac{1}{3}$ drop, $\frac{1}{4}$ drop • Brick repeats: Basic brick, $\frac{1}{3}$ brick, $\frac{1}{4}$ brick repeats Development of all-over, directional, and placement patterns, placement of motifs in repeat patterns according to screen and fabric dimensions, colorway development for textile patterns
Unit III: Textile Print Design
Floral, geometric, abstract, realistic, animal skin, tropical, botanical, conversational, typography, ethnic, paisley, tribal, aztec, gothic, bohemian, chevron, polka dots, damask, color block, 3D prints, regional and traditional motifs, placement and repeat prints, theme-based print development.
Unit IV: Textile Design Development
Theme and concept development, inspiration boards, print story creation, coordinated print collections, placement prints, border designs, print applications for apparel and home textiles, collection presentation and portfolio development.

Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Identify and develop motifs from diverse sources of inspiration using stylization and design development techniques.
- **CO2:** Apply principles of motif development to create balanced and aesthetically appealing textile compositions.
- **CO3:** Construct textile patterns using various repeat systems, layout techniques, and motif placement methods.
- **CO4:** Create textile print designs incorporating floral, geometric, abstract, traditional, and contemporary pattern categories.
- **CO5:** Develop colorways, coordinated patterns, and surface design solutions suitable for different textile applications.
- **CO6:** Design and present a theme-based textile collection demonstrating creativity, technical proficiency, and effective visual communication.

Suggested Readings

- Design and Practices for Printed Textiles, Andrea, M., and Snelling P., Oxford University Press
- Fashion Designers Handbook for Adobe Illustrator, Centner M, and Verker F (2011), A John Wiley and Sons Limited
- Mr. Beck's Underground Map, Ken Garland, Capital Transport Publishing, East Sussex, UK, 1994 3.
- Thinking Design Prof. S. Balaram, Sage Publications, New Delhi, 2010
- The Design of Everyday Things Donald A. Norman, Basic Books, New York, 2002

BDFD157: FUNDAMENTALS OF DESIGN	
Teaching Scheme	Examination Scheme
Practical: 2 hrs/Week	Class Test - 6 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 3 Marks
Credits: 2	Attendance – 6 Marks
	End Semester Exam – 35 marks

Prerequisite: Basic drawing and observation skills, interest in visual arts and design, understanding of shapes and colours in everyday surroundings, creativity and visual thinking, and willingness to explore design concepts through practical exercises.

Course Objectives:

- To introduce students to the fundamental elements and principles of design.
- To develop understanding of visual language through lines, shapes, forms, textures, & colours.
- To familiarize students with colour theory, interaction, and colour application techniques.
- To examine the psychological and emotional effects of colour in design.
- To develop creative thinking and ideation skills using design methodologies.

Detailed Syllabus:

Unit I: Elements of Design
Introduction to design and visual language, elements of design including line, shape, form, colour, texture, pattern, space, proportion, scale, orientation, motion, direction and angle, application of design elements in fashion and lifestyle products.
Unit II: Principles of Design
Introduction to design principles, balance (symmetrical, asymmetrical and radial balance), contrast, emphasis and focal point, proportion and scale, rhythm and repetition, unity and harmony, movement, gradation, application of design principles in fashion compositions.
Unit III: Colour Theory and Colour Application
Fundamentals of colour including hue, value, intensity, tint, tone and shade, colour wheel, primary, secondary and tertiary colours, warm, cool and neutral colours, flat colour application techniques, colour schemes including monochromatic, analogous, complementary, split complementary, triadic and tetradic schemes, colour composition, colour mixing, colour proportion, visual identification of colour percentages, colour interaction and visual perception, optical effects of colours.
Unit IV: Colour and Mood
Psychology of colour, emotional responses to colours, cultural significance of colours, symbolism of colours in fashion, colour preferences and consumer behaviour, application of colour psychology in fashion, interiors and product design, colour forecasting and trend influences.

Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Explain the elements and principles of design and their application in fashion compositions.
- **CO2:** Apply the elements and principles of design to create effective visual compositions.
- **CO3:** Demonstrate an understanding of colour theory, colour properties, and colour schemes.
- **CO4:** Develop colour compositions using appropriate colour harmonies and application techniques.
- **CO5:** Analyze the psychological, cultural, and visual effects of colour in fashion and lifestyle products.
- **CO6:** Apply colour principles and design concepts to create aesthetically balanced and visually effective design solutions.

Suggested Readings

- Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, Gail Greet Hannah, 2002
- Basic Principles of Design, Manfred Maier, Vol. 1-4
- Comdex Fashion Design, Vol I, Fashion Concepts, Navneet Kaur, Vikas Pub, 2010
- Design Basics, David A. Lauer, Stephen Pentak, Cengage Learning, New York
- Fashion and Colour, Mary Garthe, Rockport Publishers
- Design Fundamentals, Robert Gillam Scott, Krieger Pub. Co.

SEMESTER – II

BDFD201: HISTORY OF FASHION – II

Teaching Scheme	Examination Scheme
Lectures: 4 hrs/Week	Class Test -12 Marks
Tutorials: Nil	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 marks

Prerequisite: Basic understanding of fashion history, clothing evolution, historical costume terminology, cultural influences on dress, and knowledge of Indian costume traditions acquired through History of Fashion-I.

Course Objectives:

- To create awareness of India's rich traditional textile heritage.
- To develop comprehensive knowledge of the evolution of Western fashion history.
- To examine the social, political, economic, and cultural influences that shaped fashion across different historical periods.
- To study the costumes, textiles, accessories, hairstyles, and footwear of major civilizations and fashion eras.

Detailed Syllabus:

Unit I: Costumes of Ancient Egyptian Civilization
Historical background and timeline, Social, religious, and cultural influences on clothing, men's and women's costumes, textile materials and fabric development, accessories, cosmetics, hairstyles, symbolism and status, influence of Egyptian fashion on contemporary design.
Unit II: Costumes of Ancient Greek and Roman Civilizations
Ancient Greek Civilizations: Historical background and timeline, Social, religious, and cultural influences on clothing, men's and women's costumes, textile materials and fabric development, accessories, cosmetics, hairstyles, symbolism and status reflected through dress, influence of Greek fashion on contemporary design.
Roman Civilization: Historical background and timeline, Social, religious, and cultural influences on clothing, men's and women's costumes, textile materials and fabric development, accessories, cosmetics, hairstyles, symbolism and status reflected through dress, influence of Roman fashion on contemporary design.
Unit III: Costumes of Byzantine and Renaissance Periods
Byzantine Period: Historical background and timeline, Social, religious, and cultural influences on clothing, men's and women's costumes, textile materials and fabric development, accessories, cosmetics, hairstyles, symbolism and status reflected through dress, influence of Byzantine fashion on contemporary design.
Renaissance Period: Historical background and timeline, Social, religious, and cultural influences on clothing, men's and women's costumes, textile materials and fabric development, accessories, cosmetics, hairstyles, symbolism and status reflected through dress, influence of Renaissance fashion on contemporary design.

Unit IV: Costumes of the 19th Century
Historical background and timeline, Social, religious, and cultural influences on clothing, men's and women's costumes, textile materials and fabric development, accessories, cosmetics, hairstyles, symbolism and status reflected through dress, influence of 19th Century fashion on contemporary design.
Unit V: Costumes of the 20th Century
Historical background and timeline, Social, religious, and cultural influences on clothing, men's and women's costumes, textile materials and fabric development, accessories, cosmetics, hairstyles, symbolism and status reflected through dress, influence of 19th Century fashion on contemporary design.

Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Identify significant costume characteristics, silhouettes, textiles, and accessories of different fashion eras.
- **CO2:** Interpret the influence of social, political, cultural, and economic factors on fashion development.
- **CO3:** Explain the evolution of fashion and costume across major Western civilizations and historical periods.
- **CO4:** Analyse the relationship between historical clothing traditions and contemporary fashion practices.
- **CO5:** Evaluate the contribution of major historical periods to the evolution of global fashion and design.
- **CO6:** Develop comparative visual research and historical costume studies for creative fashion design applications.

Suggested Readings

- Phyllis G. Tortora & Sara B. Marcketti. Survey of Historic Costume. Fairchild Books.
- Blanche Payne, Geitel Winakor & Jane Farrell-Beck. The History of Costume. Fairchild Publications.
- James Laver. Costume and Fashion: A Concise History. Thames & Hudson.
- Charlotte Seeling. Fashion: The Century of the Designer 1900–1999. Könemann.
- Christopher Breward. Fashion: A History from the 18th to the 20th Century. Taschen.
- François Boucher. 20,000 Years of Fashion: The History of Costume and Personal Adornment. Harry N. Abrams.
- John Peacock. The Chronicle of Western Costume. Thames & Hudson.
- Kyoto Costume Institute. Fashion: A History from the 18th to the 20th Century. Taschen.
- Daniel Delis Hill. History of World Costume and Fashion. Pearson.

BDFD202: TRADITIONAL INDIAN TEXTILES

Teaching Scheme	Examination Scheme
Lectures: 4 hrs/Week	Class Test - 12 Marks
Tutorials: Nil	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 marks

Prerequisite: Basic understanding of textiles and fabric types, interest in Indian crafts and heritage, basic textile terminology, fundamentals of fabric construction and surface ornamentation.

Course Objectives:

- To create awareness of India's rich traditional textile heritage.
- To impart knowledge of the history, techniques, designs, & products of Indian embroideries.
- To develop understanding of regional textile traditions and their cultural significance.
- To acquaint students with textile conservation, care, and storage techniques.
- To explain the role of socio-economic importance of Khadi, handloom, and handicrafts.
- To develop awareness about the role of designers & organizations in preserving textile heritage.

Detailed Syllabus:

Unit I: Study of Indian Embroidered Textiles
History, Techniques, Designs & Products of the following embroidered textiles: Kanthas of Bengal, Kasuti of Karnataka, Phulkari of Punjab, Chikankari of Uttar Pradesh, Kashida of Kashmir, Gujarat embroideries, Chamba Rumal of Himachal Pradesh
Unit II: Study of Indian Printed, Painted & Dyed Textiles
History, Techniques, Designs & Products of the following textiles: • Painted & Printed Textiles: Kalamkaris of Andhra Pradesh, Dabu printing of Rajasthan, Ajrakh printing of Gujarat, Pichwai of Rajasthan & Warli Painting of Maharashtra • Dyed Textiles: Bandhanis of Rajasthan & Gujarat, Bandhas of Orissa, Ikats: Patola of Gujarat, Telia Rumal of Andhra Pradesh
Unit III: Study of Indian Woven Textiles
History, Techniques, Designs & Products of the following textiles: Brocades of Banaras, Jamdanis and Baluchari of Bengal, Kani Shawls of Kashmir, Chanderi & Maheshwari of Madhya Pradesh, Paithani of Maharashtra
Unit IV: Conservation of Traditional Textiles
• Types of Conservation – Preventive and Curative • Factors influencing degradation of textiles • Care and storage techniques
Unit V: Status of Traditional Textiles in Modern India
• Development and Economic Importance of Khadi, Handloom & Handicrafts • Revival and promotion of indigenous textile crafts • Role of fashion designers in preserving textile heritage & interventions by organizations • GI tagging and protection of traditional textile crafts

Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Recognise and identify embroidered fabrics of different states based on stitches, motifs, and designs.
- **CO2:** Explain the construction, design, and characteristics of traditional woven, dyed, painted, and printed fabrics of India.
- **CO3:** Classify textile conservation techniques and identify signs of deterioration in traditional textiles.
- **CO4:** Apply appropriate care and conservation methods for preserving traditional textiles.
- **CO5:** Explain the evolution and socio-economic significance of Khadi, handloom, and handicraft sectors along with organizational interventions.
- **CO6:** Analyse Indian textile arts in historical and contemporary contexts, including the impact of modernization and present status.

Suggested Readings

- Sheila Paine, “Embroidered Textiles”, Thames and Hudson Ltd., 1990.
- Shailaja D. Naik, “Traditional Embroideries of India”, A.P.H. Publishing Corporation, New Delhi, 1996.
- Chattopadhyaya, K.D., 1995, Handicrafts of India, Wiley Eastern Limited, N Delhi
- Indian Textiles –by John Gillow and Nicholas Barnard, Om books International, New Delhi.
- Das, Shukla, 1992, Fabric Art- Heritage of India, Abhinav Publications, N Delhi, Chapter 1-6, 8 & 9
- Textiles and Crafts of India-Arunachal Pradesh, Assam, Manipur, National Institute of Fashion Technology, Prakash Books, New Delhi.

BDFD203: FUNDAMENTALS OF TEXTILES

Teaching Scheme	Examination Scheme
Lectures: 4 hrs/Week	Class Test -12 Marks
Tutorials: Nil	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 marks

Prerequisite: Basic understanding of fabric types, interest in textile materials and apparel production, basic textile terminology, and awareness of textile applications in fashion and apparel.

Course Objectives:

- To introduce students to the structure and organization of the textile industry.
- To develop an understanding of textile fibres, yarns, and fabric manufacturing processes.
- To differentiate between natural and man-made fibres based on their properties and applications.
- To familiarize students with yarn manufacturing systems and yarn classifications.
- To examine various fabric production techniques used in textile and apparel industries.

Detailed Syllabus:

Unit I: The Overview of Textile Industry
Introduction to textiles and textile science, historical development of textiles, structure of the textile industry, major sectors of the textile industry: fibre, spinning, weaving, knitting, processing, garment, textile supply chain, textile market and apparel business, primary and secondary sources of fabric buying and selling, role of textiles in fashion and apparel industries
Unit II: Textile Fibres
Definition and characteristics of textile fibres, primary and secondary properties of textile fibres, sources of textile fibres, classification of fibres: natural fibres, man-made fibres, classification based on origin: plant fibres, animal fibres, mineral fibres, regenerated fibres, synthetic fibres, classification based on fibre length: staple fibres, filament fibres
Unit III: Natural and Manmade Fibres
Study of fibres: production and manufacturing overview, physical and chemical properties performance characteristics, end uses and applications of natural fibres (cotton, linen, jute, wool, silk), man-made fibres (rayon, polyester, nylon, acrylic, spandex). Fibre identification methods: visual examination, burning test, microscopic identification
Unit IV: Yarns and its Specifications
Types of yarns: spun, filament, single, ply, cord, fancy and novelty yarns (slub yarn, bouclé yarn, loop yarn, knot yarn, knop yarn, chenille yarn, textured yarns) Yarn specifications: yarn twist, yarn count systems, yarn numbering, blends and mixtures, yarn performance characteristics
Unit V: Fabric Production Techniques

Weaving: principle of weaving, loom, parts and motions of loom, warp and weft, basic woven structures: plain weave, twill weave, satin weave

Knitting: weft and warp knitting, characteristics and applications

Non-woven fabrics: production methods, uses and applications

Other fabric formation techniques: crocheting, braiding, felting, tufting, lace making, Comparative study woven vs knitted fabrics, conventional vs non-woven fabrics, applications in fashion and apparel design

Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Explain the structure and major segments of the textile industry and textile supply chain.
- **CO2:** Classify textile fibres based on origin, composition, and performance characteristics.
- **CO3:** Differentiate between natural and man-made fibres and evaluate their suitability for various end uses.
- **CO4:** Analyse yarn manufacturing processes, yarn classifications, and yarn specifications.
- **CO5:** Compare various fabric production techniques and assess their influence on fabric properties and performance.
- **CO6:** Select appropriate fabrics for fashion, apparel, and textile product development.

Suggested Readings

- Gohl E.P.G. & Vilensky, L. D. Textile Science.1983. Longman Cheshire.
- Joseph M. L. Essentials of Textiles.1988. 4th Edition. Holt, Rinehart, and Winston.
- Dhantyagi, S. Fundamentals of textiles & their Care, 1983, Orient Longman.
- Gillow, J. and Sentance, B. World Textiles: A Visual Guide to Traditional Techniques, 2004, Thames & Hudson.
- Rastogi, D. & Chopra, S. (Eds.) (2017). Textile Science. New Delhi, India: Orient Black Swan Publishing Limited
- Sekhri S. (2013). Textbook of Fabric Science: Fundamentals to Finishing. Delhi, India: PHI Learning
- Phyllis Tortora, P.G., Understanding Textiles,1992, Maxmillan Publishing Company.

BDFD251: INTRODUCTION TO APPAREL DESIGN	
Teaching Scheme	Examination Scheme
Practical: 2 hrs/Week	Class Test - 10 Marks
Tutorial: 2 hrs/Week	Teachers Assessment – 5 Marks
Credits: 3	Attendance – 10 Marks
	End Semester Exam – 50 marks

Prerequisite: Basic understanding of fashion and apparel, along with an interest in garment design and construction. No prior knowledge of pattern making or sewing is required.

Course Objectives:

- To introduce the fundamentals of apparel design, pattern making, and garment construction.
- To develop an understanding of body measurements, pattern development, and garment components.
- To familiarize students with sewing tools, machines, and basic construction techniques.
- To impart knowledge of seams, plackets, neckline finishes, and fullness manipulation.
- To enable students to construct basic garment samples using industry-standard methods.

Detailed Syllabus:

Unit I: Introduction to Pattern Making and Apparel Construction
• Introduction to apparel design • Definition and importance of pattern making, pattern making methods, types of patterns, basic pattern set, pattern making terminology, landmark terms, symbols and keys used in patterns, fabric terminology, sewing terminology.
Unit II: Body Measurements and Pattern Details
• Standard body measurements, measuring techniques • Tools and equipment used in pattern making: dress forms, measuring tools, marking tools, cutting tools, finishing tools • Pattern Symbols: grain lines, notches, style marks, dart marks, balance marks, seam allowances, turnings and pattern annotations.
Unit III: Basic Pattern Set Development
• Development of basic bodice • Development of basic skirt • Development of basic sleeve
Unit IV: Sewing Tools, Sewing Machine and Basic Stitching Techniques
• Tools and equipment used in garment construction: (measuring, marking, cutting, pressing and sewing aids, sewing machine parts and functions, machine care and maintenance, safety measures, selection of needles, threads and stitches according to fabric types.) • Hand Stitches: (Basting, hemming (visible & invisible), running stitch, back stitch, buttonhole) • Machine Operations: (Straight stitching, curved stitching, spiral stitching, corner stitching, common sewing problems and remedies.)

Unit V: Seams, Plackets and Fasteners
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| <ul style="list-style-type: none">• Seam & Seam finishes: enclosed seams including flat seam, run and fell, ridge seam, french seam, decorative seams, lapped seam, pinking, overlocking, turn and machine, edge stitching.• Plackets and Fasteners: (even hem placket, continuous wrap placket, projection placket, zipper application, press buttons, hook and eye, button and buttonhole, velcro application.) |
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Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Explain the fundamentals of apparel design, pattern making, and garment construction.
- **CO2:** Apply body measurement techniques and develop basic bodice, skirt, and sleeve patterns.
- **CO3:** Demonstrate proficiency in the use of sewing tools, equipment, and sewing machines.
- **CO4:** Construct seams, plackets, fasteners, and basic garment components using appropriate techniques.
- **CO5:** Apply fullness manipulation techniques and neckline finishing methods in garment construction.
- **CO6:** Develop garment construction samples using industry-standard pattern making and sewing practices.

Suggested Readings

- The Complete Book of Fashion Design, Tate S.L. and Edward M.S., Harper and Row Publication
- The Technology of Clothing Manufacture, Carr H Latham, Blackwell S C, Wiley Blackwell
- Art of sewing, Thomas A.J., UBJ Publication, New Delhi
- The Sewing Book, Alison Smith, Dorling Kindersley

BDFD252: TECHNICAL FASHION FLATS - II

Teaching Scheme	Examination Scheme
Practicals: 2 hrs/Week	Class Test – 4 Marks
Tutorials: Nil	Teachers Assessment – 2 Marks
Credits: 1	Attendance – 4 Marks
	End Semester Exam – 15 marks

Prerequisite: Knowledge of garment components such as necklines, collars, sleeves, pockets, and basic technical flat drawing. Ability to create neat front and back garment views with appropriate fashion terminology.

Course Objectives:

- To develop the ability to create accurate technical flat sketches for a variety of apparel categories including skirts, trousers, tops, shirts, dresses, jackets, and coats.
- To familiarize students with garment silhouettes, design details, and category-specific construction features through technical drawing.
- To impart knowledge of print placement and rendering techniques on flat garment surfaces and three-dimensional forms.
- To enable students to visualize and represent garment fullness, folds, drapes, and contours accurately.
- To prepare students to communicate apparel design concepts effectively through industry-standard technical flats and surface rendering techniques.

Detailed Syllabus:

Unit I: Skirts and Trousers
• Types of skirts: (A-line, Pencil, Circular, Gathered, Tulip, Tiered) • Types of trousers: (Straight, Slim fit, Palazzo, Culottes, Cargo, Bell-bottom)
Unit II: Garment Categories
• Types of Shirts: (Formal Shirt, Oversized Shirt, Cuban Collar Shirt, Denim Shirt, Utility Shirt) • Types of Tops: (T-shirt, Tank top, Halter Top, Peplum Top, Wrap, Off-Shoulder & Tunic Top) • Types of Dress: (A-Line, Empire, Princess Line, Fit and Flare, Tent, Tiered) • Types of Jackets: (Bomber, Biker, Blazer, Utility, Safari, Hooded) • Types of Coats: (Trench, Cocoon, A-Line, Double-Breasted, Military)
Unit III: Print Rendering on Flat and Fullness
• Understanding print placement on flat surfaces • Understanding fullness, folds, and garment contours • Adapting prints according to body curves and garment volume • Print distortion and repeat adjustment on draped surfaces • Rendering regular & irregular prints on flats and fullness

Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Explain the characteristics, silhouettes, and technical features of various garment categories including skirts, trousers, shirts, tops, dresses, jackets, and coats.
- **CO2:** Apply technical drawing principles to create accurate flat sketches of diverse apparel categories.
- **CO3:** Demonstrate the ability to render garment details, silhouettes, and proportions using industry-standard technical illustration techniques.
- **CO4:** Analyze print placement, garment fullness, folds, and body contours to achieve accurate visual representation on garments.
- **CO5:** Evaluate technical flats and print renderings based on accuracy, proportion, clarity, and visual communication effectiveness.
- **CO6:** Create professional technical illustrations incorporating garment categories, design details, and print renderings on both flat and three-dimensional garment forms.

Suggested Readings

- McKelvey, Kathryn. *Fashion Source Book*. Blackwell Science Ltd.
- Ireland, Patrick John. *Encyclopedia of Fashion Details*. B.T. Batsford Ltd.
- Ireland, Patrick John. *Introduction to Fashion Design*. B.T. Batsford Ltd.
- Tate, Sharon Lee. *Inside Fashion Design*. Pearson Education.
- McKelvey, Kathryn. *Illustrating Fashion*. Blackwell Science Ltd.
- *Femina*. Fashion and Lifestyle Magazine.
- *Elle*. Fashion Magazine.
- *Apparel Views*. Trade Journal on the Apparel and Textile Industry.

BDFD253: FASHION ILLUSTRATION - II

Teaching Scheme	Examination Scheme
Practicals: 4 hrs/Week	Class Test -6 Marks
Tutorial: Nil	Teachers Assessment – 3 Marks
Credits: 2	Attendance – 6 Marks
	End Semester Exam – 35 marks

Prerequisite: Fundamental knowledge of fashion illustration, fashion figure proportions, croquis development, rendering techniques, and garment visualization. Familiarity with female fashion figures and basic apparel categories will support effective learning in advanced fashion illustration and collection presentation.

Course Objectives:

- To develop advanced fashion illustration skills through the rendering of diverse apparel categories and fashion lifestyles.
- To enable students to visually communicate design concepts through professionally rendered fashion collections.
- To familiarize students with the distinctive silhouettes, styling elements, fabrics, and aesthetics of specialized fashion categories.
- To enhance students' ability to represent garment details, textures, colors, and movement through illustration.
- To prepare students for industry-oriented collection development and portfolio presentation through category-based fashion illustrations.

Detailed Syllabus:

Unit I: Party Wear and Bridal Wear Collection Development
• Development and rendering of Party Wear Illustrations • Development and rendering of Bridal Wear Illustrations
Unit II: Evening Wear and Streetwear Collection Development
• Development and rendering of Evening Wear Illustrations • Development and rendering of Streetwear Illustrations
Unit III: Sportswear and Activewear Collection Development
• Development and rendering of Sportswear Wear Illustrations • Development and rendering of Active Wear Illustrations
Unit IV: Loungewear and Resort Wear Collection Development
• Development and rendering of Loungewear Illustrations • Development and rendering of Resort Wear Illustrations

Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Explain the design characteristics, styling elements, and visual aesthetics of party wear, bridal wear, evening wear, streetwear, sportswear, activewear, loungewear, and resort wear.

- **CO2:** Apply advanced fashion illustration and rendering techniques to visually represent diverse apparel categories.
- **CO3:** Demonstrate the effective use of color, texture, fabric rendering, and styling details in fashion illustrations.
- **CO4:** Analyze garment silhouettes, styling features, fabric behavior, and category-specific design requirements while developing fashion illustrations.
- **CO5:** Evaluate fashion illustrations based on visual communication, rendering quality, proportion, styling accuracy, and presentation standards.
- **CO6:** Create professionally rendered fashion collections for specialized apparel categories suitable for portfolio development and design presentation.

Suggested Readings

- Figure Drawing for Fashion Design – 2002 by Elisabetta Drudi and Tiziana Paci
- Fashion Sketchbook, Bina Abbing, New York Fairchild
- Mode (Fashion Drawing and Design), Hannelore Eberle and Hannes Dollel, Auflage Publications
- Fashion Illustration for Designers – 2011 by Kathryn McKelvey and Janine Munslow
- Illustrating Fashion: Concept to Creation – 2010 by Steven Stipelman

BDFD254: SURFACE TECHNIQUES – I

Teaching Scheme	Examination Scheme
Lectures: Nil	Class Test - 6 Marks
Practicals: 4 hrs/Week	Teachers Assessment – 3 Marks
Credits: 2	Attendance – 6 Marks
	End Semester Exam – 35 marks

Prerequisite: Basic understanding of textiles and fabric types, interest in Indian crafts and heritage, basic textile terminology, fundamentals of fabric construction and surface ornamentation.

Course Objectives:

- To introduce students to various surface ornamentation techniques used in fashion industry.
- To develop practical skills in basic hand and machine embroidery techniques.
- To familiarize students with traditional Indian embroidery crafts and their applications.
- To develop understanding of surface embellishment techniques used in fashion products.
- To provide knowledge of tools, materials and equipment used in surface ornamentation.

Detailed Syllabus:

Unit I: Introduction to Surface Ornamentation Techniques
Introduction to surface ornamentation, importance and applications in fashion and textile products, embroidery tools and equipment, embroidery threads and their classification, selection of threads, needles and fabrics, tracing techniques, preparation of fabric surface, transfer methods, finishing and care of embellished articles.
Unit II: Basic Hand and Machine Embroidery
Introduction to embroidery techniques, hand embroidery and machine embroidery, practice and application of basic stitches including running stitch, back stitch, chain stitch, lazy daisy stitch, buttonhole stitch, feather stitch, herringbone stitch, knot stitch, satin stitch and cross stitch, development of decorative samples using embroidery stitches.
Unit III: Traditional Indian Embroidery
Historical background, regional significance, motifs, materials and applications of traditional Indian embroideries including Kantha, Chikankari, Kasuti, Zardozi, Phulkari, Kashida, Zalakdozi and Gujrat Embroidery, applications of traditional embroidery in fashion and lifestyle products.
Unit IV: Decorative Surface Embellishment Techniques
Introduction to decorative embellishment techniques, appliqué or patchwork, quilting, bead & sequin work, lace application, ribbon embroidery. Fabric manipulation techniques, use of trims and decorative accessories in apparel and lifestyle products, contemporary surface embellishment trends.

Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Identify various tools, materials and techniques used in surface ornamentation.

- **CO2:** Demonstrate proficiency in basic hand and machine embroidery stitches.
- **CO3:** Apply traditional Indian embroidery techniques in fashion and textile product development.
- **CO4:** Analyse the aesthetic and cultural significance of traditional Indian embroidery traditions.
- **CO5:** Evaluate various decorative embellishment techniques and their applications in apparel and lifestyle products.
- **CO6:** Develop documentation and appreciation of Indian handicrafts, museums and traditional craft heritage.

Suggested Readings:

- Naik, S. D. (1996). Traditional Embroideries of India. New Delhi: APH Publishing Corporation.
- Vatsyayan, K. (1970). Embroidery in Asia. New Delhi: Abhinav Publications.
- Waring, M. E. (1978). Handbook of Traditional Embroidery. London: Batsford.
- Brij Bhushan, J. (1990). Indian Embroidery. New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India.

BDFD255: DIGITAL SKILLS AND APPLICATIONS

Teaching Scheme	Examination Scheme
Practical: 2 hrs/Week	Class Test - 4 Marks
Tutorials: Nil	Teachers Assessment – 2 Marks
Credits: 1	Attendance – 4 Marks
	End Semester Exam – 15 marks

Prerequisite: Basic computer literacy, familiarity with internet browsing and digital communication, interest in digital tools and creative applications, willingness to explore emerging technologies in fashion.

Course Objectives:

- To develop foundational knowledge of computer applications and digital tools.
- To build skills in digital documentation, data management, and presentations.
- To enhance visual communication and portfolio development using digital platforms.
- To introduce AI tools and their applications in fashion and creative industries.

Detailed Syllabus:

Unit I: Computer Fundamentals
Components of a computer system (hardware and software), input, output, storage and processing devices, operating systems, system software, application software, computer peripherals, viruses, anti-virus software, spyware, preventive measures, and basic computer operations, file and folder management, email basics.
Unit II: MS Office Applications for Fashion
• MS Word: Formatting, styles, tables, headers and footers, page layouts, insertion of images, captions, references, and report preparation. Development of academic, creative, and professional documents, fashion reports, internship reports, and resumes. • MS PowerPoint: Slide design, themes, layouts, animations, transitions, charts, and infographics. Creation of mood boards, brand studies, and professional presentations • MS Excel: Spreadsheet creation, formatting, formulas, sorting, filtering, and chart generation. Preparing costing sheets, inventory records, size charts, production schedules, sales data analysis, and survey reports using Excel. • Other Applications: Gmail/Outlook, Google drive/OneDrive, Google Forms/Microsoft Forms
Unit III: Canva for Visual Communication
Introduction to Canva interface, tools, templates, and design features, creation of mood boards, inspiration boards, colour stories, designing fashion posters, invitations, and promotional materials, CVs, presentations, development of social media posts, lookbooks, catalogues, etc.
Unit IV: Digital Platforms and AI Tools for Fashion
• Portfolio Presentation: Behance, Adobe Portfolio, Dribbble, LinkedIn, etc • AI-assisted Research: ChatGPT, Gemini, Claude, Perplexity, Midjourney, Adobe Firefly, DALL·E, Ideogram, etc. • Ethical and responsible use of AI in fashion

Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Demonstrate proficiency in basic computer operations, digital communication, and file management.
- **CO2:** Create professional documents, presentations, and spreadsheets using MS Office applications for fashion-related tasks.
- **CO3:** Develop visual communication materials, digital portfolios, and creative presentations using design platforms.
- **CO4:** Apply AI tools for research, design development, content creation, and trend analysis.
- **CO5:** Utilize digital technologies and AI-assisted tools to enhance fashion project development and professional communication.
- **CO6:** Design and present digitally integrated fashion projects using appropriate software and AI-enabled applications.

Suggested Readings

- Sheila Paine, “Comdex Computer Course, Vikas Gupta, PM Publications, 2015
- Mastering MS Office – 2000 by Tech Media
- <https://www.stylefactoryproductions.com/blog/what-is-canva>
- <https://designhub.co/how-to-use-canva/>
- McKinney, E. & Mertova, P. (2024). Generative AI for Fashion and Textile Design. Routledge.
- Udale, J. Fashion Portfolio, Bloomsbury Publishing India.