



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

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

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School of Building and Environment

Department of Fashion Design

1.1.3 Courses having focus on Employability/ Entrepreneurship/ Skill

Development in 2022- 2023

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Sem	Course Code	SEWINGTECHNIQUES	L	T	P	Credits	Total Marks
I	SFDA2101		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.

Mode of Practical Examination: Conducted by Examination

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF ESE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Plates/Seminar/Workshop		Model Exam(50 Marks)	Attendance(5Marks)	University end semester		
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)			Examination	Viva voce/Pre sentation	
Converted to 25 Marks		20 Marks	5 Marks	50 Marks	-	

Employability

Sem	Course Code	UPCYCLEFASHION	L	T	P	Credits	Total Marks
II	SFDA2201		0	1	5	3	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 alternative 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 following:

1. Recycling of denim Products
2. Recycling of Saree
3. Recycling of Shirt
4. Recycling of T-Shirt
5. Recycling of Clothing fastenings

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 skill 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, lifecycle design, management, and assessment.
CO5: Practice Recycle, Reuse, Reduce the fashion products.

Mode of Examination:

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF ESE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Plates/Seminar/Workshop		Model Exam (50 Marks)	Attendance (5 Marks)	University end semester		
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)			Examination	Viva voce/Pre sentation	
Converted to 25 Marks		20 Marks	5 Marks	-	50 Marks	

Employability

Sem	Course Code	FABRICMANIPULATIONTECHNIQUES	L	T	P	Credits	Total Marks
II	SFDA2203		0	1	5	3	100

COURSEOBJECTIVES:

- To develop skills in fabric manipulation techniques through subtraction and construction techniques.
- To enhance the student's skills in fabric manipulation and improve style to putting their own stamp on their project.
- To create decoration to enhance its attraction to the individual.

LIST OF EXERCISES:

1. Embroidery and fabric manipulation - Gathering, Shirring, Pleating, Tucking, Smocking, And Quilting.
2. Embellishment through addition - Appliqué/Applied Works, Piping Couching, Stitching/Hand Stitching, Beads and beading
3. Embellishment through subtraction - Decoupe/Reverse Technique, Cutwork, Drawn Thread, Pulled Work
4. Beads and beading - Tambour Work, Hand Beading, French Beading
5. Construction techniques - Patchwork, Applied Patchwork, Long Cabin Patchwork, Trimming (Fringe Trim, Sewing Trim)

COURSE OUTCOMES:

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

CO1: Identify and use various tools used for fabric manipulation with safety precautions. CO2: Classify the textile and surface embellishment.

CO3: Apply smocking and appliqué working garments.

CO4: Differentiate and develop various stitches and designs on fabric.

Mode of Practical Examination: Conducted by Jury

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF ESE (Distribution of Marks)		Total Marks
Through assignment/ Completion of Exercises/ Drawing Model/ Pictures/ Seminar/ Workshop			Model Exam (50 Marks)	Attendance (5 Marks)	University end semester	
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)				Examination	Viva voce/ Pre sentation
Converted to 25 Marks			20 Marks	5 Marks	-	50 Marks

Employability

Sem	Course Code	ALLIEDII-ADVANCEDCOMPUTERAPPLICATION	L	T	P	Credits	Total Marks
II	SFDA2204		0	0	4	2	100

COURSEOBJECTIVES:

- To gain familiarity with various tools used for creating designs.
- To improve the skills in garment designing.
- To acquire and enrich input on logo and label designing.

LIST OF EXERCISES:

1. Create the following designs
 - i) Embroidery Motifs
 - ii) Neckline designs.
2. Children's Garments
 - i) Gown with ruffles
 - ii) T-shirt and Trousers
 - iii) Jump Suit
3. Women's Garments
 - i) Gown
 - i) Skirt and Top
4. Men's Garments
 - i) Shirt
 - ii) Trouser
6. Create various logos and labels for branded companies.
7. Create a Mood Board.

COURSE OUTCOMES

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

- CO1: Identify and use the appropriate tools for the designing process.
 CO2: Use software for basic designing on computer.
 CO3: Make digital cards and theme related mood boards.
 CO4: Create their Embroidery designs on computer for Dress designing.

Mode of Practical Examination: Conducted by Examination

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF SEE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Plates/Seminar/Workshop			Model Exam (50 Marks)	Attendance (5 Marks)	University end semester	
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)				Examination	Viva voce/Pre sentation
Converted to 25 Marks			20 Marks	5 Marks	50 Marks	-

Sem	Course Code	PATTERNMAKINGANDDRAPING-I	L	T	P	Credits	Total Marks
III	SFDA2301		0	0	4	2	100

COURSE OBJECTIVES

- To Develop basic pattern of bodice, skirt sleeve and torso for size 8 dress form
- To explain important skill that enable the designer to convert design sketch into a three-dimensional form.
- To understand and implement the concept of test fits and to convert paper patterns into muslin.
- Students will learn about dart manipulation style lines and other style variations of garments & garment parts such as yokes, empire line, panels, skirts, flares, skirts, bell sleeves etc.

LIST OF EXERCISES:

- Pattern terms-human body-measuring techniques-Basic bodice front and back sloped development.
- Dart Manipulation by different method - styling through dart manipulation (Develop four design variations of dart manipulation and its patterns-test fits) - Dart manipulation-back bodice (NL & WL darts))-single dart manipulations-front bodice-doubled dart manipulations (any 2 doubled darts)
- Basic sleeve block and its variation
- Collar and its variation-mandarin, convertible collar-Peter Pan collar
- Multiple darts, conversion of dart to pleats/gathers/tucks-grain and its behavior.
- Translating any one dart manipulation-pinning to check the grain and its behavior.
- Neckline-Pattern of basic sleeve and test fit-Four Sleeve variation-Four colour variation
- Pattern of basic skirt block and test fit-Four variations of skirt pattern and test fit
- Basic skirt and its variation-front and back skirt-skirt variations-brindle-flared-gored-pleated.

COURSE OUTCOMES

On successful completion of the course, the students will be able to CO1: Know the procedure of Pattern drafting for Women's Wear. CO2: Improve the skills in dart manipulation techniques
CO4: Create the pattern for Basic bodice, Skirts and Sleeves. CO4: Understand the concept of fit and balance
CO5: Draft and Drape all the basic women's wear bodies, skirts and various components of garments.

Mode of Practical Examination: Conducted by Examination

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF ESE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Plates/Seminar/Workshop		Model Exam(50 Marks)	Attendance(5 Marks)	University end semester		
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)			Examination	Viva voce/Pre sentation	100
Converted to 25 Marks		20 Marks	5 Marks	50 Marks	-	

Employability

Sem	Course Code	GARMENT CONSTRUCTION-I	L	T	P	Credits	Total Marks
III	SFDA2302		0	1	5	3	100

COURSE OBJECTIVES

- Garment construction concentrates on the sewing of the basic skirt and bodice.
- Students will also learn basic detailings such as darts, seams, pleats and tucks.

LIST OF EXERCISES:

1. Familiarization with Lock Stitch Machine-machine parts-threading technique-Handling of the Lock stitch Machine-Handling of fabric/textile. Techniques of garment constructions-experimenting fabric as a material.
2. Garment Construction in a creative manner conforming to fashion parameters; dart manipulation & test fit.
3. Pleats variations-Tucks variations-Gathers-Ruffles-Basic Placket and Garment Openings
4. Necklines-Round and Jewel, Square, "V" shaped, straight and Curved, Sweetheart, Keyhole, boatneck.
5. Neckline finishes-Shaped facing, corded or piped neckline, bias facing and binding.
6. Types of collars- Flat collars, Peter-pan, stand collar, rolled collar, shirt collar, one-piece convertible collar and shawl collar
7. Sleeves-set in sleeves-plainsleeve, puff gathered top and bottom, bell sleeve, bishop sleeve. Style with bodice and sleeve combined-raglan sleeve, kimono sleeve. Sleeveless style-Cape sleeve.
8. Cuff Variations-basic shirt cuff, French cuff and continuous cuff.
9. Pocket and its varieties.

COURSE OUTCOMES

On successful completion of the course, the students will be able to CO1: Know the various garment components of Women's Wear. CO2: Understand the step by step attachment of various garment components. CO3: Create the different types of plackets, sleeves and collars. CO4: Understand the application of garment parts. CO5: Create the various seam finishes of Women's Wear

Mode of Practical Examination: Conducted by Examination

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF ESE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Plates/Seminar/Workshop			Model Exam(50 Marks)	Attendance(5Marks)	University end semester	
Continuous Assessment I (25Marks)	Continuous Assessment II (25Marks)				Examination	Viva voce/Pre sentation
Converted to 25Marks			20Marks	5Marks	50Marks	-

Sem	Course Code	PATTERNMAKINGANDDRAPING-II	L	T	P	Credits	Total Marks
IV	SFDA2401		0	0	4	2	100

COURSE OBJECTIVES

- Patternmaking concentrate on developing basic pattern of Shirt, Sleeve and Trousers for S-40 dress form Size
- Students will learn about Cuff Variation, Style Line, Placket, Collar, Dog house and pockets of Shirts and Welt Pocket of trousers and slim fit bell bottom (Leg Opening variation) etc.

LIST OF EXERCISES:

1. Drafting and Draping for Men's Shirt.
2. Collar and its variation – Collar with Neck Band, Mandarin collar, Stand up Collar
3. Shirt Pocket Variations – Flap Pocket, Double Pocket
4. Cuff Variations – Rounded Cuff, Mitered Cuff.
5. Sleeve Variations – Full Sleeve, Raglan Sleeve
6. Drafting and Draping for Men's Men's Trouser
7. Trouser bottom variations – Bell bottom, Regular Fit, Slim Fit.

COURSE OUTCOMES

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

CO1: Know the procedure of Pattern Drafting for Men's Wear.

CO2: Improve the skill to develop various styles of Placket, Collars, Pockets, Sleeves and Cuffs in drafting. CO3: Create the basic blocks from measurement Charts

CO4: Develop the pattern for Shirts and Trousers. CO5: Drafting and Draping techniques of Men's Wear.

Mode of Practical Examination: Conducted by Examination

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF ESE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Plates/Seminar/Workshop		Model Exam (50 Marks)	Attendance (5 Marks)	University end semester		
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)			Examination	Viva voce/Pre sentation	100
Converted to 25 Marks		20 Marks	5 Marks	50 Marks	-	

Employability

Sem	Course Code	GARMENT CONSTRUCTION-II	L	T	P	Credits	Total Marks
IV	SFDA2402		0	1	5	3	100

COURSE OBJECTIVES

- Garment construction concentrates on the sewing of the basic Shirt and Trousers.
- Students will also learn basic detailings such as Plackets, Pockets, Cuffs and Drapes.

LIST OF EXERCISES:

1. Construction of Men's Shirt.
2. Collar and its variation – Collar with Neck Band, Mandarin collar, Standup Collar.
3. Shirt Pocket Variations – Flap Pocket, Double Pocket.
4. Cuff Variations – Rounded Cuff, Mitered Cuff.
5. Sleeve Variations – Full Sleeve, Raglan Sleeve.
6. Construction of Men's Trouser.
7. Trouser bottom variations – Bell bottom, Regular Fit, Slim Fit.

COURSE OUTCOMES

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

CO1: Know the basic components of Men's wear.

CO2: Understand the step by step attachment of various components of Men's wear.

CO3: Construct the basic Shirts and Trousers.

CO4: Construct the various types of Pockets, Collars and Sleeves.

CO5: Create the various seam finishes of Men's Wear.

Mode of Practical Examination: Conducted by Examination

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF SEE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Plates/Seminar/Workshop		Model Exam (50 Marks)	Attendance (5 Marks)	University end semester		
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)			Examination	Viva voce/Pre sentation	100
Converted to 25 Marks		20 Marks	5 Marks	50 Marks	-	

Employability

Sem	Course Code	PATTERNMAKINGANDDRAPING–III	L	T	P	Credits	Total Marks
V	SFDA2501		0	0	4	2	100

COURSE OBJECTIVES

- Patternmaking concentrate on developing basic pattern of Children.
- Students will learn about various drafting methods for Children's garments

LIST OF EXERCISES:

1. Pattern Terms–Kids Body Measuring Techniques 2.

Basic gown for Kids- Girls

3. Basic Trouser for Kids- Unisex 4.

Basic T-Shirt for Kids- Unisex

5. Fabric Manipulation techniques for kids wear.

6. Jumpsuit

COURSE OUTCOMES

On successful completion of the course, the students will be able to CO1: Know the procedure of Pattern Drafting for Kid's Wear.

CO2: Improve the drafting skill to develop various styles of Kids Wear. CO3: Create the basic blocks from measurement Charts

CO4: Develop the pattern for Jumpsuit, Gown and

Half Trouser. CO5: Drafting and Draping techniques of Kid's Wear.

Mode of Practical Examination: Conducted by Examination

COMPONENTS OF CAE (Distribution of Marks)					COMPONENTS OF SE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Pictures/Seminar/Workshop			Model Exam (50 Marks)	Attendance (5 Marks)	University end semester		
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)				Examination	Viva voce/ Presentation	
Converted to 25 Marks			20 Marks	5 Marks	50 Marks	-	

Employability

Sem	Course Code	GARMENT CONSTRUCTION-III	L	T	P	Credits	Total Marks
V	SFDA2502		0	1	5	3	100

COURSE OBJECTIVES

- Garment construction concentrates on the sewing technique used in Kid's Garment.
- Students will also learn basic detailings such as Ruffles, Gatherings, Pockets and Collars.

LIST OF EXERCISES:

Construction of the followings:

1. Kid's Gown.
2. Trouser
3. T-Shirt
4. Jump Suit
5. Elastic Attachment

COURSE OUTCOMES

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

CO1: Know the basic components of Kid's wear.

CO2: Understand the step by step attachment of various components of Kid's wear.

CO3: Construct the Ruffles and Embellishments.

CO4: Construct the Elastic, Pockets, Collars and Sleeves. CO5:

Create the seam finishes of Kid's Wear.

Mode of Practical Examination: Conducted by Examination

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF ESE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Plates/Seminar/Workshop		Model Exam (50 Marks)	Attendance (5 Marks)	University end semester		
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)			Examination	Viva voce/ Presentation	100
Converted to 25 Marks		20 Marks	5 Marks	50 Marks	-	



Employability

Sem	Course Code	ACCESSORY DESIGN	L	T	P	Credits	Total Marks
V	SFDA2503		0	0	4	2	100

COURSE OBJECTIVES:

- To impart knowledge about the significance of accessories and styles available
- To understand the history and fashion using the accessory

LIST OF EXERCISES:

Prepare the following Accessories and Ornament Samples using the available raw materials/any base material. (Paper, Metal, Terracotta, Leather and other raw materials)

- Ornaments for Head – Earring.
- Ornaments for Neck – Chain and Necklace
- Ornaments for Hand – Bangle, Bracelet, Finger Ring
- Ornaments for Waist and Leg – Waist Band/Belt, Anklet, Toe ring,
- A Set of Bridal Ornaments/A set of Ornaments for a Dress designed for a Fashion Show
- Accessories – Shoe/Slipper, Belt, Bag, Hat, Purses/Wallets, Watch, Cell Phone Cover.

COURSE OUTCOMES

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

- CO1: Identify the types of Accessories and Ornaments and their applications.
CO2: Develop and create fashion accessories using various materials and methods
CO3: To analyze the raw materials used for Accessories design
CO4: Discover a personal creative style and develop an original way of expression
CO5: Design jewelry using traditional techniques
CO6: Develop entrepreneurial skills

TEXT/REFERENCE BOOKS:

- Eileen Figure Sandlin, (2009). Start your own fashion, Accessories Business, Entrepreneur press, Canada.
- Handmade in India, Aditi Ranjan & MPRanjan, Mapin Pub Ltd, 2014
- Olivier Gervai, (2009). Fashion Accessories, A and C Black Publishing's, Great Britain.
- Diamond Jay, (2008). Fashion Apparel, Accessories and home Furnishings, Pearson Education India, New Delhi.
- Phyllis Tortora, (2005). Encyclopedia of Fashion Accessories, OM books international, New Delhi.
- Jaydiamond Ellendiomand, (2008). Fashion apparel accessories and home furnishing, Pearson Education, Inc, India.
- Nirupama Pundir, (2007). Fashion technology today's and tomorrow, AMittal publication, New Delhi.

Mode of Practical Examination: Conducted by Jury

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF ESE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/P lates/Seminar/Workshop			Model Exam(50 Marks)	University end semester		
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)			Attendance(5 Marks)	Examination	Viva voce/Pre sentation
Converted to 25 Marks			20 Marks	5 Marks	- 50 Marks	

Sem	Course Code	DESIGNIII-KID'SWEAR	L	T	P	Credits	Total Marks
V	SFDA2504		0	1	3	2	100

COURSE OBJECTIVES

- To understand the basic principles of research and learn various methods available for collecting and analysing data.
- To develop the ability to understand design strategies and plan design activities for women's wear.
- To understand the application of various tools of fashion forecasting in Indian markets
- To comprehend fashion forecasting as a tool to understand consumer behavior in the Indian scenario.

Fashion Design Process for Kid's Wear

- Inspiration Board-**
Collects different inspirational images, words, and objects (fabric, colour, textures, trims, paint chips, packaging, etc.) in the form of a paper poster, a bulletin board, a digital graphic, or a video.
- Research--**
Exploring, Conceptualizing and visualizing information generated by observation and investigation. Record the all research information and create a rich visual archive used to inspire designs from the start to final detail.
- Trend forecast for the desirable season. 4)**
Market Research
- Mood Board- To create the theme for the range or collection with based on the trends of color, trims, fabrics, etc.**
- Doodling-**
Sequential doodling, design concepts are developed through a process in which perceptually and conceptually proceed by processing information.
- Form and Design development-**
Develop the concept and appearance of the fashion item. Sketches & diagrams are developed. Patterns & samples.
- Range development and design selection. 9)**
Fashion illustration
- Flat drawing (Technical Drawing)**
- Material exploration**
- 12) Photoshoot**

COURSE OUTCOMES

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

1: Application of research techniques to collect & analyze data. CO2: To develop skills in Fashion Model Drawing

CO 3: Capacity to draw female figures and sketch features, postures and fleshed figures in various postures with detailing

CO4: To understand the basic principles of photography as a skill and medium for effective

Mode of Practical Examination: Conducted by Jury

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF ESE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Plates/Seminar/Workshop			Model Exam (50 Marks)	Attendance (5 Marks)	University end semester	
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)				Examination	Viva voce/ Presentation
Converted to 25 Marks			20 Marks	5 Marks	-	50 Marks

Sem	Course Code	SKILL ENHANCEMENT COURSE– III FASHION STYLING AND PHOTOGRAPHY	L	T	P	Credits	Total Marks
V	SFDA2505		0	0	4	2	100

COURSE OBJECTIVES

- To enable the student to identify areas of interest within the field of Fashion Styling and Image Design.
- To develop new fashion images through fashion photography for 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:

- Introduction to styling, Understanding the dynamics of Style lookbook, music, promos, advertising, ecommerce, digital video and films.
- Photography Basics-
Part of a camera, Elements of photography, lighting, camera techniques, Depth of Field and Focus and framing.
- Styling for Men's and Women's Wear- Party Wear, Casual Wear, Sportswear, Formal wear.
- 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.
- 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.
- Editorial-apparitional styling for magazines and designer's lookbook and similar media in both printed and digital forms.
- 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

CO1: Identify their specialization and become a professional in the field CO2: Develop skills in handling camera.

CO3: 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.

TEXT/REFERENCE BOOKS

- Fashion Stylist handbook, Danielle Griffiths, Laurence King Pub. Ltd., 2016
- Basic fashion design styling, Jacqueline McAssey,

Mode of Practical Examination: Conducted by Jury

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF SEE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Plates/Seminar/Workshop		Model Exam (50 Marks)	Attendance (5 Marks)	University end semester		
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)			Examination	Viva voce/ Presentation	100

Sem	Course Code	SKILL ENHANCEMENT COURSE- IV PORTFOLIO DEVELOPMENT	L	T	P	Credits	Total Marks
VI	SFDA2601		0	2	4	3	100

COURSE OBJECTIVES

- The design portfolio is the expression of the graduating student's creativity design technical expertise and illustration and presentation skills. It is a body of work which is the culmination of all previous semesters' learning and a visual expression of integrative learning.
- The students document all their presentable work done through all semesters and those that portray the student's areas of interest.
- The portfolio can be an effective means of communicating the capacities and capabilities of the students to anyone whose eyes seek their skills and talents

COMPONENTS OF PORTFOLIO:

- Individual design philosophy that manifests itself in all design projects
- Design Projects: Industry – oriented: The projects should exhibit a thorough understanding of industry segmentation e.g. buying house- export house- corporate house- in house design team of brands/ boutiques- designer unit both couture and RTW- Self-generated briefs as expression of the student's individual design aesthetics. Each project must be specifically geared and suitably edited and presented to best demonstrate both the creative and commercial orientation of the student.

The ability to integrate multi-pronged learning of the previous semesters with a special aptitude research- historical referencing of fashion/costume- assessment of fabrics suitability to justify sourcing/development of surface design techniques- extended / edited range plan- illustrations both hand – done and on computers along with flat working drawings and specification sheets would be essential attributes.

2. Demonstrated awareness and competence in the latest design – oriented computer software as required intensively by the industry

3. Suitable presentation techniques and graphics

4. Marketing and Visual Merchandising of designs through logo design-

packaging etc. 6. Catalogues and advertisements for line promotion may also be made

COURSE OUTCOMES:

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

CO1: Describe the purpose of a portfolio

CO2: Summarize the key elements of a portfolio

CO3: Exhibit skills, knowledge, projects and experiences in a creative way.

CO4: Provide tangible proof of the skills and abilities and demonstrate to the employer for that specific job CO5: Exhibit the innovative design collections based on selected themes

TEXT/REFERENCE BOOKS:

- Portfolio presentation for fashion designers, Linda Tain, /3rd edition, UK, Fairchild Books, 2010.
- Fashion Portfolio: Design and Presentation, Anna Kiper, UK, Batsford Publications 2014.
- Portfolio for Fashion Designers by Kathryn Hagen and Julie Hollinger
- Designing Your Fashion Portfolio: From Concept to Presentation- Joanne Barrett
- Fashion Rendering, Ranjana Singhal and Kannaki Bharali, Om Books International, Uttar Pradesh, India 2010.
- Professional Fashion Illustration, Julian Seaman, B.T. Batsford Limited, London 1995.
- Essential Fashion Illustration Colour and Medium, Paco Asensio, Rockpot Publishers, United States of America 2008.

Mode of Practical Examination: Conducted by Jury

COMPONENTS OF CAE				COMPONENTS OF ESE		Total Marks
(Distribution of Marks)				(Distribution of Marks)		
Through assignment/ Completion of Exercises/ Drawing Model/ Plates/ Seminar/ Workshop		Model Exam (50 Marks)	Attendance (5 Marks)	University end semester		100
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)			Examination	Viva voce/ Presentation	
Converted to 25 Marks		20 Marks	5 Marks	-	50 Marks	

Sem	Course Code	DESIGN COLLECTION	L	T	P	Credits	Total Marks
VI	S105APROJ		0	6	14	10	200

COURSE OBJECTIVES:

- To give opportunity to the design student to come out with a minimum of 5 ensembles. The project will be the culmination of various inputs imbibed by the students over the previous semesters ranging from creative exposure and sensitization to technical expertise.
- While upholding the standards of both national and international benchmarking in fashion design each student is required to design an individual collection reflecting originality creative flair with in depth conceptualization and implementation of the design process combined with impeccable technical strength and quality.
- The focus is on global design with an Indian flavour that is an ideal blend of creativity with function and marketability.
- The Fashion Design Project will have to be carried out by each student in the eighth semester. The project will give ample opportunity to the design student to come out with a minimum of 5 ensembles. The project will be the culmination of various inputs imbibed by the students over the previous semesters ranging from creative exposure and sensitization to technical expertise.

The guidelines for reference to develop design collection:

1. The Fabric: Development and exploration of traditional resources (materials and techniques) towards contemporary expressions.
2. The Image: Kaleidoscopic images encapsulated in time or space (History) to more globalized aspirations.
3. The Attitude: From rejuvenation to revivalism- from transformation to transmutation- from the concrete to the sublime.
4. The students may choose to specialize in any of the areas focusing on either women's wear- menswear or children clothing. Textiles may be combined with knits leather or any other suitable material while ensuring that the focus is on the extensive and prime usage of woven fabric.

The collection could fall in any one of the categories: 1.

1. Sportswear
2. Eveningwear
3. Ethnic collection or Fusion
4. Kids Wear
5. Avant Garde
6. Theatre costume
7. Institutional clothing or
8. Any other category approved by the mentor

Sem	Course Code	ENTREPRENEURSHIP DEVELOPMENT	L	T	P	Credits	Total Marks
VI	SFDA1601		3	0	0	3	100

COURSE OBJECTIVES:

- To develop entrepreneurial abilities among the students.
- To equip a student with the required skills and knowledge needed for starting and running the enterprise.
- To inculcate development and polishing of entrepreneurial skills into a person needed to establish and successfully run his/her enterprise.

UNIT I (9Hrs)

Entrepreneur and fundamentals of Entrepreneurship-Entrepreneurial competencies-Factors affecting entrepreneurial growth-Role of entrepreneur in economic development-Challenges of women Entrepreneurs

UNIT II (9Hrs)

Microsmall and Medium Enterprises-Legal Framework-Licenses-Role of Promotional Institutions-KINFRA-KITCO-MSME & Dics-Concessions-Incentives and Subsidies.

UNIT III (9Hrs)

Project Management-Feasibility and Viability analysis-Technical -Financial-Network-Appraisal and Evaluation-Project Report Preparation.

UNIT IV (9Hrs)

Identification of Business Opportunities in the context-Rate of ED Clubs-Industrial Policies-Skill Development for Entrepreneurs.

UNIT V (9Hrs)

Business incubation-Meaning-Setting up of Business Incubation Centers-E-commerce

Max. 45 Hours

COURSE OUTCOMES

On successful completion of the course, the students will be able to CO1: Understand the fundamentals of entrepreneurship CO2: Identify the types of Enterprises. CO3: Assess the methods of project appraisal CO4: Understand the industrial policies and identify the new Business opportunities CO5: Understand the Business incubation centres.

TEXT/REFERENCE BOOKS:

- Entrepreneurship Development, C.B. Gupta and N.P. Srinivasan, Sultan Chand and Sons (P) Ltd., New Delhi 2014.
- Dynamic of Entrepreneurial Development and Management, Vasant Desai, Himalaya Publishing House, Mumbai 1999.
- Entrepreneurial Development Revised Edition, Dr. S.S. Khanka, S. Chand and Company Pvt. Ltd., New Delhi 2014.

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 100

PART A: 10 Questions of 2 marks each-No choice.

PART B: 2 Questions from each unit of internal choice, each carrying 16 marks.

Exam Duration: 3 Hrs.

20 Marks

80 Marks

Sem	Course Code	ELEMENTS OF DESIGN	L	T	P	Credits	Total Marks
I	SFDA2102		0	1	5	3	100

COURSE OBJECTIVES:

- To introduce a creative stimulus and provide a starting point towards Visual design and Basic elements in design i.e. Points, lines, planes and shapes along with their application.
- The creative exercises are designed with these elements in conjunction with the design principles. These ordering principles help to convert the vision into visuals.

LIST OF EXERCISES:

- Significance of Visual Language its relevance in Elements of design - lines, dots, shape, space, pattern, texture with respect to nature, architecture, furniture, fabric etc.
- Motif and pattern development, types of repeat - straight, half drop, mirror symmetrical, asymmetrical etc.
- Concept and significance of Texture, Textures in nature and its surface characteristics.
- Basic of Rhythm, Balance, Emphasis in relation to nature; Harmony, Scale/Proportion.
- Color Theory and its application
 - Basic of Colour - Hue, Value, Intensity.
 - Color Schemes - Monochromatic, analogous, complimentary, split complimentary, triad color schemes, warm, cool, neutral colors; Color composition
 - Color interaction and its effect on visual perception; Psychology of color, emotions attached to colors and its impact in our environment; Integration of elements and principles of design

COURSE OUTCOMES

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

CO1: Understanding Elements of Design relevance with visual language. CO2: Ability to create Motifs and patterns with Elements of Design CO3: Understanding Effects of Texture and its importance . CO4: Create the designs on the basis of Principles of Design CO5: Understanding of Colour and its moods

TEXT/REFERENCE BOOKS

- Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, Gail Greet Hannah, 2002
- Comdex Fashion Design, Voll, Fashion Concepts, Navneet Kaur, Vikas Pub, 2010
- Basic Principles of Design, Manfred Maier, Vol. 1-4
- Basic Design: The dynamics of visual form by Maurice de Samsarmarg
- Principles of Colors by Birren, Fabersvan

Mode of Practical Examination: Conducted by Jury

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF ESE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Plates/Seminar/Workshop		Model Exam (50 Marks)	Attendance (5 Marks)	University end semester		
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)			Examination	Viva voce/Pre sentation	100
Converted to 25 Marks		20 Marks	5 Marks	-	50 Marks	

Sem	Course Code	VISUAL REPRESENTATION TECHNIQUES			L	T	P	Credits	Total Marks
I	SFDA2103				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 for express and communicate.
- Experimenting various medium to express the ideas.

LIST OF EXERCISES:

1. Blind drawing, gesture Drawing.
2. Doodling
3. Scribbling
4. Linedrawing
5. Shape composition
6. Object drawing 7. Still life drawing
8. Isometric drawing
9. 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: Perceive 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 Edwards Fontana - Drawing on the Right Side of the Brain (Publisher: Tarcher; 4 edition November 2012).
3. Betty Edwards 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 Steven Sons. Inc
5. Julia Cameron Pan, The artist's way' McMillan Ltd.
6. Robert W. Gill Thames & Hudson Rendering with pen & ink.

Mode of Practical Examination: Conducted by Jury

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF ESE (Distribution of Marks)		Total Marks
Through assignment/ Completion of Exercises/ Drawing Model/ Plates/ Seminar/ Workshop			Model Exam (50 Marks)	Attendance (5 Marks)	University end semester	
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)				Examination	Viva voce/ Pre sentation
Converted to 25 Marks			20 Marks	5 Marks	-	50 Marks

Sem	Course Code	ALLIED I-COMPUTERAPPLICATION			L	T	P	Credits	Total Marks
I	SFDA2104				0	0	4	2	100

COURSE OBJECTIVES:

- To Explore possibilities of digital communication.
- Knowing system and its operations.
- Explore the application of software.

LIST OF EXERCISES:

1. Managing Windows Explorer- Creating, moving, renaming and deleting folders and files.
2. File Management- Opening, Creating and saving document locating files, Copying contents from different files
3. Preparing a word document- Text, cut, copy, paste using toolbars, tables and borders.
4. preparing power point presentation- Toolbars, Slide layout, templates, addition, deleting and saving slides, creating power point slides.
5. preparing the excel sheet
6. Internet design process flow, Internet Browsers, Internet Tools, Sending mails, Search Engines.

COURSE OUTCOMES

On successful completion of the course, the students will be able to CO1: Know in

g basic information about computer

CO2: word processing software and their use in business organizations CO3: Know

presentation software and presentation skill.

CO4: Develop ability to use internet and various search engines for Academic purpose.

TEXT/REFERENCE BOOKS

2. Comdex Computer Course, Vikas Gupta, PM Publications, 2015
3. Mastering MS Office-2000 by Tech Media

Mode of Practical Examination: Conducted by Examination

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF ESE (Distribution of Marks)		Total Marks
Through assignment/ Completion of Exercises/ Drawing Model/ Plates/ Seminar/ Workshop		Model Exam (50 Marks)	Attendance (5 Marks)	University end semester		
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)			Examination	Viva voce/ Presentation	100
Converted to 25 Marks		20 Marks	5 Marks	50 Marks	-	

Sem	Course Code	FASHION ILLUSTRATION-I			L	T	P	Credits	Total Marks
II	SFDA2202				0	0	3	2	100

COURSE OBJECTIVES

- To give hands on training in the art of Sketching and illustrating human figures.
- Students will learn to sketch different aspects of fashion poses through stick figure to flesh figure.

LIST OF EXERCISES:

- Drawing various female poses on Stick Figures
- Forming a female fleshy figure over a stick figure.
3. Rendering fabric and garments on Women croquis.
4. Drawing various male poses on Stick Figures
5. Forming a male fleshy figure over a stick figure.
6. Rendering fabric and garments on Men croquis.
7. Drawing various children poses on Stick Figures
8. Forming a child fleshy figure over a stick figure.
9. Rendering fabric and garments on child croquis.
10. Sketching the Facial features- Eyes, Nose, Lips, and Ears.

COURSE OUTCOMES

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

CO1: Develop illustration skills for the industry

CO2: Improve the skills in Fashion figure Drawing

CO3: Draw Stick and flesh figures for various postures with detailing

CO4: Design the various garment patterns

- TEXT/REFERENCE BOOKS:
- Introduction to Drawing – John Jackson, Eagle Editions, London 2002
 - Fashion Illustration, Anna Kiper, David & Charles Book, 2011
 - Fashion Design Illustration: Children – Ireland Patrick John, Batsford Ltd. London 1995.
 - Advanced Fashion Sketch Book – Bina Ablinc, OM Books International, New Delhi, 2005.
 - Elements of Fashion and Apparel Design – Sumathi, G. J., New Age International Publications, New Delhi 2002.
 - Fashion Illustration Techniques – Maite Lafuente, Evergreen Publications, China 2008.
 - New Fashion Illustration (New Illustration Series) English, Paperback, Martin Dawber 2006

Mode of Practical Examination: Conducted by Examination

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF SEE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Plates/Seminar/Workshop		Model Exam(50 Marks)	Attendance(5Marks)	University end semester		
Continuous Assessment I (25Marks)	Continuous Assessment II (25Marks)			Examination	Viva voce/Pre sentation	100
Converted to 25Marks		20Marks	5Marks	50Marks	-	

Sem	Course Code	FASHION ILLUSTRATION-II	L	T	P	Credits	Total Marks
III	SFDA2303		0	0	3	2	100

COURSE OBJECTIVES

- To give hands on training in the art of illustrating Female figures.
- Students will learn to various medium for stylization of croquis.
- To train students in color rendering in different media keeping fabric qualities.

LIST OF EXERCISES:

1. Develop a female stylized Croquis from Basic Croquis.
2. Rendering Body form of Female figures.
3. Drawing Accessories design.
4. Rendering of various female Hair Styles.
5. Introducing color rendering for the following: Solids, Prints, Checks, Stripes, Floral, Dots
6. Usage of illustration mediums- Water Colour, Poster Colour, Photo Ink.
7. Design a costume for a specific event or profession
8. Rendering of Background designs.

COURSE OUTCOMES

On successful completion of the course, the students will be able to CO1: Develop illustrations skills for the industry
CO2: Improve the skills in Fashion figure Drawing
CO3: Draw Stick and flesh figures for various postures with detailing CO4: Design the various garment patterns

Mode of Practical Examination: Conducted by Examination

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF ESE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Plates/Seminar/Workshop			Model Exam(50 Marks)	Attendance(5Marks)	University end semester	
Continuous Assessment I (25Marks)	Continuous Assessment II (25Marks)				Examination	Viva voce/Pre sentation
Converted to 25 Marks			20 Marks	5 Marks	50 Marks	-



Sem	Course Code	DESIGNI–WOMEN’SWEAR	L	T	P	Credits	Total Marks
III	SFDA2304		0	1	3	2	100

COURSE OBJECTIVES

- To understand the basic principles of research and learn various methods available for collecting and analyzing data.
- To develop the ability to understand design strategies and plan design activities for women's wear.
- To understand the application of various tools to fashion forecasting in Indian markets.
- To comprehend fashion forecasting as a tool to understand consumer behavior in the Indian scenario.

Fashion Design Process for Women's Wear

1. Inspiration Board- Collects different inspirational images, words, and objects (fabric, colour, textures, trims, paint chips, packaging, etc.) in the form of a paper poster, a bulletin board, a digital graphic, or a video.
2. Research-- Exploring, Conceptualizing and visualizing information generated by observation and investigation. Record the all research information and create a rich visual archive used to inspire designs from the theme to final detail.
3. Trend forecast for the desirable season.
4. Market Research
5. Mood Board- To create the theme for the range or collection with based on the trends of color, trims, fabrics, etc.
6. Doodling- Sequential doodling, design concepts are developed through a process in which perceptually and conceptually proceeds by processing information.
7. Form and Design development- Develop the concept and appearance of the fashion item. Sketches & diagrams are developed. Patterns & samples.
8. Ranged development and design selection.
9. Fashion illustration
10. Flat drawing (Technical Drawing)
11. Material exploration
12. Photoshoot

COURSE OUTCOMES

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

CO 1: Application of research techniques to collect & analyze data.

CO 2: To develop skills in Fashion Model Drawing.

CO 3: Capacity to draw female figures and sketch features, postures and fleshed figures in various postures with detailing.

CO 4: To understand the basic principles of photography as a skill and medium for effective

Mode of Practical Examination: Conducted by Jury

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF ESE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Plates/Seminar/Workshop		Model Exam (50 Marks)	Attendance (5 Marks)	University end semester		
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)			Examination	Viva voce/ Presentation	100
Converted to 25 Marks		20 Marks	5 Marks	-	50 Marks	

Sem	Course Code	SKILL ENHANCEMENT COURSE – ITRADITIONAL SURFACE ORNAMENTATION	L	T	P	Credits	Total Marks
III	SFDA2305		0	0	4	2	100

COURSE OBJECTIVES:

- To impart basic skills in hand embroidery techniques, surface designing and other ornamentation techniques.
- To introduce the student to various traditional embroidery techniques of India.
- To create awareness on heritage of traditional embroideries of Indian culture.

LIST OF EXERCISES:

1. Hand embroidery – Outline stitches, Filling stitches, Decorative stitches.
2. Embroidery of North India – Chamba Rumal of Himachal Pradesh, Kashidha of Kashmir, Phulkari of Punjab.
3. Embroidery of Southern India – Kasuti of Karnataka.
4. Embroidery of Central India – Chikankari of Uttar Pradesh.
5. Embroidery of Eastern India – Kantha of West Bengal, Sujani of Bihar, Pipli appliqué of Orissa.
6. Embroidery of Western India – Kutch of Gujarat, Mirror work of Rajasthan.
7. Embroidery of Tribal India – Toda Embroidery of Tamil Nadu.

COURSE OUTCOMES

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

CO1: Identification of regional embroideries developed by various communities

CO2: Understand the origin of technique and design with reference to colours, motifs, layout of different embroidered textiles.

CO3: Appreciate the finer nuances of embroideries.

CO4: Learn about the evolution of embroidered textiles over a period of time

Mode of Practical Examination: Conducted by Jury

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF ESE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Plates/Seminar/Workshop		Model Exam(50 Marks)	Attendance(5Marks)	University end semester		
Continuous Assessment I (25Marks)	Continuous Assessment II (25Marks)			Examination	Viva voce/Pre sentation	100
Converted to 25 Marks		20 Marks	5 Marks	-	50 Marks	

Sem	Course Code	FASHION ILLUSTRATION-III	L	T	P	Credits	Total Marks
IV	SFDA2403		0	0	3	2	100

COURSE OBJECTIVES

- It aims to train students to Men's Figure proportion and how to develop figure templates with proper gesture shape and drawing of garments.
- This is the stage students have to start developing individual style in illustration detailed Flat drawing of garment
- Students will learn to sketch different aspects of mediums.

LIST OF EXERCISES:

1. Develop a Male stylized Croquis from Basic Croquis.
2. Rendering Body form of Male figures.
3. Drawing Accessories designs for Men.
4. Rendering of various Male Hair Styles.
5. Usage of illustration mediums - Water Colour, Poster Colour, Photo Ink.
6. Rendering of Background designs.

COURSE OUTCOMES

- On successful completion of the course, the students will be able to:
- CO1: Develop illustration skills for the industry
 - CO2: Improve the skills in Fashion figure Drawing
 - CO3: Draw Stick and flesh figures for various postures with detailing
 - CO4: Design the various garment patterns

Mode of Practical Examination: Conducted by Examination

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF SEE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Plates/Seminar/Workshop		Model Exam(50 Marks)	Attendance(5 Marks)	University end semester		
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)			Examination	Viva voce/Pre sentation	100
Converted to 25 Marks		20 Marks	5 Marks	50 Marks	-	



Sem	Course Code	DESIGNII–MEN'SWEAR	L	T	P	Credits	Total Marks
IV	SFDA2404		0	1	3	2	100

COURSE OBJECTIVES

- To understand the basic principles of research and learn various methods available for collecting and analysing data.
- To develop the ability to understand design strategies and plan design activities for women's wear.
- To understand the application of various tools to fashion forecasting in Indian markets.
- To comprehend fashion forecasting as a tool to understand consumer behavior in the Indian scenario.

Fashion Design Process for Men's Wear

1. Inspiration Board - Collects different inspirational images, words, and objects (fabric, colour, textures, trims, paint chips, packaging, etc.) in the form of a paper poster, a bulletin board, a digital graphic, or a video.
2. Research--
Exploring, Conceptualizing and visualizing information generated by observation and investigation. Record the all research information and create a rich visual archive used to inspire designs from the theme to final detail.
3. Trend forecast for the desirable season.
4. Market Research
5. Mood Board - To create the theme for the range or collection with based on the trends of color, trims, fabrics, etc.
6. Doodling-
Sequential doodling, design concepts are developed through a process in which perceptually and conceptually proceeds by processing information.
7. Form and Design development-
Develop the concept and appearance of the fashion item. Sketches & diagrams are developed. Patterns & samples.
8. Range development and design selection.
9. Fashion illustration
10. Flat drawing (Technical Drawing)
11. Material exploration
12. Photoshoot

COURSE OUTCOMES

On successful completion of the course, the students will be able to
 CO 1: Application of research techniques to collect & analyze data.
 CO 2: To develop skills in Fashion Model Drawing

CO 3: Capacity to draw female figures and sketch features, postures and fleshed figures in various postures with detailing

CO 4: To understand the basic principles of photography as a skill and medium for effective

Mode of Practical Examination: Conducted by Jury

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF ESE (Distribution of Marks)		Total Marks
Through assignment/Completion of Exercises/Drawing Model/Pictures/Seminar/Workshop		Model Exam (50 Marks)	Attendance (5 Marks)	University end semester		
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)			Examination	Viva voce/ Presentation	100
Converted to 25 Marks		20 Marks	5 Marks	-	50 Marks	

Sem	Course Code	SKILL ENHANCEMENT COURSE– DIGITAL PRESENTATION TECHNIQUES	L	T	P	Credits	Total Marks
IV	SFDA2405		0	0	4	2	100

COURSE OBJECTIVES

- To Develop Narration and in different mediums (print-stage-TV&film) and apply writing skill 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:

- Researching the subject-Organizing matter-Structuring the report/presentation, Making Visual presentations
- Presenting a Paper - Making a fully researched informative presentation - Official Correspondence- Letters- Memos-Emails-Notices-Public Announcements-Circulars.
- 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
- 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.
- Final Presentation-complete presentation-with Performance.

COURSE OUTCOMES

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

1: improve the skills in research techniques.

CO2: Develop skills in Visual Presentations

CO3: Develop the various Skills through Documentation and Negotiation.C

O4: Understand the basics of communication and presentation

TEXT/REFERENCE BOOKS:

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

Mode of Practical Examination: Conducted by Examination

COMPONENTS OF CAE (Distribution of Marks)				COMPONENTS OF ESE (Distribution of Marks)		Total Marks
Through assignment/ Completion of Exercises/ Drawing Model/ Plats/ Seminar/ Workshop			Model Exam (50 Marks)	Attendance (5 Marks)	University end semester	
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)				Examination	Viva voce/ Pre sentation
Converted to 25 Marks			20 Marks	5 Marks	50 Marks	-