



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

1.2.1 New Courses Introduced in 2022- 2023

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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 Practice by 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

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

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

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/ REFERENCE BOOKS:

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

BOOKS FOR REFERENCE:

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

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

Se m	Course Code	Elective-I BASICS OF JEWELLERY DESIGN	L	T	P	Credi ts	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).

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

Sem	Course Code	Elective-II FASHION PRODUCT DEVELOPMENT			L	T	P	Cred its	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



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SCHOOL OF BUILDING AND ENVIRONMENT

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 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.

- 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

- 

2. Mr. KS Ravi sidhaarth.

- 

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

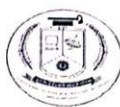


S. Krithika

Assistant Professor

Department Of Fashion Design

School Of Building & Environment



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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