



# SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY**  
(DEEMED TO BE UNIVERSITY)

Accredited with "A" grade by NAAC  
Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119  
www.sathyabama.ac.in



## **B.Sc (FASHION DESIGN)**

### **BOARD OF STUDIES**

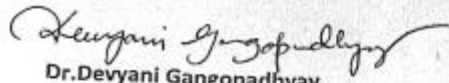
#### **MINUTES OF MEETING HELD ON –08.07.2019**

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 more number of Design Papers to develop students design skills .
- The First semester Elements of Textile theory paper the first unit can be elaborate with amore number of Natural and Manmade fibers.
- 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

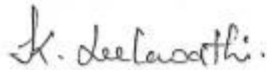
Department Of Architecture School Of Building & Environment



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



	<b>Code</b>					<b>Marks</b>
<b>III</b>	<b>SFDA 2304</b>		<b>0</b>	<b>1</b>	<b>3</b>	<b>2</b>
						<b>100</b>

### 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's and creates a rich visual archive used to inspire designs from 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 develop 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.

CO2: To develop skills in Fashion Model Drawing

CO3. 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

Sem	Course Code	FASHION ILLUSTRATION - III				Credits	Total Marks
<b>IV</b>	<b>SFDA 2403</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>2</b>	<b>100</b>	

### COURSE OBJECTIVES

- It aims to train students to Men's Figure proportion and how to develop figure templates with proper gesture shape and draping 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 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

Sem	Course Code	DESIGN II – MEN’S WEAR	L	T	P	Credits	Total Marks
IV	SFDA 2404		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

- 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.

CO2: To develop skills in Fashion Model Drawing

CO3. 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

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

### COURSE OBJECTIVES

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

### LIST OF EXERCISES:

- 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.

3. Official Documentation - Agenda/Minutes of Meeting - Files and other Documents. Informative Communication – presentation skills - News Reports- Report Writing- Persuasive Communication - How to write Applications- letters- Articles persuasively- Meetings- Group Discussions- Interviews
4. The art of Negotiation and Persuasion- Writing a good CV/Resume- profile- Reviews (Film/Restaurant)- Articles- Creating Characters- Writing Stories- Exploring other forms- Writing for Print/Television/Films/Web- Role Play- Writing and Performing a Skit- Writing and Performing an Ad/Social Service Spot.
5. 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.  
 CO 2: Develop skills in Visual Presentations  
 CO 3. Develop the various Skills through Documentation and Negotiation.  
 CO 4: Understand the basics of communication and presentation

### TEXT / REFERENCE BOOKS:

1. Presence: Bringing Your Boldest Self to Your Biggest Challenges by Amy Cuddy 12 Feb 2016
2. Illuminate by Nancy, May 2016
3. Principles of Business Communication, Dulek, Ronald E
- 4.

Sem	Course Code	PATTERN MAKING AND DRAPING - I	L	T	P	Credits	Total Marks
III	SFDA 2301			0	0	4	2

### 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 a 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 panel skirts flare skirts bell sleeves etc.

### LIST OF EXERCISES:

1. Pattern terms - human body - measuring techniques - Basic bodice front and back slope development.
2. 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 - double dart manipulations (any 2-double darts)
3. Basic sleeve block and its variation
4. Collar and its variation – mandarin, convertible collar- Peter Pan collar
5. Multiple darts, conversion of darts to pleats/ gathers/ tucks - grain and its behavior.
6. Translating any one dart manipulation- pinning to check the grain and its behavior.
7. Neck line - Pattern of basic sleeve and test fit - Four Sleeve variation - Four colour variation
8. Pattern of basic skirt block and test fit - Four variations of skirt pattern and test fit
9. Basic skirt and its variation - front and back skirt - skirtvariations - brindle- flared- gored- pleated.

### COURSE OUTCOMES

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

- CO1: Know the procedure of Pattern drafting for Women' 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.

Sem	Course Code	GARMENT CONSTRUCTION - I	L	T	P	Credits	Total Marks
III	SFDA 2302			0	1	5	3

### COURSE OBJECTIVES

- Garment construction concentrates on the sewing of the basic skirt and bodice.
- Students will also learn basic detailing 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, Sweet heart, Key hole, boat neck.
5. Neck line finishes - Shaped facing, corded or piped neck line, 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 – plain sleeve, 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 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 garments parts.
- CO5: Create the various seam finishes of Women's Wear

Sem	Course Code	PATTERN MAKING AND DRAPING – II	L	T	P	Credits	Total Marks
IV	SFDA 2401			0	0	4	2

### COURSE OBJECTIVES

- Pattern making g 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 able to
- CO1: Know the procedure of Pattern Drafting for Men's Wear.
- CO2: Improve the skills 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.

Sem	Course Code	GARMENT CONSTRUCTION – II	L	T	P	Credits	Total Marks
IV	SFDA 2402			0	1	5	3

### COURSE OBJECTIVES

- Garment construction concentrates on the sewing of the basic Shirt and Trousers.
- Students will also learn basic detailing 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, 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. 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.