



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

Accredited with "A" Grade by NAAC

DEPARTMENT OF ARCHITECTURE

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SCHOOL OF BUILDING & ENVIRONMENT

Department Of FashionDesign

Board of studies meeting held on 08-11-2019

Venue: CAD Lab

Members Present:

External members	Signature	Internal members	Signature
Mrs G.Shabrin Farhana M.Sc , M.Phil Head of the Department Footwear Design and Development Institute Chennai		Dr.Devyani Gangopadhyay Dean&Head Department Of Architecture School Of Building & Environment	
Mrs Leelavathy Parthasarathy Chief Designer Eskay Home Furnishings		S.Krithika Assitant Professor Department Of FashionDesign School Of Building & Environment	

Special Invites Present:

S.No	Name and Designation	Signature
01.	Preethi Panneerselvam Assitant Professor	



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

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Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119
www.sathyabama.ac.in



B.Sc. FASHION DESIGN

BOARD OF STUDIES

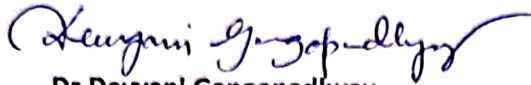
MINUTES OF MEETING HELD ON –08.07.2019

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

The board members scrutinized the syllabus of B.sc Fashion Design and suggested the following modifications:

- The members expressed that the B.Sc. Fashion Design course should be offered with a greater number of Design Papers to develop students design skills.
- The First semester Elements of Textile theory paper the first unit can be elaborate with a greater number of Natural and Manmade fibres.
- The first semester theory paper Appreciation of Traditional Indian Costumes can be added with Kushan, Mauryan and Sunga period costumes.
- In semester one the Sewing techniques and Computer Application practical papers content can be given as an exercise in list.
- Mrs Shabrin Farhana commented that in semester two Advanced computer application paper has more digital designing process in their exercise list.
- Mrs Shabrin Farhana recommended that the Textile processing techniques theory paper in second semester can be combined with fabric manipulation techniques practical paper in semester three.
- She also expressed Pattern making and Draping paper can be separated as two practical papers as Pattern making I and Draping in third semester
- Mrs. Leelavathi remarked alternative for Textile processing techniques in second semester it can be replaced by Garment production machinery theory paper.
- The members recommended the Environmental Science theory paper should be include in the second semester.
- Mrs Leelavathi recommended that Fashion Illustration and Design paper in semester two, three and four are changed as Fashion Illustration – I in second semester, Fashion Illustration -II third semester and Fashion Illustration III in fourth semester.

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	INTELLECTUAL PROPERTY RIGHTS			L	T	P	Credits	Total Marks
V	SFDA 1501				3	0	0	3	100

COURSE OBJECTIVES:

- To give an idea about IPR, registration and its enforcement
- To make students aware about the patents, copyright, trademarks, geographical indication, industrial designs, unfair competition enforcement of Intellectual, property rights and intellectual property.

UNIT I**(9Hrs)**

Introduction to IPRs, Basic concepts and need for Intellectual Property - Patents, Copyrights, Geographical Indications, IPR in India and Abroad – Genesis and Development – the way from WTO to WIPO –TRIPS, Nature of Intellectual Property, Industrial Property, technological Research, Inventions and Innovations – Important examples of IPR.

UNIT II**(9Hrs)**

Registration of Iprs -Meaning and practical aspects of registration of Copy Rights, Trademarks, Patents, Geographical Indications- Meaning and importance of geographical indication, procedure involved in geographical protection, Brand and Logo Stealing, Trade Secrets and Industrial Design registration in India and Abroad– Case Studies.

UNIT III**(9Hrs)**

Agreements and Legislations - International Treaties and Conventions on IPRs, TRIPS Agreement, PCT Agreement, Patent Act of India, Patent Amendment Act, Design Act, Trademark Act, Geographical Indication Act– Case Studies.

UNIT IV**(9Hrs)**

Digital Products and Law - Digital Innovations and Developments as Knowledge Assets – IP Laws, Cyber Law and Digital Content Protection – Unfair Competition – Meaning and Relationship between Unfair Competition and IP Laws – Case Studies.

UNIT V**(9Hrs)**

Enforcement of IPRS- Infringement of IPRs, Enforcement Measures, Emerging issues –Intellectual Property- Overview of Fashion Technology and Intellectual Property, Research and Intellectual Property Rights, Management, Licensing and Enforcing Intellectual Property, Commercializing Fashion Technology Invention, - Case studies, Preparation and presentation of a proposal.

Max. 45 Hours**COURSE OUTCOMES**

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

- CO1: Understand various terms involved in Intellectual Property Rights
- CO2: Manage Intellectual Property portfolio to enhance the value of the firm.
- CO3: Aware about the importance of IPR in fashion industry.
- CO4: Preparation of proposal for filing of IPR
- CO5: Analyze various case studies in IPR and Fashion Industry

TEXT/ REFERENCE BOOKS:

- V. Scople Vinod, "Managing Intellectual Property", Prentice Hall of India pvt Ltd, 2012
- S. V. Satakar, "Intellectual Property Rights and Copy Rights, Ess Publications, New Delhi, 2002
- Deborah E. Bouchoux, "Intellectual Property: The Law of Trademarks, Copyrights, Patents and Trade Secrets", Cengage Learning, Third Edition, 2012.
- Prabuddha Ganguli, "Intellectual Property Rights: Unleashing the Knowledge Economy", McGraw Hill Education, 2011.
- Edited by Derek Bosworth and Elizabeth Webster, The Management of Intellectual Property, Edward Elgar Publishing Ltd., 2013.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks: 100****PART A:** 10 Questions of 2 mark 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	PATTERN MAKING AND DRAPING – III	L	T	P	Credits	Total Marks
V	SFDA 2501			0	0	4	2

COURSE OBJECTIVES

- Pattern making 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 able to
- CO1: Know the procedure of Pattern Drafting for Kid's Wear.
 CO2: Improve the drafting skills 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 ESE (Distribution of Marks)		Total Marks
Through assignment/, Completion of Exercises/ Drawing Model/ Plates/ Seminar/ Workshop			Model Exam (50 Marks)	Attendance (5 Marks)	
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)	Examination			Viva voce/ Presentation
Converted to 25 Marks			20 Marks	5 Marks	50 Marks
100					



Sem	Course Code	GARMENT CONSTRUCTION- III			L	T	P	Credits	Total Marks
V	SFDA 2502				0	1	5	3	100

COURSE OBJECTIVES

- Garment construction concentrates on the sewing technique used in Kid's Garment.
- Students will also learn basic detailing 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 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				University end semester		
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)	Model Exam (50 Marks)	Attendance (5 Marks)	Examination	Viva voce/ Presentation	100
Converted to 25 Marks		20 Marks	5 Marks	50 Marks	-	

Sem	Course Code	ACCESSORY DESIGN			L	T	P	Credits	Total Marks
V	SFDA 2503				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 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 developing an original way of expression
 CO5: Design jewelries 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 & MP Ranjan, Mapin Pub Ltd, 2014
- Olivier Gerval, (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.
- Jay diamond Ellen diomand, (2008). Fashion apparel accessories and home furnishing, Pearson Education, Inc, India.
- Nirupama Pundir ,(2007). Fashion technology today's and tomorrow, A Mittal 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/ 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	DESIGN III – KID'S WEAR			Credits	Total Marks
V	SFDA 2504	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 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's and creates a rich visual archive used to inspire designs from theme to final detail.
- Trend forecast for the desirable season.
- 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 proceeds by processing information.
- Form and Design development - Develop the concept and appearance of the fashion item Sketches & diagrams are develop Patterns & samples.
- Range development and design selection.
- Fashion illustration
- Flat drawing (Technical Drawing)
- Material exploration
- 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	
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	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 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:

1. Introduction to styling. Understanding the dynamics of Style look book, 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 -appartional 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 camera.
- 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.

TEXT / REFERENCE BOOKS

1. Fashion Stylist handbook, Danielle Griffiths, Laurence King Pub. Ltd., 2016
2. Basic fashion design styling, Jacqueline Mc Assey,

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

Sem	Course Code	INTERNSHIP			L	T	P	Credits	Total Marks
V	S105AINT				0	0	0	2	100

COURSE OBJECTIVES

- To study working environment of an industry.
- To understand the various departmental processes and their inter relation within the organization.
- To learn the basic techniques of visual/graphic documentation and presentation.
- To professionally document and present the information gathered during the field work/ industry internship by using different tools.

During the internship- the students will learn the following:

Designing

Components of a business-oriented collection - Factors contributing to a commercial collection - Interpretation of key forecast - Decision making on colours - Trade sketching - Design development sheets - Range planning as a synthesis of creativity & utility - Criteria for mass production / pret.

Sourcing

Methods of sourcing - Vendors – terms- conditions & policies; Fabrics processing & printing - Trims & closures / accessories

Fabrics

Different types of fabrics – developments & production - Different types of printing- sampling & production - Different types of dyestuff & applications

Sampling

Process Planning- Selection & managing workforce - Interaction- communication & coordination - Pattern making – Cutting - Quality measures- Fit- Grading- Finishing & packing

Others

Background of the organization - Marketing policies & production - Quality assurance & control - Export formalities & shipping - Overview of export potential

Sem	Course Code	ENTREPRENEURSHIP DEVELOPMENT			L	T	P	Credits	Total Marks
VI	SFDA 1601				3	0	0	3	100

COURSE OBJECTIVES:

- To develop entrepreneurial abilities among the students.
- To equipping a student with the required skills and knowledge needed for starting and running the enterprise.
- To inculcation 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)**

Micro small 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 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:

1. Entrepreneurship Development, C.B. Gupta and N.P. Srinivasan, Sultan Chand and Sons (P) Ltd., New Delhi 2014.
2. Dynamics of Entrepreneurial Development and Management, Vasant Desai, Himalaya Publishing House, Mumbai 1999.
3. 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 mark 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	SKILL ENHANCEMENT COURSE - IV PORTFOLIO DEVELOPMENT	L	T	P	Credits	Total Marks
VI	SFDA 2601		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 who seeks their skills and talents

COMPONENTS OF PORTFOLIO:

1. Individual design philosophy that manifestos itself in all design projects
2. 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 fabric 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.
3. Demonstrated awareness and competence in the latest design – oriented computer software as required intensively by the industry
4. Suitable presentation techniques and graphics
5. 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 demonstrates to the employer for that specific job
 CO5: Exhibit the innovative design collections based on selected themes

TEXT /REFERENCE BOOKS:

1. Portfolio presentation for fashion designers, Linda Tain, /3rd edition, UK, Fairchild Books, 2010.
2. Fashion Portfolio: Design and Presentation, Anna Kiper, UK, Batsford Publications2014.
3. Portfolio for Fashion Designers by Kathryn Hagen and Julie Hollinger
4. Designing Your Fashion Portfolio: From Concept to Presentation - Joanne Barrett
5. Fashion Rendering, Ranjana Singhal and Kannaki Bharali, Om Books International, Uttar Pradesh, India 2010.
6. Professional Fashion Illustration, Julian Seaman, B.T.Batsford Limited, London 1995.
7. Essential Fashion Illustration Colour and Medium, PacoAsensio, Rockpot Publishers, United States of America 2008.

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				University end semester		
Continuous Assessment I (25 Marks)	Continuous Assessment II (25 Marks)	Model Exam (50 Marks)	Attendance (5 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 wgive 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. 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	ELECTIVE I - A FASHION BRAND MANAGEMET			L	T	P	Credits	Total Marks
V	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, Creation, Challenges, 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, perceptual map - 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.

UNIT IV

(9Hrs)

Brand Identity - Brand identity and articulation – Brand Naming, colour, design, logos and symbols, Characters, Slogans, Tools to maintain identity, Illustrations from apparel industry. 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 behaviour, 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:

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

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks: 100****PART A:** 10 Questions of 2 mark 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	ELECTIVE II - C			L	T	P	Credits	Total Marks
VI	SFDA 1604	VISUAL MERCHANDISING AND DISPLAY			3	0	0	3	100

COURSE OBJECTIVE

- To provide the basic working tools and skills related to visual merchandising.

UNIT I

(9Hrs)

Visual Merchandising- Definition and Functions, Basics of Visual Merchandising – display basics, design basics, Principles of design ,Color blocking, Signage and understanding materials, Types of display, one-item, line of goods, related merchandise, assortment, Promotional vs. Institutional. Season, Type of display settings – realistic, environmental, Semi-realistic, fantasies, abstract, build up display.

UNIT II

(9Hrs)

Store Exterior – signs, marquees, outdoor lighting, banners, planters, awning, Window in store front – the angled front, the arcade front, corner fronts. Mall store fronts – open façade, glass façade and closed façade.
Store Interior – Focal points, Island displays, Risers and Platforms, The runways, the catwalks, cases and display cases, museums cases, demonstration cubes, Ledges, shadow boxes, enclosed displays, fascia -walls, 100% traffic areas.

UNIT III

(9Hrs)

Front-to-back visual merchandising, visual presentation, visual merchandising and the retailer. dressing fixtures-T-Stands, stock holders, quad racks, round racks, backwall, gondolas, aisle tables. clothing on hang-rods – shoulder-out hanging, face-out hanging, single-rod hanging, double – rod hanging

UNIT IV

(9Hrs)

Attention drawing devices, color, lighting, Line and composition. Scale, contrast, repetition, humor, mirrors, Nostalgia, motion, surprise and shock, props. Merchandise display - Introduction, objectives, Visual merchandiser in store promotion, Scheduling the promotion.

UNIT V

(9Hrs)

store planning and design-functions of the store planner-rehabilitations –floor plans-drawing to scale, materials needed to draw a floor plan-reading a floor plan – Basic architectural symbols, store planning symbols, other types of dimensional drawings- store planning as a career. Planogram - Meaning and purpose of planogram- benefits of a planogram- Implementation and maintenance of a planogram.

Max. 45 Hours**COURSE OUTCOMES**

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

- CO1: Learn about key terms and principles involved in visual merchandising.
- CO2 Know the features of store exterior & interior in display
- CO3: Gain Knowledge different fixtures and attention drawing devices used in display
- CO4: Understand the store planning and the planogram technique
- CO5: Obtain a broad understanding of display

TEXT / REFERENCE BOOKS:

- Visual Merchandising and Display, Martin.M.Pegler, Fairchild books, 6th revised Edition, 2011.
- Visual Merchandising, Swati bhalla, Anurag S. Tata McGraw Hill Education \ Private Limited, 2010.
- Fashion retailing- a Multi- channel Approach Ellen Diamond, Pearson Education Inc, Singapore, 2nd Edition, 2007.
- Retail Managemen, Chetan Bajaj, Rajnish Tuli, Nidhi V Srivastava, "t", Oxford University Press, 2005.
- Fashion from Concept to Consumer, Gini Stephens Frings; Pearson Education Inc, Singapore, 7th Edition, 2005.
- Inside Fashion Design, Sharon Lee Tate, Pearson Education Inc, Singapore, 5th Edition, 2008.
- Inside Fashion Business, Kitty G. Dickerson; Pearson Education Inc, Singapore, 7th Edition, 2004.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks: 100****PART A:** 10 Questions of 2 mark each - No choice.**PART Bs:** 2 Questions from each unit of internal choice, each carrying 16 marks.**Exam Duration: 3 Hrs.****20 Marks****80 Marks**

Sem	Course Code	NON-MAJOR ELECTIVE COURSE FASHION PSYCHOLOGY AND GROOMING			L	T	P	Credits	Total Marks
V	SFDA 1505				2	0	0	2	100

COURSE OBJECTIVES:

- To enable students to understand the trends in Clothing behavior
- Gain an insight on the planning process involved in Wardrobe Clothing selection.

UNIT I**(6Hrs)**

Fashion flow chart - Fashion terminology - Cycle influences - Elements of fashion design - History of fashion. Introduction to Clothing, Understanding and Purpose of clothing - Protection, Modesty, attraction. Social & Psychological aspects of fashion.

UNIT II**(6Hrs)**

Clothing Values, Clothing Culture, Men and Women clothing and Oramentation, Groups, Role & status of clothing. Clothing according to climatic conditions.

UNIT III**(6Hrs)**

Selection of clothes, - Cloths for children, middle age, adults, types of clothes, according to human figure - Different material for different clothes - Color suitable for different garments.

UNIT IV**(6Hrs)**

Modern Clothing-Youth style and fashion, Teddy boy, skins modes, hippies, punks, taste of youth and their life style. Ancient to modern clothing, minis maxis, unisex, fit women, glamorous woman. Casual and formal clothing. Fashion for all, ready to wear fashion, mass marketing of fashion.

UNIT V**(6Hrs)**

Planning for clothing needs, Clothes for school, Clothes for parties, Clothes for sports, Clothes for resting Wardrobe Planning

Max. 30 Hours**COURSE OUTCOMES**

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

- CO1: Understand terms involved in Fashion and Clothing .
- CO2: Understand the selection of cloths for various age Groups .
- CO3: Gain knowledge on Wardrobe Planning.
- CO4: Planning for various clothing needs for different climatic conditions.
- CO5: Know the Modern Clothing

TEXT/ REFERENCE BOOKS:

1. 'A History of Fashion', Black A.J. (1985) . USA Orbits Publishing Ltd. Rouse E. (1989),
2. 'Understanding Fashion',UK, Blackwell Science
3. 'The Dictionary of Costume',Wilcox T. UK,- Bats ford Ltd.
4. Fashion & color Mary Garthe, Rockport Publishers - Encyclopædia of fashion detail by Patric John, Ireland Batsford

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks: 100****PART A:** 10 Questions of 2 mark 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**