



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

1.2.1 New Courses Introduced in 2023- 2024

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SCHOOL OF BUILDING AND ENVIRONMENT

DEPARTMENT OF FASHION DESIGN

BOARD OF STUDIES MEETING ON 24.06.2023

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 progress of the Department of Fashion Design.

The board members scrutinized the syllabus of B.Sc. Fashion Design -2023 regulations and suggested the following modifications:

- The members expressed that the B.sc Fashion Design Course should be offered with new Elective papers students like- Digital Marketing, Home Textiles, Textile Finishes to develop the Marketing skills.
- In the Third semester Textile Processing theory paper, Unit-V can be elaborate as per the present updates in Textile Industry.
- As per the new regulations, the BOS members had an input to introduce New Open Elective Courses and Finalized the subject Intellectual Property Rights in III Semester, Eco fashion in V semester and Fashion Psychology as Open Elective in IV semester.
- As per the 2023 Regulations Language papers are introduced in Semester I and Semester-II.
- In Semester I, Visual Representation Techniques and Elements of Design subjects have been combined together as Art Studio.
- For students to add value to their learning's, value added subjects like Environmental studies in Semester-I and Indian Heritage and Culture in Semester-II have been offered in the curriculum.
- The members suggested to combine the Course "Fashion Trend and Forecasting Course and Fashion Studies" In Semester III.
- Core Subject like Up Cycle fashion is moved to Semester V as revised syllabus of upgrading final year student's creativity.



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DEPARTMENT OF FASHION DESIGN

BOARD OF STUDIES MEETING HELD ON 24.06.2023

VENUE: Department of Fashion Design

Members Present:

External Members	Signature	Internal Members	Signature
Dr.S.Karpagam Chinnammal, BOS- Subject Expert, Assistant Professor and Head of Costume Design and Fashion Chikkanna Government Arts College, Tirupur, Tamilnadu, India 641602.		Dr.Devayani Gangopadhyay, Dean, School of Building and Environment.	
Mr.G.Somasundaram, BOS- Industrial Expert, Advisor, Soft interventions & Capacity Building for Mechery Handloom Cluster under SFURTI , Scheme of M/o MSME, Govt. of India.		Ms.S. Krithika, Assistant professor, Head of the Department, Department of Fashion Design School of Building and Environment.	

BOS Members:

S.No	Name and Designation	Signature
1.	Mr.K.S.Ravisidhaarth , Assistant Professor.	
2.	Ms.N.Gayathri, Assistant Professor.	
3.	Ms.R.Priyadharshini, Assistant Professor.	
4.	Ms. S.Savithiri, Assistant Professor.	

Sem	Course Code	ELECTIVE I - B	L	T	P	Credits	Total Marks
V	SFDA 1503	INTRODUCTION TO ECO FASHION	3	0	0	3	100

COURSE OBJECTIVES

- Gain Knowledge on the need for eco concepts in fashion Industry
- To outline the eco-friendly methods in fashion goods manufacturing
- To Introduce about eco fashion designers

UNIT I

(9Hrs)

Introduction to eco fashion– Introduction, carbon footprint, Eco fashion terminologies- Eco , Sustainable, Ethical , Vegan, Craft/ artisan, Eco green, up cycling. Eco initiatives- types. Popularity of eco fashion. The rise of conscious consumerism.

UNIT II

(9Hrs)

Eco fashion labels- Definition, Origin, Need and Scope of eco label, Benefits of eco label, Eco labeling schemes, Types of eco label and products covered. Certification terminologies- Fair trade, Global organic textile standard, OEKO-TEX standard 100, European eco label for textile product.

UNIT III

(9Hrs)

Eco fibers and fabrics – Organic cotton, Hemp, Bamboo, Linen, Organic wool, ahimsa silk, Soy silk. Eco-mark- Definition, Types of eco mark for fabrics: Silk mark, Handloom mark.

UNIT IV

(9Hrs)

Eco fashion designers and brands- Eco fashion designers- Lucy Tamman, Ryan Jude Novelline, Meghna Nayak, Aneetha Arora. Brands- Doodlege, pero, Ka-sha, Bhusattava, Forty red bangles, Anokhi, Upasana, Ethicus- aim, collections and promotions. Big labels like Fab India.

UNIT V

(9Hrs)

Textile waste and Up-cycling - Three R's of recycling- Reduce, Reuse, Recycle. Methods of recycling technologies and repurposing of used clothing, fashion brands that use recycled textile materials.

Max. 45 Hours

COURSE OUTCOMES

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

- CO1: Learn the need for eco- fashion market
- CO2 Distinguish eco - labeling schemes followed in categorizing textile goods
- CO3: Summarize the utilization of eco- friendly materials used in fashion
- CO4: Identify the eco- fashion designers' products and their contribution
- CO5: Obtain a broad understanding of Up- cycling textiles

TEXT / REFERENCE BOOKS:

1. Rose Sinclair, (2015). Textile and Fashion materials, Design and Technology, Wood head publications, London.
2. Mirftab.M, Horrocks. A. R, (2007). Eco Textiles the Way Forward for Sustainable Development in Textiles, Wood head publications, London.
3. Subramanian Senthilkannan Muthu, (2018). Sustainable Innovations in Textile Fibers, Springer publications, Singapore.
4. Thomas and Hudson, (2012). The Sustainable Fashion Handbook, Sandy Black publishers, London.
5. Jennifer Farley Gordon, Collean hill, (2014) Sustainable fashion: Past, Present and Future, Bloomsbury Publishing, London.

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs.

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

20 Marks

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

80 Marks

New Course

Sem	Course Code	ELECTIVE II - A	L	T	P	Credits	Total Marks
VI	SFDA 1602	BOUTIQUE MANAGEMENT	3	0	0	3	100

COURSE OBJECTIVES:

- To analyze the retail strategy concepts to solve problems.
- To promote the management and marketing skills.
- To impart knowledge on showroom management and product management.

UNIT I

(9Hrs)

Nature and scope of Business – Creating Business Plan– selection of business structure – Sole Trader, Partnership firms, selection of boutique name, type of boutique- low-end and high-end boutiques.

UNIT II

(9Hrs)

Location for starting up of boutique – Factors influencing location– Size of boutique, Sources of Finance –Long term – Short term – Relative Merits and Demerits.

UNIT III

(9Hrs)

Theft Prevention methods - Inventory Management-Motives, benefits of handling inventory management- Human Resource Management - job requirements-man power planning, performance management - employee relations.

UNIT IV

(9Hrs)

Merchandising –Retail Merchandising-Visual Merchandising - Types of display – exterior display, interior display, Tools for visual merchandising- Signage, Props, Mannequins, Fixtures and Lightings.

UNIT V

(9Hrs)

Marketing –Importance of marketing, Price Mix-Importance-Pricing objectives -Pricing strategies – Personal selling and SalesPromotion - advertisement, fashion show, trunk show and sample sales -E-marketing –Tele marketing – Kiosk Marketing.

Max. 45 Hours

COURSE OUTCOMES

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

- CO1: Develop the skills for manage a small-scale business establishment.
- CO2: Choose the right place and sources for investment
- CO3: Understand the manpower planning for the organization
- CO4: Analyze marketing tools and techniques to promote a product
- CO5: acquire knowledge about the pricing strategies to promote the product

TEXT /REFERENCE BOOKS:

1. How to Open a Boutique: The Simple Guide to Boutique Success, Briana Stewart, Create Independent PublishingPlatform, New York 2014.
2. Entrepreneurial Development, Dr.S.S.Khanka, Sultan Chand and Company Pvt. Ltd., New Delhi 2013.
3. Fundamentals of Business Organisation and Management, Y.K.Bhushan, Nineteenth Edition, Sultan Chand and Sons, New Delhi 2013.
4. Marketing Management, RajanSexena, Tata McGrawHill Education, New Delhi 2005.
5. Visual Merchandising and Display, Martin M.Pegler, Fairchild Publications, NewYork 2002

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs.

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

20 Marks

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

80 Marks



New Course

Sem	Course Code	ART STUDIO	L	T	P	EL	Credits	Total Marks
I	SFDB 2102		0	1	4	1	3	100

COURSE OBJECTIVES:

- To introduce a creative stimulus and provide a starting point towards Visual design and Basic elements in design.
- The creative exercises are designed with these elements in conjunction with the design principles.
- 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 with various mediums to express the ideas.

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.
 - Blind drawing,
 - Gesture Drawing.
 - Doodling
 - Line drawing
 - Shape composition
 - Object drawing
 - Isometric drawing
 - Perspective drawing.
- 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.
- Basics of Rhythm, Balance, Emphasis in relation to nature; Harmony, Scale/Proportion.
- Color Theory and its application
 - Basics of Color – Hue, Value, Intensity.
 - Color Schemes - Monochromatic, analogous, complimentary, split complementary, 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: Understand Elements of Design relevance with visual language, Handling Pencils and other technical Drawing mediums.

CO2: Create Motifs and patterns with Elements of Design.

CO3: Create the designs on the basis of Principles of Design, Understanding of Color and its moods.

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.

CO6: Know the ordering principles help to convert the vision into visuals.

TEXT/ REFERENCE BOOKS:

- Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, Gail Greet Hannah, 2002
- Comdex Fashion Design, Vol I, 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 Sansmarg
- Principles of Colors by Birren, Fabersvan
- Kate Wilson- The Artist's Everything Handbook: A New Guide to Drawing and Painting Publisher: Harper Design, Edition, 2015.
- Betty Edward Fontana- Drawing on the Right Side of the Brain (Publisher: Tarcher; 4 edition November 2012.
- Betty Edward Fontana -Color: A Course in Mastering the Art of Mixing Colors Publisher: Penguin USA September 2004.
- Francis D. K.Ching John Wiley&P.Juroszek, Design drawing with Steven Sons. Inc

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	Vivavoce/ Presentation	100
Converted to 25 Marks		20 Marks	5 Marks	-	50 Marks	

Sem	Course Code	VALUE ADDED COURSE –II INDIAN HERITAGE AND CULTURE	L	T	P	EL	Credits	Total Marks
II	SFDB1202		3	0	0	0	3	100

COURSE OBJECTIVES:

- Students get to understand the culture, explore art and heritage of our Indian Country.
- Students can inspire the traditions of the country and establish the hold towards the architecture and heritage of our nature in their collections.
- Establish the relationship between culture and civilization.

UNIT I

(9Hrs)

Indus Valley Civilization, Rock Cut Architecture- Evolution of Arch tech Architecture, Important Rock cut caves, the contribution of Pallavas, Comparison of Art Form Found at Ellora and Mahaballipuram.

Buddhist Architecture, Temple Architecture- Early Temples in India, Basic Form of Hindu temples, Dravida Style of Temple Architecture, Nagara Style or North India Temple Style, Vesara Style of temple Architecture. Indo- Islamic Architecture. Modern Architecture, Post- independence Architecture.

UNIT II

(9Hrs)

Indus Civilization Sculpture, Buddhist Sculpture, Bharhut Sculptures, Sanchi Sculptures, Gandhara School of Sculpture, Mathura School of Sculpture, Amravati School of Sculpture. Amravati School of Sculpture. Gupta Sculpture, Medieval School of Sculpture, Modern Indian Sculpture.

UNIT III

(9Hrs)

Pre- historic Painting, Mural Paintings & Cave Paintings, Miniature Paintings – Pala School, Mughal Paintings, Rajasthan School of paintings, Pahari Style of Paintings, Folk Paintings-Pattachitra, Kalighat, Kalamkari, Warli, Madhubani. Modern Indian Paintings. Personalities associated to Paintings.

UNIT IV

(9Hrs)

Indian Music, Indian Dance, Folk Dance, Theatre, Puppetry. Bakhti and Sufi Movement. Language and Literature. Promotion and Preservation of Indian Heritage. Art and Craft

UNIT-V

(9Hrs)

Temples of India. Modern India-Indian Gothic Style, Neo roman Style. Culture Value and Fashion- National costumes of India and its Neighboring Countries. INDIAN FASHION INDUSTRY -The Change of fashion In recent years- Fashion designers, Indian Culture at foreign countries and International Forums.

Max. 45 Hours

COURSE OUTCOMES

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

- CO1: Know about the History of Indian Art.
CO2: Understand the Various Architecture in different Period.
CO3: Know about the varieties of Sculptures in India.
CO4: Understand about the India's Famous Paintings and its Techniques.
CO5: Gain knowledge about the Indian Culture value.
CO6: Aware about the National Costumes of India.

TEXT/ REFERENCE BOOKS:

1. Indian Culture and heritage- Dr.BinodBihariSathpathy- DDCE, Utkal University
2. Academy of INSIGHTSIAS Syllabus- UPSC Syllabus.
3. Ministry of culture, Govt. of india- World heritage
4. Unacademy UOSC CSE GS- Indian Culture and Heritage Syllabus
5. National Institute of Open Schooling

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3

Hrs.

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

20 Marks

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

80 Marks

