



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

SCHOOL OF BUILDING AND ENVIRONMENT

DEPARTMENT OF FASHION DESIGN

1.1.2 Revised Courses and New Courses Introduced during 2022- 2023

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DEPARTMENT OF FASHION DESIGN

BOARD OF STUDIES MEETING ON 13.06.2022

Board of studies meeting was held at the department of Fashion Design on 13.06.2022 with following agenda

- i) Revise the syllabus for the 2022-2023 academic year
- ii) Introducing New elective course with content for the 2022-2023 academic year

Minutes of Meeting:

The board members scrutinized the syllabus of B.Sc. Fashion Design -2022 regulations and suggested the following modifications:

In the beginning of the meeting Dr. Devayani Gangopadhyay, Dean, School of Building and Environment welcomed all the Board of Studies members and briefed them about the agenda of the Department of Fashion Design.

- S.Krithika presented the new electives for B.Sc Fashion Design Programme
- Ms. N.Gayathri presented the content of the Fashion Photography, Basics of Jewelry Designing to the external and internal members
- The Board member Mrs. Leelavathi Parthasarathy and Mrs. G.Shabrin Farhana emphasized the introduction of new elective courses—Fashion Photography and Basics of Jewelry Designing—to foster students' creativity and cultivate technical skills within the fashion industry."

The following courses are revised with Some additional ts with new updation and some deletion

- In the course Appreciation of traditional Indian Costumes, at unit 05 -20% of Portions are revised and added newly.
- The course Elements of textiles, had changed Unit III In the practical subject Sewing technology, Plackets and Pockets was added.
- In the course Traditional Textiles of India, Unit 3 and 5 were modified.
- In Fashion trend forecasting, topics are added in Unit IV by an updation to the subject.
- In History of fashion some topics are deleted in Unit 1 as the members could see the deviations and vast explanations towards the topic.
- Visual merchandising methods are added to the course content of Fashion Brand Management by deleting some topics from Unit 4.
- Fashion styling is considered to be most required subjects by the Alumni thereby some portions added the Styling Foundations are required topics to be added with the course topics.

Mrs. S.Krithika concluded the meeting with acceptance that all the recommendations of the external members will be incorporated in the theory and practical courses that will be offered in the odd semester during the academic year 2022-2023.

BOS Members:

1. Ms.N.Gayathri

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2. Mr. KS Ravi sidhaarth.

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3. Ms.Priyadharshini .R

- 

MINUTES APPROVED BY:



Dr. Devyani Gangopadhyay

Dean & Head

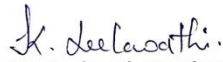
Department Of Architecture School Of Building & Environment



Mrs G. Shabrin Farhana M.Sc, M.Phil

Head of the Department

Footwear Design and Development Institute Chennai



Mrs Leelavathy Parthasarathy

Chief Designer

Eskay Home Furnishings



S. Krithika

Assistant Professor

Department Of Fashion Design

School Of Building & Environment

Sem	Course code	APPRECIATION OF TRADITIONAL INDIAN COSTUMES			L	T	P	Credits	Total Marks
I (Revised)	SFDA 1101				3	0	0	3	100

COURSE OBJECTIVES:

- To appreciate the ancient Indian Costume as it unfolds through the ages.
- To view the study of Indian costume as a cultural and visual milieu of the period.

UNIT I

(9Hrs)

Origin and History of costumes – Classification of Costumes. Factors Influencing Development of Costume. Theories of Clothing origin – Protection theory, Modesty Theory, Self-Adornment Theory.

UNIT II

(9Hrs)

Ancient Indian costumes during the following periods -Indus valley Civilization, Mauryan and Sunga period, Kushan Period and Gupta Period, **Pallavas and Chola Period-Jewellery and Accessories Used.**

UNIT III

(9Hrs)

Costumes of Medieval Period - Mughal Period, **British Period- 14th Century and 15th Century Costumes in British Period,** Evolution of Khadi movement. **French Costumes in 18th Revolution.**

UNIT IV

(9Hrs)

Traditional Costumes of India – Jammu & Kashmir, Punjab, Haryana, Rajasthan, Madhya Pradesh, West Bengal, Assam, Maharashtra, Tamil Nadu, Kerala, Karnataka.

UNIT V

(9Hrs)

Tribal costumes of India - Odisha, Rajasthan, Andhrapradesh, Nagaland, Manipur, Assam. Jammu and Kashmir, Tamil Nadu, Maharashtra, Himachal Pradesh, Gujarat, Karnataka. **Tribal People-History and Origin, Toda, Irulas, Malais. Accessories and Jewelers used.**

Max. 45 Hours

COURSE OUTCOMES

On Completion of the course the student will be able to

- CO1: Obtain basic knowledge on theories of Clothing Origin
- CO2: Categorize the ancient Indian costumes worn during various historical periods
- CO3: To gain knowledge on the Indian costumes on medieval period
- CO4: Understand the costumes used by various states of India
- CO5: Know the Various tribal costumes of India.

TEXT / REFERENCE BOOKS

- Indian Costume, G.H.Ghosyre, Popular books Pvt. Ltd, New Delhi (1996).
- Costumes of India and Pakistan, Dar S.N, DB Taraporevala Sons and Co., Bombay (1956).
- Traditional Indian Costumes and Textiles, Dr. Parul Bhatnagar, Abishek Publications, Chandigarh (2004).
- Costumes of Indian Tribe, Prakash Chandra Mehta, Discovering Publishing House Pvt. Ltd., New Delhi (2011).
- Costumes and Textiles of Royal India, Ritu Kumar, Christie's Books, London (1999).
- Indian Jewellery – M.L.Nigam, Lustre Press Pvt. Ltd, India (1999).

 Added content

Sem	Course Code	ELEMENTS OF TEXTILES	L	T	P	Credits	Total Marks
I (Old)	SFDA 1102		3	0	0	3	100

COURSE OBJECTIVES:

- To understand the important characteristic of different fibers used commercially.
- To understand the classification of yarns

UNIT I

(9Hrs)

Introduction to Fibers- Classification of Textile fibers- Natural and Manmade fibers. Primary and secondary characteristics of textile fibers. Swatch file collection with different types of fibers - Cotton, Linen, Wool, Synthetic.

UNIT II

(9Hrs)

Manufacturing process, properties and uses of natural fibers and Manmade fibers. Natural Fibers – cotton, linen, jute, silk, wool, and hair fibers. Manmade fibers – Rayon and its types, nylon, polyester and acrylic.

UNIT III

(9Hrs)

Spinning - Introduction, Spinning methods - Chemical Spinning and Mechanical Spinning. Chemical spinning – Wet, Melt & Dry spinning of filament yarns. Mechanical Spinning – cotton system - sequence of process, objectives of blow room, carding, drawing, combing, roving and ring spinning.

UNIT IV

(9Hrs)

Yarn – definition. Properties of Yarn -Yarn numbering systems – Direct and indirect system of yarn count. Yarn twist. Classification of yarns – Simple yarn, Single yarn, Ply yarn, Novelty Yarns.

UNIT V

(9Hrs)

Basic fabric formation methods – Woven, Knitted and Nonwoven fabrics. Manmade Weaving process - Basic weaves used in commercial fabric - End use of fabrics - different type of weaves. Introduction to knitting, Types of Knitting, Applications of knitwear. Fabric Sourcing and market awareness - Fabric Analysis- Swatch file collection with various types of weaves and fabrics.

Max. 45 Hours

COURSE OUTCOMES:

On successful completion of the course, the students will be able to:

- CO1: Classify the various sources of fibers.
- CO2: Elaborate the manufacturing process of fibers
- CO3: Understand the process of spinning sequences.
- CO4: Classify yarns and analyze its attributes.
- CO5: Understand the different types of fabric formation methods

TEXT / REFERENCE BOOKS

1. Textiles, Sara J. Kadohph, Pearson publication, 2009.
2. Fabric Science -5th edition, Joseph J Pizzuto, Fairchild Publications, Newyork ,1980.
3. Handbook of Nonwovens- Edited by R J Russell, Woodhead Publishing Ltd, England, 2007.
4. Knitting Technology- B.Ajgoankar, Universal Publishing Corporation, Mumbai, 1998.
5. Fibre to Fabric, Bernard P Corbman, (6th edition), Tata McGraw - Hill Education, 2003



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Sem	Course Code	SEWING TECHNIQUES	L	T	P	Credits	Total Marks
I(old)	SFDA 2101		0	0	5	2	100

COURSE OBJECTIVES:

- To introduce the sewing machine parts and its functions
- Students will learn various sewing techniques and equipment and garment manufacturing process.

LIST OF EXERCISES:

1. Practicing machine for controlling speed and threading
2. Basic stitching through Paper exercises
3. Basic Stitching through Fabric exercises
4. Basic hand stitches
5. Application of fasteners
6. Reinforcement (binding and facing,
7. Pleats (knife, box and cartridge),
8. Application of shape (pleats, gatherings, patch pocket)
9. Seam finishes.

COURSE OUTCOMES

On successful completion of the course, the students will be able to

CO1: Speed control, machine control and threading.

CO2: Handling sewing machine through exercises

CO3: Create Hand tucks, hems, and fasteners.

CO4: Students will learn types of shaping and seam finishes through machine.

TEXT/ REFERENCE BOOKS:

1. Practical Clothing Construction –Mary Mathews, Part I and II, Cosmic Press, Chennai 1986.
2. The Complete Book of Sewing – Dorling Kindersley Limited, London 1996.
3. Encyclopedia of Fashion Details – Patrick John Ireland, London 1987.
4. Sewing – I Edition, Hilary More, Sunburst Books, London 1994.
5. A Guide to Fashion Sewing - II Edition, Connie Amaden- Crawford, Fairchild Publications, USA 1994.



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Sem	Course Code	VISUAL REPRESENTATION TECHNIQUES	L	T	P	Credits	Total Marks
I (Revised)	SFDA 2103		0	1	5	3	100

COURSE OBJECTIVES:

- Introduction of drawing as an extension of seeing through enhancing eye and hand coordination
- Enhancing and exploring the skill of drawing to express and communicate.
- Experimenting various mediums to express the ideas.

LIST OF EXERCISES:

- Straight lines
- Shape Spree
- Hatching Techniques
- Illusion Drawing
- Object Illusion Drawing
- Doodling
- Scribbling
- Blind drawing, gesture Drawing.
- Line drawing
- Shape composition
- Object drawing
- Still life drawing
- Isometric drawing
- Perspective drawing.

COURSE OUTCOMES

On successful completion of the course, the students will be able to

- CO1: Handling Pencils and other technical drawing mediums.
- CO2: Observe and express visually through sketching
- CO3: Perceptive the elements, handling and experimenting.
- CO4: Reinforcing the principles of traditional drawing skills through what he or she sees.
- CO5: Understand the technical aspects of drawing through isometric and perspective drawing.

TEXT/ REFERENCE BOOKS:

1. Kate Wilson- The Artist's Everything Handbook: A New Guide to Drawing and Painting Publisher: Harper Design, Edition, 2015.
2. Betty Edward Fontana- Drawing on the Right Side of the Brain (Publisher: Tarcher; 4 edition November 2012.
3. Betty Edward Fontana -Color: A Course in Mastering the Art of Mixing Colors Publisher: Penguin USA September 2004.
4. Francis D. K.Ching John Wiley&P.Juroszek, Design drawing with StevenSons.Inc
5. Julia Cameron Pan, The artists way' McMillan Ltd.
6. Robert W. Gill Thames & Hudson Rendering with pen & ink.

 Added content

Sem	Course Code	TRADITIONAL TEXTILES OF INDIA			L	T	P	Credits	Total Marks
III (old)	SFDA 1301				3	0	0	3	100

COURSE OBJECTIVES:

- The students learn to appreciate Traditional Textile of our country, through an appreciation of its unfolding through the ages
- Enable the students to understand finer nuances of embroidered, painted, printed and woven traditional textiles crafts.
- To appreciate work of Indian Textile Designers and gives them knowledge about the fabric sourcing centers of the Country

UNIT- I

(6Hrs)

History of Indian textile production. Techniques of textile decoration- brief study on traditional woven fabrics, dyed fabrics, printed fabrics and embroidered fabrics.

UNIT - II

(10Hrs)

Traditional resist -dyed textiles from different regions of India-Categorisation of ikat styles on the basis of region-Patola of Gujarat, Bandhas of Odisha,Pochampalli & TeliaRumal of Andhra Pradesh. Categorization of tie-dyed textiles on the basis of region- Bandhani of Gujarat,Bandhej & Leheriya of Rajasthan.

UNIT - III

(10Hrs)

Traditional Woven textiles from different regions of India - Saris- Banaras Brocades of Uttar Pradesh, Jamdanis and Baluchars of Bengal, Paithani of Maharashtra, Kanjeevaram of Tamilnadu , Chanderi of Madhya Pradesh, Lepcha of Sikkim, Kota of Rajasthan, **Kosa silk of Chhattisgarh. MugaSilk of Assam,Pochampalli ikat of Andhra Pradesh,Ilkal of Karnataka.**

UNIT- IV

(9Hrs)

Traditional Woven Textiles - Shawls - Kashmir Shawls,Kullu& Kinnaur Shawls,Himroo of Maharashtra. Carpets – Durrie & Rugs.

Printed Textiles of India - Bagru prints from Rajasthan, Sanganer prints from Rajasthan, Ajarakh prints of Gujarat, Kalamkari from Andhra Pradesh.

UNIT - V

(10Hrs)

Embroidered Textiles of India- North India Chamba Rumal of Himachal Pradesh,Kashida of Kashmir, Phulkari of Punjab. Southern India- Kasuti of Karnataka. Central India- Chikankar of Uttar Pradesh, **Patti kaKaam of Uttar Pradesh,** Eastern India- Kantha of West Bengal, Sujani of Bihar, Pipli appliqué of Orissa. Western India- Kutch of Gujarat, Parsi embroidery. **Tribal Embroideries of India -Embroidery of Manipur,Lambanis or Banjaras embroidery of Andhra Pradesh,Toda Embroidery of Tamilnadu.**

Max.45 Hours

COURSE OUTCOMES

On successful completion of the course, the students will be able to

CO1: Know the history of various Indian traditional textiles and their origin.

CO2: Categorize the regional tie-dyed textiles of India.

CO3: Understand the various techniques used for heritage of Indian textiles.

CO4: Classify the woven textiles of India.

CO5: Identify a specific embroidery style of India on the basis of colours, motifs and layout.

TEXT/ REFERENCE BOOKS:

1. Traditional Indian Costumes and Textiles, Dr. Parul Bhatnagar, Abishek Publications, Chandigarh (2004).
2. Traditional Indian Textiles, *Russel Gillow*, Nicholas Barnard, Thames and Hudson Ltd., London. (1991)
3. Hand woven Fabrics of India,*DhanijaJain* .Mapin publishing, Ahmedabad (1989).
4. Traditional Embroideries of India, Dr.Shailaja D. Naik, APH Publishing Corporation, New Delhi (1996).
5. Costumes and Textiles of Royal India, Ritu Kumar, Christie's Books, London (1999).



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Sem	Course Code	FASHION TREND AND FORECASTING	L	T	P	Credits	Total Marks
III (Revised)	SFDA 1302		3	0	0	3	100

COURSE OBJECTIVES:

- To understand the relationship of forecasting to product development in the Fashion Business
- To understand the prevalence of fashion forecasting in Indian markets
- To comprehend fashion forecasting as a tool to understand consumer behavior in the Indian scenario.

UNIT I

(9Hrs)

Trend forecasting- the historical evolution of trend prediction, the core objectives driving effective trend anticipation,. Importance of forecasting, Elements of forecasting, Principles of forecasting, Theories explaining forecasting, Steps in forecasting, Major areas of forecasting, Advantages and limitations in forecasting.

UNIT II

(9Hrs)

Fashion forecasting, Role of fashion forecaster, Long- term forecasting, Short- term forecasting. Direction of fashion change, Forecasting with Trend, Seasonality and Cycles, Time series and Trends, Constant pattern, Linear pattern. Role of the internet in fashion forecasting.

UNIT III

(9Hrs)

Fashion forecasting process, Activities. Market research- Consumer research - the influence of cultural, economic,, Shopping, Sales records, Evaluating the collections- Fashion trends, Trends for target markets, Colour forecasting, textile development and sales forecasting. Fashion services and resources- Collection reports, Trend reports, Consulting services, Fashion editing, Trade publications.

UNIT IV

(9Hrs)

Forecasting methods and technological theories on trend projection - Subjective approach- Qualitative methods, Objective approach- Quantitative methods. Fashion forecasting techniques- Delphi technique, Scenario writing, Subjective approach, Time-series forecasting. Forecast accuracy, Forecast error measures. Future of fashion forecasting, Social Responsibility & Sustainability Related to Fashion Trends and Forecasting.

UNITV

(9Hrs)

Colour forecasting- Steps in Colour forecasting - companies specialize in predicting and setting color trends Pantone,WGSN (Worth Global Style Network), Trendstop etc. - Colour forecast reports. Dimensions of Colour, Colours in Marketing, Consumers and the Psychology of Colours. Forecasting with Colour Cycles, Colour Research, Sources for Colour Ideas and Palettes.

Max.45 Hours

COURSE OUTCOMES:

On successful completion of the course, the students will be able to

- CO1 Identify the right method of forecasting
- CO2 Summarize the role of a fashion forecaster
- CO3 Elaborate the service and resources related to fashion
- CO4 Build the essential knowledge in qualitative and quantitative forecasting methods
- CO5 Determine the techniques in color forecasting

TEXT/ REFERENCE BOOKS

1. Fashion forecasting, Second Edition, Evelyn L.Brannon, , Fairchild Publications Inc., New York, (2005).
2. Fashion Design: Process, Innovation and Practice McKelvey, Kathryn, Munslow, Janine, (2011)
3. Trend Forecasting with Intermarket Analysis: Predicting Global Marketers with technical Analysis, Porter Mendelsohn, L. B (1987).
4. Apparel Product Design & Merchandising Strategies, Regan, C. L. Upper Saddle River, Pearson Prentice Hall: New Jersey (2008).
5. Managing the Design Process - Concept Development: An Essential Manual for the Working Designer, Rockport Publishers Stone, Terry Lee, (2010)
6. Krishnakumar.M,Apparel merchandising -An Integrated approach, Abhishek Publications, Chandigarh, (2010).

Added Content

Sem	Course Code	HISTORY OF ART AND FASHION	L	T	P	Credits	Total Marks
III (Old)	SFDA1303		3	0	0	3	100

COURSE OBJECTIVE:

- To initiate the students in to the contextual basis of study of costume ,fashion and designing the history of different civilizations.

UNIT I

(9Hrs)

Introduction to Art and Design History - Basic parameters for historical study of art, design and fashion, Influence of Design Aesthetics on art and fashion, Evolution the category of designer as distinct from the artist, craftsman and technologist. **Timeline-prehistoric,ancient,middle,renaissance,earlymodern,modernandnow.**

UNIT II

(9Hrs)

Emergence of Institutions like the Museum, Department Store and the Corporation. Objects of desire- Design and Society since 1750. Culture and Society. **Twentieth Century Design, Design History.**

UNIT III

(9Hrs)

Design the Industrial Revolution, Colonialism and the Coming of Modernity. Colonial design: Ideology, Economy & Patronage.

UNIT IV

(9Hrs)

Design and Nationalism: The Case of India. Design Movements: Influences and Inspirations. Sustainable expressions.

UNIT V

(9Hrs)

Products and Styles in other fields-Ceramics, Furniture, Interiors, Graphics etc. Arts and crafts Movement 1850-1900, Art Nouveau 1890-1905, The Machine Aesthetic 1900-1930. Art Deco 1925-1939, **Streamlining-Consumerism and Style 1935-1955, Pop - Age of Affluence 1955-1975**, Modernism, Post Modernism/Retro and Vernacular, Street Influence, Contemporary Thoughts in design.

Max.45Hours

COURSE OUTCOMES:

On successful completion of the course, the students will be able to

- CO1 Understand the relationship between art and fashion
- CO2 Develop inspiration from contemporary designs
- CO3 Elaborate the Design and Nationalism
- CO4 Build the essential knowledge in history of Art and Craft
- CO5 Explore and generate ideas on subjects of art and fashion

TEXT/REFERENCE BOOKS

- Clothing art, the visual culture of fashion, 1600-1914 Yale University Press; edition.2017.
- Fashion: the definitive history of costume and style, DK; 1st edition, 2012.
- Fashion and art, Adam Geczy, Vicki Karaminas, 2012



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Sem	Course Code	ELECTIVE I - A FASHION BRAND MANAGEMET			L	T	P	Credit s	Total Mar ks
V (Revised)	SFDA 1502				3	0	0	3	100

COURSE OBJECTIVES:

- To introduce students to the concept of brand, brand building, branding strategies and legal issues in Fashion brand management
- To enable the students to improve managerial and visionary skills, who is able to create, manage, sell and communicate the identity of a brand.

UNIT I

(9Hrs)

Brand – Definition, evolution, Importance, Product Vs. Brand, Terminologies Used In Branding, Branding – Meaning, types and strategies international apparel brands identification of perspectives and challenges to build brand- Indian garment brands and prospects of Indian brands. Brand Design– Understanding Consumer, Competition, Components.

UNIT II

(9Hrs)

Brand Building - brand insistence model- advertising - definition, objectives, modes, economic and ethics, nontraditional marketing approach. Positioning: Positioning - definition, types - benefit, usage, features, users, price, value technology, tradition, - product class and customer segment; positioning strategies - nonfunctional values, brand loyalty and pyramid; positioning strategies of international garment retailers.

UNIT III

(9Hrs)

Brand Appraisal - Definition and methods - exploration, market, customer, competition analysis, reasoning of brands importance and methods involved - laddering, emotional and rational, Brand mapping - circle, prism and triangle, Branding strategies; brand extension, brand revitalization, brand repositioning, brand recall, brand elimination, brand imitation. Visual Merchandising Methods – Window Display, Façade Display, Point of sale. Core merchandising.

UNIT IV

(9Hrs)

Brand Identity - Brand identity and articulation –Brand service advertising and cross-cultural influence. Brand extension -Need and types, Labeling and licensing of apparel products - Types, License agreement, and international property rights, need for developing brand names and labels for apparel manufactured and exported from India.

UNIT V

(9Hrs)

Brand equity Measurement systems : Brand measurement- definition, need and methods – audit, track, brand overtime – managing brand image - need, concepts of management, legal issues in brand management, forces affecting brand and maintenance of brand, Study on brands and brand management of Indian Garment.

Max. 45 Hours

COURSE OUTCOMES

On successful completion of the course, the students will able to

- CO1: Understand of global brands and brand management.
- CO2 Gain knowledge on consumer behavior, brand identity and brand equity management
- CO3: Develop an understanding of brand positioning and values
- CO4: Evaluate the interrelationship between branding strategies and corporate, business strategies
- CO5: Apply the knowledge and skills in the field of marketing, communication, brand management, retail, visual merchandising, e-commerce.

TEXT / REFERENCE BOOKS:

- Branding, Brad Van Auken, Jaico Publishing House, Mumbai, India, 2010.
- Building Brand Value, Parameswaran M. G., Tata McGraw Hill Publishing Company Ltd, 2006
- Brand Management, Mahim Sagar, Deepali Singh, Agrawal DP, Achintya Gupta, Ane Books India Pvt. Ltd., India, 2009.
- Fashion Brand Merchandising, Gordon T Kendall, Fairchild Publications, New York, 2009
- Brand Management –The Indian Context, Moorthy Y. L. R., Vikas Publication Pvt Ltd, 2007
- Brand Management Text and Cases, Verma Harsh V., “Excel books, 2006



Added Content

Sem	Course Code	SKILL ENHANCEMENT COURSE –III FASHION STYLING AND PHOTOGRAPHY	L	T	P	Credits	Total Marks
V (Revised)	SFDA 2505		0	0	4	2	100

COURSE OBJECTIVES

- To enable the students to identify areas of interest within the field of Fashion Styling and Image Design.
- To develop new fashion images through fashion photography to build new fashion trends.
- To develop the ability to create the complete look according to the theme, event, one's personal style, ongoing trends etc.

LIST OF EXERCISES:

1. Styling Foundations - Gain a comprehensive understanding of styling across diverse mediums, including lookbooks, music, promos, advertising, e-commerce, digital video, and films.
2. Photography Basics -Parts of a camera, Elements of photography, lighting, camera techniques, Depth of Field and Focus and framing.
3. Styling for Men's and Women's Wear- Party Wear, Casual Wear, Sportswear, Formal wear.
4. Preparation for The Shoot - Selection of location for an indoor / outdoor, Creation of a suitable ambience / backdrop for shoot, Sourcing and coordination of clothes and accessories according to a theme / season, criteria and selection of model, Coordination of movement, mood and image of model and apparel.
5. Photo Shoot Styling for Men's and Women's Wear: Building effective wardrobes with balanced assortments using coordinated and mix-matched apparel Draping techniques using scarves and other apparel Accessorizing with jewelry, bags, belts and other accessories. Accentuating attire using different techniques of make-up and hair-dos Styling for fashion shoots and fashion shows and its use in retailing
6. Editorial -apparitional styling for magazines and designer's look book and similar media in both printed and digital forms.
7. Commercial -styling for advertisements, films, fashion shows and other promotional platforms.

COURSE OUTCOMES

On successful completion of the course, the students will be able to

CO 1: Identify their specialization and become a professional in the field

CO2: Develop skills in handling cameras.

CO 3. Understand the role of the stylist in today's fashion industry.

CO4: Set with the necessary skills of Photography, Video making, Hair and makeup and Graphical image design

CO5: Creating the look through fashion styling and capturing the visual image.

Added Content

Sem	CourseCode	ELECTIVE I - C	L	T	P	Credits	Total Marks
V	SFDA 1504	PROFESSIONAL ETHICS	3	0	0	3	100

COURSE OBJECTIVE:

- Professional practice is focus on turning fashion students into professionals to develop more focused and resolved approach to their practice and specialism as well as performing more complex skills with confidence.

UNIT I

(9Hrs)

Introduction to professional practice for turning fashion designers into professionals - develop more focused - resolved approach to their practice and specialism as well as performing more complex skills - consistency and developing new ideas from conception to realization

UNIT II

(9Hrs)

Synthesizing new innovative ideas and practical experimentation - Contemporary issues and practice - Methods of thinking - planning to help resolve problems in self-initiated projects - effective presentation skills in relevant contexts

UNIT III

(9Hrs)

Design practice including the work of contemporary national and international practitioners - represent in different professional cultural and technological contexts

UNIT IV

(9Hrs)

Identification and application of the skills needed to practice professionally in fashion industries - an understanding of innovative practices - concepts and debates in the field of fashion

UNIT V

(9Hrs)

An in-depth understanding of fashion including professional - cultural and technological innovations evolving in this field

Max. 45 Hours

COURSE OUTCOMES

On successful completion of the course, the students will able to

- CO1: Learn the core values that shape the ethical behavior.
- CO2: Gain awareness on professional ethics and human values.
- CO3: Understand design practice according to social and cultural issues, code of ethics and role of professional ethics in Designing field.
- CO4: Improve the skills needed to practice professionally in fashion industry.
- CO5: acquire knowledge about roles of designers in variety of global issues and able to apply ethical principles to resolve situations that arise in their professional lives

TEXT/ REFERENCE BOOKS:

- Professional Practiceby Krishnamurthy K.G
- The Designer's Field Guide to Collaboration by Caryn Brause
- Enhancing Professional Practice: A Framework for Teaching, 2nd edition by Charlotte Danielson, ISBN: 978-1- 4166-0517-1
- Professional Practice for Interior Designers Hardcover by Christine M. Piotrowski
- Designing Your Business: Professional Practices for Interior Designers by Gordon T. Kendall

New Course

Sem	CourseCode	ELECTIVE I -	L	T	P	Credits	Total Marks
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V	SFDA 1505	FASHION PHOTOGRAPHY	3	0	0	3	100
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COURSE OBJECTIVES:

- To learn different techniques and lighting methods in photography
- To impart knowledge on Photography for different media, printing techniques.
- To impart knowledge on computer applications in photography.

UNIT I

(9Hrs)

Introduction to Photography – classification and types of camera – 35mm, SLR, Digital camera. Working principle of camera. Accessories: general accessories - lenses, lens filters, film types, flashlights- lighting accessories - power accessories, system accessories. Care and maintenance of camera.

UNIT II

(9Hrs)

Lighting – concept and importance – Types of lighting – front light, side light, back light, revealing light, controlling light, flash and studio lighting. Film types – Black and White, Color. Film speed- Film format.

UNIT III

(9Hrs)

Fashion Photography in different media – modeling, newspaper, magazines and fashion shows. Concept/theme based photography along with its application and acceptability in marketing and commercialization/branding.

UNIT IV

(9Hrs)

Camera techniques: Basic techniques – fundamentals of composition, depth of field, shutter speed, focusing, using exposures. Equipment techniques – filter techniques, lens techniques, flash techniques, studio flash techniques, lighting techniques. Subject techniques – landscape, night photography, portrait, action photography and special effects. Outdoor and Indoor Photography – equipments

UNIT V

(9Hrs)

Basics of developing and printing – image mixing and printing – Latest developments in printing – Computer application in photography

COURSE OUTCOMES:

The students would have enhanced their knowledge on

CO1: Acquire knowledge on types of camera, working principles of camera and their various accessories.

CO2: Define knowledge on various camera techniques such as basic techniques, equipment techniques, and subject techniques.

CO3: Ability to identify the importance of lighting and types of lighting

CO4: Acquire knowledge on developing and printing, image mixing and printing, computer application in photography

TEXT/ REFERENC BOOKS:

1. W.R. Miller, “Basic Industrial Arts, Plastics, Graphics Arts, Power Mechanics, Photography”, McKnight Publishing Company, Illionois, 1978.

2. John Hedge, “Photography Course”, John Hedge Co, 1992

3. Nirmal Pasricha, A Professional’s Basic Photography, Black Rose Publications, Delhi, 2002.

 New Course

Sem	Course Code	Elective-I BASICS OF JEWELLERY DESIGN	L	T	P	Credits	Total Marks
V	SFDA 1506		3	0	0	3	100

COURSE OBJECTIVES

- To impart basic knowledge on types of jewellery
- To understand about gemstones and its properties
- To learn the techniques in the field of jewellery making

UNIT I

(9Hrs)

Introduction to jewellery and its components – Tools used in jewellery manufacturing – Safety measures taken while making jewellery -Dimensions used in the jewellery

UNIT-II

(9Hrs)

Process of jewellery making – Designing, Moulding, Casting, Polishing; Embellishment processes- Finishing, Plating, Quality checking, Packaging and transporting.

UNIT III

(9Hrs)

Traditional jewellery of India ; Bridal Jewellery – Antique Jewellery – Bead Jewellery – Custom Jewellery – Copper Jewellery – Fashion Jewellery - Filigree Jewellery – Gold Jewellery – Handmade Jewellery – Ivory Jewellery- Jadam Jewellery.

UNIT IV

(9Hrs)

History of Indian Jewellery; Kundan Jewellery- Lac Jewellery- Meenakari Jewellery- Navaratna Jewellery- Pachchikam Jewellery – Silver Jewellery- Stone Jewellery – Temple Jewellery- Tribal Jewellery.

UNIT V

(9Hrs)

Gemology – Introduction – Properties of Gem stones- Different Stones used in the jewellery art, its cuts and shapes – Treatments given for gem stones – Heat, Radiation, Waxing/oiling, Francine filling.

COURSE OUTCOME:

On successful completion of the course, the students will be able to:

- CO1: Build knowledge on basics of jewellery making
- CO2 : Understand the process of jewellery making
- CO3 : Explain the traditional jewelleries of India
- CO4 : Elaborate the history of Indian jewellery
- CO5 : Determine the treatment given for gem stones

TEXT / REFERENCE BOOKS

1. Jewellery Making and Beading for Dummies, Heather Dismore, John Wiley and Sons Publications, New Jersey (2013)
2. Basic Jewellery Making, Sandy Allison, Ted Walker, Alan Wycheck, Stackpole Books, United States (2005).
3. Making Wire Jewelry, Helen Clegg, Mary Larom, Lark Books Publication, New York (1997).

 New Course



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
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SCHOOL OF BUILDING AND ENVIRONMENT

DEPARTMENT OF FASHION DESIGN

BOARD OF STUDIES MEETING ON 30.11.2022

Board of studies meeting was held at the department of Fashion Design on 30.11.2022 with following agenda

- i) Revise the syllabus for the 2022-2023 academic year
- ii) Introducing New elective course with content for the 2022-2023 academic year

Minutes of Meeting:

The board members scrutinized the syllabus of B.Sc. Fashion Design -2022 regulations and suggested the following modifications:

In the beginning of the meeting Dr. Devayani Gangopathayay, Dean, School of Building and Environment welcomed all the Board of Studies members and briefed them about the agenda of the Department of Fashion Design.

- The members expressed that the B.sc Fashion Design Course should be offered with new Elective papers of Functional Clothing, Fashion product development, to enhance the marketing skills
- In the Subject Textile Processing in Unit-1, 2 and 3 some topics are deleted and same had been accepted by BOS members.

- In Fashion Studies, as suggested by Board Member that Unit 4 topics are completely revised, due to the updating of syllabus according to the Current Industry.
- In the subject up cycle fashion, which is considered as sustainable and unique subject of the department, the 5th exercise is dividing into 2 Exercises.
- Considering the work hours for the course in up cycle fashion by the student and alumni feedback and the convenience on the adaptability to the development of the product, so Mrs. G. Shabrin Farhana mam accepted the revision.
- In the course Apparel Merchandising, Unit 2 and 4 some portions are deleted as it had vast and deviated content.
- Fashion Marketing and Retailing the course is a popular among the industry and had super recognitions, and had updating in forecasting for retailing in Unit V.
- In Course Digital Presentation Techniques- Profile making for different Job description in our industry, is added as new exercise.
- Alumni input and subject expert feedbacks were taken into account for the course Digital presentation techniques.
- Overall the meeting was completely good and the BOS experts and members expressed their commitment and Satisfaction with valuable point during the discussion.

BOS Members:

1. Ms.N.Gayathri
2. Mr. K.S Ravi Sidhaarth-
3. Ms. R.Priyadharshini

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MINUTES APPROVED BY:



Dr. Devyani Gangopadhyay

Dean & Head

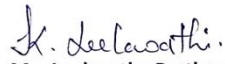
Department Of Architecture School Of Building & Environment



Mrs G. Shabrin Farhana M.Sc, M.Phil

Head of the Department

Footwear Design and Development Institute Chennai



Mrs Leelavathy Parthasarathy

Chief Designer

Eskay Home Furnishings



S. Krithika

Assistant Professor

Department Of Fashion Design

School Of Building & Environment

Sem	Course Code	TEXTILE PROCESSING	L	T	P	Credits	Total Marks
II (Old)	SFDA 1201		3	0	0	3	100

COURSE OBJECTIVES:

- To enable the students to learn the preparatory steps of Textile wet processing
- To impart knowledge on various dyeing techniques.
- To provide the details printing and textile finishing.

UNIT I

(9Hrs)

Introduction - Wet processing- Areas and importance **Production sequence of textile fabrics- flowchart**. Process of removing impurities from fabrics – Singeing, Desizing, Scouring, Bleaching, Mercerizing.

UNIT II

(9Hrs)

Dyeing - Classification of dyes -Stages of dyeing - Different methods - Fiber dyeing - Stock Dyeing - Top Dyeing Yarn Dyeing - Methods – Skein Dyeing , Package dyeing , Warp beam Dyeing .Fabric Dyeing - Open Width Dyeing , Rope form Dyeing .Garment Dyeing - Methods – Exhaust Process, Continuous process .**Color fastness- Special dyeing effects cross dyeing- Union -Dyeing - tone on tone- Imperfections in dyeing**

UNIT III

(9Hrs)

Textile printing – Introduction - Method of printing - Block, Stencil, Hand -Screen, automatic Screen – Rotary- Screen, Roller, Ink -jet and Heat transfer Printing. Styles of printing - Direct Printing, Discharge Printing Resist Printing. **Blotch Printing, Warp Printing - Burn- out Printing – Duplex Printing - Engineered print.**

UNIT IV

(9Hrs)

Fabric Printing - Fabric printing through vegetable blocks- Fabric resist dyeing techniques. Silk painting using wax- urea and rock salt resists- Tie & Dye- Batik. Handmade **Flock printing- Quilting by Hand, Imperfection in Printing.**

UNIT V

(9Hrs)

Textile finishing - Classification of finishes- Aesthetic finishes and Functional finishes - Wrinkle free finishes, Water repellent, Soil release finish, **Special purpose finish, Anti-bacterial finish, Silicon finish, Denim finish.**

Max.45 Hours

COURSE OUTCOMES:

On successful completion of the course, the students will be able to

- CO1: Understand the sequence of textile processing
- CO2: Outline the various methods of fiber and Yarn dyeing
- CO3: Acquire basic knowledge on Textile Printing
- CO4: Perceive knowledge on Fabric Printing
- CO5: Know the types of Textile finishes and fabric care labeling.

TEXT/ REFERENCE BOOKS

1. Textiles, Ninth Edition, Sara J. Kadolph and Anna L. Langford, Prentice Hall Inc., New Jersey (2002).
2. Technology of Textile Processing, Vol.VI, Dr.V.A.Shenai, Sevak Publications, Mumbai, India (1997).
3. The Complete Technology Book on Textile Processing with Effluents Treatment, NIIR Board, Asia Pacific Business Press Inc., Delhi, India (1998).
4. Textile Finishing, Dr.N.Nalankilli and S.Jayaprakasam, S.S.M Institute of Textile Technology, S.S.M.I.I.T Staffs and Students Co-operative Stores, Komarapalayam, Tamilnadu, India (1997)



Deleted content

Sem	Course Code	FASHION STUDIES					Credits	Total Marks
II (Revised)	SFDA 1202						3	100
		L	T	P				
		3	0	0			3	100

COURSE OBJECTIVES:

- To impart knowledge about the fashion Industry.
- To Understand fashion Basics and terminologies.
- To know the various international fashion centers Brands.

UNIT I

(9Hrs)

Introduction to fashion - definition and origin. Fashion terminologies – Classic, FAD, Style, Trend, prêt-à-porter, Mass Fashion, Street Fashion, Fashion forecasting, Boutique, Haute couture, line, Collection, Avantgarde, Custom made. Factors influencing fashion–Political and legal, Geographic, Demographic, technological, economic, social and cultural, factors, Life style changes etc.

UNIT II

(9Hrs)

Levels of fashion industry- Couture, Ready to wear, Mass production. Fashion Focus –The designers Role, The Manufacturers Role, The Retailers Role. Scope of Fashion Business – Primary Level, Secondary Level, Retail level and the Auxiliary level.

UNIT III

(9Hrs)

Types of designers – High fashion Designer, Stylist, and Freelance Designer. Sources of design inspiration. Biography of various Indian Fashion designers - Manish Malhotra, Ritukumar, Rituberri, TarunTahilani, Wendell Rodricks, Abu Jani and Sandeep Khosla, JJ Valaya, Manish Arora, and Rohit Bal. Study of international Designers -Coco Chanel, CK, Donatella Versace, Gucci, Giorgio Armani.

UNIT IV

(9Hrs)

Overview of fashion capitals and emerging cities in the fashion scene, Analysis of successful brand-city partnerships and collaborations, Case studies on iconic fashion cities: Paris, Milan, New York, Tokyo, etc.

UNIT V

(9Hrs)

Theories of Fashion -Trickle up, Trickle down and Trickle across. Fashion Cycle - Classic, FAD, Trend, Style. Fashion Seasons – International market and Indian market. The concepts of formal wear, casual wear, party wear, sportswear, jeans wear, swim wear, beach wear and its functional aspects.

Max. 45 Hours

COURSE OUTCOMES

On successful completion of the course, the students will be able to

- CO1: Gain knowledge on fashion terminologies.
- CO2: Understand the levels of fashion Industry.
- CO3: Obtain knowledge about the success of various fashion designers.
- CO4: Gain knowledge on Fashion Capitals and Fashion Brands.
- CO5 Understand the theories of fashion.

TEXT / REFERENCE BOOKS:

1. The Dynamics of Fashion. Elaine Stone Fairchild Publications, New York. 2001.
2. Fashion from concept to consumer [Sixth Edition]. Gini Stephan Friens. Prentice Hall. 1999.
3. Fashion Retailing Ellen Diamond. Pearson Education. INC and Dorling Kinderley Publishing, Delhi. 2007.
4. Inside the fashion Business, Kitty G, Dickerson. Pearson Education. INC and Dorling Kinderley Publishing, Delhi. 2005

 Added Content

Sem	Course Code	UPCYCLE FASHION	L	T	P	Credits	Total Marks
VI (Revised)	SFDA 2201		0	0	4	2	100

COURSE OBJECTIVES

- To aim the hands-on foundation to reuse and recycle of various materials.
- To generate the innovative ideas of new fashion products from Waste and alternatives to landfills, including reusing in creative ways.
- To create self-awareness based on source reduction through efficient and effective usage of materials and energy.

LIST OF EXERCISES:

Mind mapping, existing product research on reused and recycled materials in market, Designing, Product Making for the followings:

1. Recycling of denim Products
2. Recycling of Saris
3. Recycling of Shirt
4. Recycling of T- Shirt
5. Recycling of Cutting Waste
6. Recycling of Buttons and Trimmings.
7. Recycling of Knitted Fabrics
8. Recycling of Threads.

COURSE OUTCOMES

On successful completion of the course, the students will be able to

- CO1: Application of research techniques to collect & analyze data from reused and recycled materials.
CO2: To develop skills to minimize the consumption of sourcing, material to produce a valuable product.
CO3: Practice ideation techniques through innovative exercises, from concept to prototype.
CO4: To understand the basic design pollution prevention and source reduction, separations and disassembly, virtual and rapid prototyping, life cycle design, management, and assessment.
CO5: Practice Recycle, Reuse, Reduce the fashion products.



Added content

Sem	Course Code	APPAREL MERCHANDISING	L	T	P	Credits	Total Marks
IV (Old)	SFDA 1401		3	0	0	3	100

COURSE OBJECTIVES

- To acquaint the students of the concepts of merchandising, and export documentation
- To impart knowledge on process flow on fashion merchandising.

UNIT I

(9Hrs)

Merchandising: Introduction to merchandising, Fashion merchandising terminology, Concepts of Six Rights in merchandising. Types of merchandising – Fashion merchandising, Apparel Export merchandising, Retail merchandising, and Visual merchandising. Role of Merchandiser in various types of organization export and buying houses.

UNIT II

(9Hrs)

Fashion forecast – Importance and interpretation – Colour concepts - Range development Presentation. Garment costing – Cost Sheet – Calculations – Cost and Pricing – I.T applications for export merchandising – Order Management – Vendor Management - Vendor sourcing, evaluation and development – Global sourcing – Vendor nomination by buyers – Reasons for vendor nomination. Merchandising Documentation.

UNIT III

(9Hrs)

Process flow in apparel industry. – Buyer sourcing & communication – Enquiry – Order confirmation – order review and its importance – Planning & programming: Master planning, Scheduling or route card – Factors for route card. Pattern approvals, Size set approvals, Preproduction follow up, Buyer communication, Reporting, Record maintenance, Order break-up, CMP and TNA preparation.

UNIT IV

(9Hrs)

Flow process of sample merchandising- Samples: Meaning & importance – Types of samples – expedition of samples. Procedure of sample preparation, study on tech pack details, Flow process of product merchandising, concepts and apparel product lines, dimensions of product change, determination and development of product line and product range Procedure of product preparation, study on product development.

UNIT V

(9Hrs)

Inspection and its types – Testing – Check points before cutting - Pilot run or trial run and its importance – Approvals - Types of approvals – Shipping marks – Final inspection procedures – Self, Second- and Third-party inspection - Effective expedition procedures. Order sheet and its contents – Packing list and its contents – Document formats: order sheet, packing list, invoice, inspection and testing reports etc., Assortment and its types.

Max. 45 Hours

COURSE OUTCOMES

On successful completion of the course, the students will able to

CO1: Understand the types of merchandising.

CO2: Understand the Concept of merchandising in the apparel industry.

CO3: Know the procedure involved in the export of apparel

CO4: Analyze the Garment costing and pricing

CO5: Evaluate relevant data in order to determine a suitable assortment of merchandise

TEXT AND REFERENCE BOOKS

1. Fashion Merchandising”, Elian stone, Jean A samples McGraw Hill Book Company, New York, 1985.
2. Export Marketing” – A Practical Guide to Exporters”, Shivaramu S Wheeler Publishing, Ohio, 1996.
3. Mastering fashion buying and merchandising management, Jackson, T. & Shaw, D. Palgrave: New York 2001.
4. Inside the fashion business. Jarnow, J., Guereira, M. & Judelle, B (4th Ed.). MacMillan: New York. 1987.
5. Fashion retailing: A multi-channel approach Diamond, E. New Jersey: Pearson/Prentice Hall. 2006.
6. Apparel Merchandising, An integrated Approach, Krishnakumar, M, 2010, Abishek Publications
7. Apparel Merchandising, Robin Mathew, Book Enclave Publishers, Jaipur
8. Apparel Merchandising, Jerry A & Rosenau, Fairchild Publications, London
9. Merchandising buying and management Donnellan, J. t, New York: Fairchild Publications. 1999.



Deleted Content

Sem	Course Code	FASHION MARKETING AND RETAILING	L	T	P	Credits	Total Marks
IV(old)	SFDA 1403		3	0	0	3	100

COURSE OBJECTIVES

- To introduce students to aspects of fashion marketing and retailing
- To impart knowledge about various product standards and product specifications and the process of product development towards market need.

UNIT I

(9Hrs)

Market - Meaning, Definition and Classification; Fashion Market - Activities of Fashion Marketing, Fashion Market Size and Structure, Marketing Environment - Micro and Macro Marketing Environment.

UNIT II

(9Hrs)

New product development - Planning, design and development – Product Classification, Product life cycle – Concept of Marketing Mix, **Market Segmentation, Targeting and positioning** - Perpetual mapping- Product Mix and Range planning. Marketing research process. Pricing - objectives and methods of setting prices.

UNIT III

(9Hrs)

Distribution Channels - Types, Levels, development. Promotion Mix – Analytical tools- BCG matrix, GE model. Consumer Behavior - influencing factors – Consumer Buying process. Types of Buyers. Brand development- Branding and its importance in Marketing. Retailing and wholesaling – **promotion methods**

UNIT IV

(9Hrs)

Fashion Retailing - Classification of Retailers – Onsite Retailing and Off-site Retailing; Types of Retail Store; Merchandising mix- Order Management- Out Sourcing – Vendor Management – Export Documents. Role of a fashion buyer, Fabric sourcing, Garment sourcing, **Local sourcing, National sourcing & International sourcing. Range Planning.**

UNIT V

(9Hrs)

Fashion sales promotional program me for fashion marketing, communication in prop motion, Personal selling, and point of purchase. Fashion Advertising and preparation of advertising for apparel market, Advertising media used in apparel market, **Apparel & Textile Trade shows and fairs. Advertising department and advertising agencies – structure and functions. Advertising Budget**

Max. 45 Hours

COURSE OUTCOMES:

On successful completion of the course, the students will be able to:

- CO1: Understand the fundamentals of marketing
- CO2: Know the process of fashion product development.
- CO3: Understand the importance of consumer and Brand Image.
- CO4: Analyze the various retailing formats
- CO5: Gain insight on fashion promotional activities

TEXT/REFERENCE BOOKS:

- Fashion Marketing- Mike Easey, Black Well Science Ltd., United Kingdom. 1995.
- Apparel Merchandising, An Integrated Approach, Krishnakumar.M, Abishek Publications 2010.
- Apparel Merchandising, Robin Mathew, Book Enclave Publishers, Jaipur (2008).
- Retail Management, Chetan Bajaj, Rajnish Tuli and Nidhi.V.Srivastava, Oxford University Press, New Delhi 2005.
- Advertising, C N Sonataggi, Kalyani Publishers New Delhi 1989.
- Marketing, RSN Pillai and Bhagavathi.S, Chand And Company Ltd, New Delhi 1987.
- Fashion retailing: A multi-channel approach Diamond, ENew Jersey: Pearson/Prentice Hall. 2006.
- Inside the fashion business. Jarnow, J., Guereira, M. & Judelle, B. (4th Ed.). MacMillan: New York, 1987.
- Fashion marketing, Ed. Hines, T. and Bruce, M. Butterworth Heinemann, Oxford. 2001

Sem	Course Code	SKILL ENHANCEMENT COURSE –II DIGITAL PRESENTATION TECHNIQUES	L	T	P	Credits	Total Marks
IV (Revised)	SFDA 2405		0	0	4	2	100

COURSE OBJECTIVES

- To Develop Narration and in different mediums (print- stage- TV & film) and apply writing skills effectively in different organizational and formal and Informal situations.
- To Improve the skill in drafting and writing effective communication and presentations in a business context.
- Acquire the confidence to speak in front of a gathering.
- Demonstrate the conviction and clarity required to defend one's arguments.

LIST OF EXERCISES:

1. Researching the subject - Organizing matter - Structuring the report/presentation, Making Visual presentations
2. Presenting a Paper - Making a fully researched informative presentation - Official Correspondence- Letters- Memos- Emails - Notices- Public Announcements- Circulars.
3. Official Documentation - Agenda/Minutes of Meeting - Files and other Documents. Informative Communication – presentation skills - News Reports- Report Writing- Persuasive Communication - How to write Applications- letters- Articles persuasively- Meetings- Group Discussions- Interviews
4. The art of Negotiation and Persuasion- Writing a good CV/Resume- profile- Reviews (Film/Restaurant)- Articles- Creating Characters- Writing Stories- Exploring other forms- Writing for Print/Television/Films/Web- Role Play- **Writing and Performing a Skit- Writing and Performing an Ad/Social Service Spot.**
5. **Craft a final presentation that strategically showcases your professional profile across LinkedIn, Instagram, and Behance, emphasizing achievements and skills with a strong focus on quantifiable performance metrics.**

COURSE OUTCOMES

On successful completion of the course, the students will be able to

CO 1: improve the skills in research techniques.

CO 2: Develop skills in Visual Presentations

CO 3. Develop the various Skills through Documentation and Negotiation.

CO 4: Understand the basics of communication and presentation

TEXT / REFERENCE BOOKS:

1. Presence: Bringing Your Boldest Self to Your Biggest Challenges by Amy Cuddy 12 Feb 2016
2. Illuminate by Nancy, May 2016
3. Principles of Business Communication, Dulek, Ronald E



Added Content

Sem	Course Code	Elective-II	L	T	P	Credits	Total Marks
VI	SFDA 1604	FUNCTIONAL CLOTHING	3	0	0	3	100

COURSE OBJECTIVES:

- To Understand the Principles of Functional Clothing.
- To know about the Materials and Technologies in Clothing.
- To Analyze about the Functionality and Performance Testing.

UNIT-I INTRODUCTION

9 Hours

Design logic of apparels-aesthetic and functional properties, fit and comfort of apparels. Functional clothing - Classification, Design, engineering and Pattern engineering

UNIT II MEDICAL WEAR

9 Hours

Classification of medical textiles and their functions – Textile materials used for implants and non-implants, extracorporeal devices, Healthcare and hygiene products. Therapeutic and bio-sensing garments – Design and applications.

UNIT III PROTECTIVE WEARS

9 Hours

Materials used, requirements and functions of flame resistant protective clothing-chemical protective clothing-mechanical protective clothing – electrical protective clothing and radiation protection.

UNIT IV SPORTS WEAR:

9 Hours

Clothing requirements for sportswear- Identifying the needs of the end-user- design development process: Application of technical textiles suitable for sportswear; Footwear Clothing - Design, fit, materials, components and their functions.

UNIT V SMART AND INTELLIGENT TEXTILES:

9 Hours

Smart fibres: Nano fibres, Photo adaptive fibres, Chameleon fibres, Conductive fibres – properties and applications in textiles and apparels. Phase change materials: production and applications. Shape memory polymers and properties. Stimuli sensitive intelligent textiles, Smart textiles incorporating functional devices.

Total: 45 Hours

COURSE OUTCOMES

On successful completion of the course, the students will able to

CO1: Recognize the classification and design requirements of various functional clothing.

CO2: Develop technical design specifications for functional clothes

CO3: Prescribe suitable textile raw materials suitable for developing functional clothes

CO4: Apply the knowledge on textiles processes in designing functional clothing

CO5: Acquire knowledge on the evaluation methods and standards for various functional clothing

REFERENCES

1. Horrocks A. R. and Anand S. C, "Handbook of Technical Textiles", The Textile Institute, Woodhead Publications, Cambridge, UK, 2000
2. Adanur S., Wellington Sears "Handbook of Industrial Textiles", Technomic Publishing Co. Lanchester, USA, 1995
3. Vigo T. L., Intelligent Fibres, Journal of Textile Institute , 90, Part 3, Textile Institute, 1999
4. Anand S., "Medical Textiles", Textile Institute, UK, 1996
5. Sanjay Gupta, "Smart Textiles – Their Production and Marketing Strategies", Bhumatica Printers, New Delhi, 2000
6. Tao X., "Smart Fibres, Fabric and Clothing", Textile Institute, Woodhead Publishing Limited, Cambridge, 2001



New Course

Sem	Course Code	Elective-II FASHION PRODUCT DEVELOPMENT	L	T	P	Credits	Total Marks
VI	SFDA 1605		3	0	0	3	100

COURSE OBJECTIVES:

- To introduce students to the concept of fashion Industry and analysis of product development
- To impart knowledge on Fabric sourcing , Line development and Presentation .

UNIT I

FASHION INDUSTRY OVERVIEW :

9 Hours

Segments of the fashion industry – history and categories, Classification of apparel products. Background to the world of fashion- influence of the customer; different generations and motivations behind the changes.

UNIT II

DEVELOPING FASHION CONCEPT:

9 Hours

Design logic of apparel products, concept generation, concept screening. Line concept – Synthesize current issues, describe fashion trends, establish line direction, describe materials, identify group concepts and analyze current line. Principles of creative fashion ideas. Manipulation of Design Elements - silhouette, proportion, pattern, garment details, accessories, texture, prints, colour, fabric.

UNIT III

LINE DEVELOPMENT AND PRESENTATION:

9 Hours

Creative design – Develop designs, Create prototype. Line adoption – Determining styles and balancing assortments. Technical design – perfect styling and fit, engineer production patterns, samples, costing and grade patterns. Presentation: Review for adoption, line review, line / style release.

UNIT IV

ANALYSIS OF PRODUCT DEVELOPMENT:

9 Hours

Product Positioning Strategy – Sizing and fit in material selection – Final assembly and finishing – Garment presentation.

UNIT V

PROTO DEVELOPMENT:

9

Hours

Fabric Sourcing and Selection. Analysis of functional and aesthetic characteristics of fabrics and trims - Co-ordinating with availability, ability to enhance product aesthetics and functionality and cost. Visualization and Communication design into manufacturability

COURSE OUTCOMES

On successful completion of the course, the students will be able to

CO1: Acquire knowledge on segments of fashion industry and able to classify apparel products.

CO2: Define knowledge on developing fashion concepts such as concept generation, concept screening, line concept etc. Create fashion idea, manipulation of design elements.

CO3: Ability to identify creative design, develop prototype, line adoption.

CO4: Acquire skills on product positioning strategy, sizing and fit in material selection, final assembly and finishing, garment presentation.

CO5: Acquire knowledge on defining proto development – fabric sourcing and selection.

TEXT REFERENCE BOOKS

1. Maurice J. Johnson and Evelyn C. Moore, —Apparel Product Development, Second Edition, Prentice Hall Upper saddle river, New Jersey, 2001.
2. Ruth E Glock and Grace I Kunz, —Apparel Manufacturing - Sewn Product Analysis, Prentice Hall, New Jersey, Fourth Edition, 2005.
3. Kathryn McKelvey and Janine Munslow, —Fashion Design: Process, Innovation and Practice, Blackwell Publishing, USA, 2005.
4. Donald R. Lehmann, Russell S. Winer, —Product Management, M.C. Graw Hill International, 1996
5. Mastudaira T and Suresh M.N., —Design Logic of Textile Products, Textile Progress, Textile Institute, Manchester, 2007

 New Course