



V & VI Semester B.Sc. (Fashion & Apparel Design)
Syllabus

Sep 2023

V SEMESTER

CODE	PAPERS	TEACHING HRS/WEEK	MARKS			CREDITS
			IA	EXAM	TOTAL	
FD 5.1 T	Apparel Quality Management	4	40	60	100	4
FD 5.2 P	Fashion Draping	4	25	25	50	2
FD 5.3 T	Export Trade and Documentation	4	40	60	100	4
FD 5.4 P	Fashion Accessories	4	25	25	50	2
FD 5.5 T	World Textiles and Costumes	4	40	60	100	4
FD E1 5.6 T	a. Clothing Culture & Communication					
	B. Forecasting and Trend Analysis					
		3	40	60	100	3
FD V1 5.7	a. Surface Design Techniques	2+2	40	60	100	3
	b. Intimate wear Designing					
SEC 4		2+2	40	60	100	3
				700		25

VI SEMESTER

CODE	PAPERS	TEACHING HRS/WEEK	MARKS			CREDITS
			IA	EXAM	TOTAL	
FD 6.1 T	Fashion Marketing and Merchandising	4	40	60	100	4
FD 6.2 P	Digital Fashion Studio	4	25	25	50	2
FD 6.3 T	Fashion Styling	4	40	60	100	4
FD 6.4 P	Fashion Portfolio and Design Collection	4	25	25	50	2
FD 6.5 T	Visual Merchandising	4	40	60	100	4
FD E2 6.6 T	a. Digital Fashion Marketing					
	b. Home Textiles					
		3	40	60	100	3
FD V2 6.7	a. Indian Textiles Art and Craft	2+2	40	60	100	3
	b. Leather Apparel and Accessories					
FD 6.8	Internship		25	25 Report/Viva	50	2
				650		24

SEMESTER B.Sc. (Fashion and Apparel Design)

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD 5.1- T	Course Credits	4
Course Name	Apparel Quality Management (Theory)	Contact Hours	60 Hrs.
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the importance of quality management in apparel industry. • Develop knowledge of quality control techniques and their applications. • Learn about industry standards and regulations related to apparel quality. • Understand the importance of environmental management system. 			
Unit – 1			Hrs.
<p>Chapter 1 Introduction to quality, need for quality, evolution of quality, definition of quality, dimensions of quality, importance, quality circle, inspection loop.</p>			6
<p>Chapter 2 Total Quality Management – Definition, principles of TQM, 7 tools of TQM, application of TQM tools in the apparel industry, service quality, and customer retention.</p>			4
<p>Chapter 3 Concepts of TQM – bench marking process, quality circle, QFD, Juran Trilogy, PDCA cycle, 5S, Kaizen, Six Sigma.</p>			5
Unit -2			Hrs.
<p>Chapter 4 QC - Definition, importance of QC in apparel industry.</p>			3
<p>Chapter 5 Fabric and garment defects Fabric – yarns defects, woven defects, processing defects, and finishing defects. Garment defects – Pattern defects, spreading defects, sewing defects, finishing defects, ways to minimize defects in the garment. Classification of the defects - major, minor, and critical defects in men’s shirts and trouser, women’s shirt and pants, and kids wear.</p>			6
<p>Chapter 6 Types of inspection - Raw material inspection, Fabric inspection - 4 point and 10 point system. Garment trims and accessory inspection – Buttons, zippers, labels, threads, snap fasteners, buckles, elastic.</p>			6
Unit -3			Hrs.
<p>Chapter 7 IPQC in apparel industry (spreading, cutting, sewing and finishing departments). JIT, poka-yoke and inspection loop.</p>			5
<p>Chapter 8 Quality assurance - Definition, importance, concepts of QA, AQL, zero defects, difference between QC and QA.</p>			5

Chapter 9 Labels – Definition, types of labels, (brand, size, care label, content/composition label, price label. Importance and types of International care labelling systems.	5
Unit – 4	
Chapter 10 Quality standards and certification - Need for ISO 9000, major elements in ISO 9001, importance of 17020 and 17022, Internal auditing. AATCC and ASTM standards, significance, and its importance.	6
Chapter 11 Environmental Management System (EMS) – Meaning and Definitions, Elements of EMS, benefits of EMS. Environmental Policies – Implementation of ISO 14000.	4
Chapter 12 World-class manufacturing, - Introduction, techniques, implementation, principles and aspects of WCM.	5
References	
<ul style="list-style-type: none"> • Aravin Prince Periyasamy, “Apparel Quality Control”, Omni Scriptum GmbH & Co. KG, 2014, ISBN NO: 978 - 3659 – 573385 • Booth J.E, “Principles of Textile Testing”, CBS Publishers and Distributors, New Delhi, First Edition. • Elliot B. Grover, D.S. Hamby “Handbook of Textile Testing and Quality Control”, Wiley India Pvt Ltd, 2011. ISBN-13: 978-8126531752 • Fairhurst. C. “Advances in Apparel Production”, Manchester Metropolitan University, UK, Woodhead Textiles Series No. 69. • Hoyle, D. (2009). ISO 9000 Quality Systems Handbook - updated for the ISO 9001:2008 standard (6th ed.). Routledge. • Kothari V.K. Testing and Quality Management, IAF L Publications, New Delhi, First Ed, 1999. • Pradeep V Mehta, “Quality Management Handbook for The Apparel Industry”, Newage International private LTD. 2012. ISBN: 978-8122-434286 • Solinger, Jacob, “Apparel manufacturing analysis”, New York, textiles books, 1961 • Stanley Bernard Brahams, “The fundamentals of Quality Assurance in The Textile Industry” Taylor and Francis, 2016, ISBN NO: 978-1498-777889. • Usha Chowdhary, “Textile Analysis, Quality Control and Innovative Uses”, Linus Learning, 3rd edition, ISBN No 13- 978-1- 60797-967-8. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD 5.2 P	Course Credits	2
Course Name	Fashion Draping (Practical)	Contact Hours	60 Hrs.
Course outcomes: On successful completion of the course, the students will be able to			
<ul style="list-style-type: none"> • Understand the relationship between the body, fabric, and form in draping • Understand grainlines, darts, tucks, and pleats in draping. • Develop design ideas and concepts through draping exploration. • Create unique and artistic garments by applying advanced draping techniques. 			
Unit – 1			Hrs.
Introduction to draping, principles of draping, preparation of dress form and muslin for draping. Draping terminologies.			4
Unit – 2			
Basic Draping Techniques- Bodice Front, Bodice Back, Basic skirt and Sleeves.			8
Unit – 3			
<ul style="list-style-type: none"> • Draping of Sleeves- Basic sleeves, puff sleeves, bell sleeves, circular sleeves • Draping of Collars - Mandarin, Peter Pan, Shirt Collar, Sailor’s Collar. • Draping of Yokes - Shoulder, Midriff, Hip line. • Draping of fullness- (gathers, pleats, tucks, ruffles, flounce) 			14
Unit – 4			
<ul style="list-style-type: none"> • Draping of Cowls – Cowl top, Cowl dress. 			8
Unit -5			
Draping and development of Garments <ul style="list-style-type: none"> • Straight Shift • Sheath • Princess Dress 			14
Unit -6			
Draping and development of Garments <ul style="list-style-type: none"> • Designer choli • Evening gown 			12

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD 5.3 T	Course Credits	4
Course Name	Export Trade & Documentation Theory	Contact Hours	60 Hrs.
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the legal and practical aspects of export documentation and trade. • Develop the knowledge and skills to prepare and manage export documents. • Analyze the risks and challenges associated with export trade and develop strategies to mitigate them. • Understand the key components of international trade agreements and trade financing. 			
Course Content			
Unit – 1			Hrs.
<p>Chapter 1 Introduction to Export Documentation: Domestic and International Trade Regulations, Documentation Requirements: Commercial invoice, packing list, bill of lading, certificate of origin, export license, insurance documents; Intellectual Property Protection and Licensing.</p>			6
<p>Chapter 2 Export documentation and compliance for Apparel Industry: Process: International Trade Transactions, Trade Regulations and Compliance adherents, export control laws, sanctions, labeling and packaging requirements, and documentation related to trade agreements (such as Free Trade Agreements).</p>			5
<p>Chapter 3 Fashion Export and Trading Strategies: Document Legalities in entering and expanding international fashion markets - direct exporting, licensing, franchising, e-commerce, pricing strategies, branding, distribution channels and international partnerships.</p>			4
Unit -2			Hrs.
<p>Chapter 4 Export Promotional Organizations: Export Promotional Councils and Commodity Boards – functions - awareness initiatives, research and development - identification of potential market and products, education and training, seminars and workshops, dissemination of information, events, trade delegation.</p>			6
<p>Chapter 5 Fashion E-commerce Platforms and Export Documentation: Digital Trade Facilitation Initiatives - initiatives and frameworks aimed in promoting digital trade facilitation, data sovereignty, data localization, and their implications for fashion export documentation compliance in E-commerce channels.</p>			5
<p>Chapter 6 Incoterms: Meaning, significance, advantages and disadvantages, Commercial terms - Free Alongside Ship, Free on Board, Cost and Freight, Cost, Insurance, and Freight, Ex Works, Free Carrier, Carriage Paid to, Carriage and Insurance Paid to, Delivered at Place, Delivered at Place Unloaded, Delivered Duty Paid.</p>			4
Unit -3			Hrs.

<p>Chapter 7 Apparel Foreign Trade: Introduction to Foreign Trade; Necessary Documents for Foreign Trade in apparel sales: Commercial Invoice, Certificate of Origin, Insurance Certificate, Import/Export Licenses.</p>	6
<p>Chapter 8 Customs Declarations: Definitions, import/export declarations documents: Description of the goods, value, quantity, weight, and relevant customs codes, customs clearance, and compliance with import/export regulations.</p>	3
<p>Chapter 9 Insurance Certificate: Insurance coverage for the apparel products during transit: insured value, policy number, and coverage period. The insurance certificate protection: loss, damage, or theft of the goods during transportation.</p>	6
Unit -4	
<p>Chapter 10 Logistics and Trade Supply Chain Management: Legalities in Export trading houses and supply chain processes for apparel exports. Documentation Requirements - Air and Cargo Shipments, warehousing.</p>	5
<p>Chapter 11 Export payments: Clean payment – advance payment, open account, Payment collection of bills – documents against payment, documents against acceptance, letter of credit – revocable and irrevocable, sight and time, confirmed L/c.</p>	5
<p>Chapter 12 Export-Import policy: Objectives and policy highlights. EXIM Bank - management and functions, Role of Bank in foreign trade transactions, buying and selling of foreign exchange.</p>	5
References	
<ul style="list-style-type: none"> • Edward G. “Dictionary of International Trade”. World Trade Press, 6th Edition, 2005. 	
<ul style="list-style-type: none"> • Khushpat Jain, S. “Export Import Procedures & Documentation”, Himalaya publishing house. 2010 	
<ul style="list-style-type: none"> • Madhurima Lall, Sultan Ahmad “Export-Import Procedure and Documentation” published by Sultan Chand & Sons, First Edition 2021 	
<ul style="list-style-type: none"> • Rama Gopal C, “Export Import Procedures Documentation and Logistics”, New age International Pvt. Ltd, 2016, ISBN-13: 978-81-224-2326-6. 	
<ul style="list-style-type: none"> • Senthil Velmurugan J and S Mahalakshmi, “Export and Import Documentation and Procedures”, MJP publishers, 2021, ISBN-13: 978-8180-941832. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD 5.4 P	Course Credits	2
Course Name	Fashion Accessories (Practical)	Contact Hours	60 Hrs.
Course Outcomes: On successful completion of the course, the students will be able to			
<ul style="list-style-type: none"> • Develop an understanding of the historical and cultural significance of fashion accessories. • Explore the various types of fashion accessories and their design principles. • Examine the relationship between fashion accessories and overall fashion trends. • Gain practical knowledge of the production and manufacturing processes of fashion accessories. 			
Course Content			
Unit 1			12
Introduction to Fashion Accessories, types, classification, anatomy. Sketching and rendering of headgear, handbag, footwear, ties and bows, belts, scarves, and gloves 3 each. Construction of any two.			
Unit 2			8
Sketching and rendering of Indian Jewellery – Mughal, Thewa, Kundan and Temple Jewellery set.			
Unit 3			10
Sketching of accessories on women, men, and children’s croquis (2 each)			
Unit 4			12
Creation of Jewellery - (Design and Development of one full set of Theme based Jewellery).			
Unit 5			10
Recycled accessories - Development of products - Headwear, neck wear, hand wear and footwear using conventional materials (any two).			
Unit 6			8
Market survey and report on current fashion accessories trends and development of accessory folio with costing for the developed products.			

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD 5.5- T	Course Credits	4
Course Name	World Textiles and Costumes (Theory)	Contact Hours	60 Hrs.
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Develop a comprehensive understanding of the history and cultural significance of world textiles and costumes. • Analyze the materials, techniques, and processes involved in textile production and costume design. • Examine the social, economic, and political factors that influence textile and costume traditions. • Explore the relationship between textiles, costumes, and identity, including gender, ethnicity, and social status. 			
Unit - 1			Hrs.
<p>Chapter 1 Introduction to Textiles and Costumes of World: History of costumes, psychology of clothing, factors influencing clothing.</p>			4
<p>Chapter 2 Historic Costumes: Costumes, head dress, hair style and accessory of head dress.</p>			6
<p>Chapter 3 Accessories of ancient world costumes- Persian, Mayan, Egyptian, Roman, Byzantine, Greek.</p>			5
Unit -2			Hrs.
<p>Chapter 4 Textiles and Costumes of Victorian Period, French Revolution, Renaissance Period</p>			5
<p>Chapter 5 Textiles and Costumes of Baroque, Rococo and 20th Century fashion.</p>			5
<p>Chapter 6 Overview of 18th Century European Costumes – Chinoiserie, coats and capes, corsets, Engageantes, knee breeches, panniers, polonies style, robes, sack gowns, trousers.</p>			5
Unit -3			Hrs.

<p>Chapter 7 Changes of 19th Century European Costumes due to industrial revolution. Bathing costumes, betsy, bloomers, coats, crinoline, Ditto suits, the dandy dress.</p>	5
<p>Chapter 8 20th Century Costumes in Europe, 1900 – 2000- Hobble skirt, peg top, French coats, black dress, sarongs, zoot suit, bell-bottoms, gaucho pants, alter tops.</p>	5
<p>Chapter 9 Textiles of Colonial: Eastern Europe - Embroidered textiles from Hungary, Greece.</p>	5
Unit 4	
<p>Chapter 10 Textiles of Western Europe: Sicilian Silks, Italian Silks, Spanish silks, French silks, figured linen damasks from Netherland.</p>	5
<p>Chapter 11 French tapestries, Italian embroidery, lace, and printed textiles.</p>	5
<p>Chapter 12 Textiles and costumes of Africa: Traditional designs, gold embroidery of North Africa, Ghana, Kuba and Madagascar.</p>	5
References	
<ul style="list-style-type: none"> • Daniel Dehill, “History of World Costumes and Fashion”, Pearson publication, 2010, ISBN: 9780130992239. 	
<ul style="list-style-type: none"> • Das S N, “Costumes of Indian and Pakistan”, D B Taraporevala Sons & Co, Bombay, 1958. 	
<ul style="list-style-type: none"> • Doreen Yarwood “Illustrated Encyclopedia of World Costume” Dover Publications, 2011. 	
<ul style="list-style-type: none"> • Hart A North S V and A Museum, “Historical Fashion in detail the 17th and 18th Centuries”, McMillan, India, 1998. 	
<ul style="list-style-type: none"> • Janarthanan U “World History of Textiles and Costumes: First Edition, Paperback, 2020, ISBN-13: 979-8650801016. 	
<ul style="list-style-type: none"> • John Gillow, Bryan Sentance, “World Textiles: A Visual Guide to Traditional Techniques”, Thames &Hudson, 2005. 	
<ul style="list-style-type: none"> • Linda Parey, “The Victoria and Albert Museum’s Textile Collection British Textiles from 1850 to 1900”, V and A Publications. 	
<ul style="list-style-type: none"> • Melissa Leventon, “Costume Worldwide: Historical Source book”, Thames Hudson, 2008. ISBN:9780500287019 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD E1 5.6 T	Course Credits	3
Course Name	a. Clothing Culture and Communication	Contact Hours	45 Hrs
Course outcomes: On successful completion of the course, the students will be able to <ul style="list-style-type: none"> Analyze and interpret the meaning of clothing and fashion in different cultural contexts. Understand the impact of globalization on clothing and fashion industries and the cultures they represent. Communicate effectively about clothing and fashion in written and oral formats. Develop an appreciation for diverse cultural practices and values related to clothing and fashion 			
Unit – 1			
Chapter 1 Understanding clothing and Clothing culture. Individual & dress, personal communication, personal expression, image building, psychological and sociological influence on clothing.			3
Chapter 2 Fashion Development - France, the center of fashion, Fashion dictated by royalty, hand sewing by dressmakers and tailors, growth of the couture, effects of the industrial revolution on fashion: Growth of the middle class, growth of the textile industry. Mass production of clothing. Retailing during the nineteenth century: the first department stores, early mail-order merchandising.			6
Chapter 3 Changes caused by communication, leisure, and industry: the first fashion magazines, the growth of leisure activities, conditions in the garment industry. Effects of world war I on the status of women and fashion: women in the work force, clothes tailored to jobs, important trendsetting designers. Retail expansion in the early twentieth century: specialty stores for quality fashion, the expansion of chain stores, the advent of suburban retail centres.			6
Unit – 2			
Chapter 4 Effects of the depression on fashion: the bursting of the credit bubble, Hollywood's influence on fashion, Paris' influence on international fashion, World War II's effect on fashion: America's isolation from Paris fashion post-war fashion, emphasis on femininity, American fashion innovators of the post-war period, accent on family life. The nineteen sixties: revival of men's fashion, boutiques set retailing trends. The nineteen seventies: anti-fashion, the women's movement. The nineteen eighties: global fashion, industry trends, the nineteen nineties: recession, fashion direction.			6
Chapter 5 Clothing culture and communication, men and women clothing groups, role, and status of clothing. Clothing culture and communication based on conservative, labour, liberal, social, democrat, customs, and marital status.			6

Chapter 6 Fashion, fashion concepts, differences of fashion and non- fashion, recurring cycles of fashion, styles, and fashion.	3
Unit – 3	
Chapter 7 Corset culture, fashion in 20th century. Women at war, between war and post war. Equality between men and women, sexual revolution, marriage and family, education, and employment. Evolution of different types of costumes.	5
Chapter 8 Minis, maxis, unisex, fit woman, glamorous woman, casual and formal clothing. Fashion for all ready to wear fashion, mass marketing of fashion.	5
Chapter 9 Youth style and fashion, teddy boy, skins, mods, hippies, punks, taste of youth and their lifestyle.	5
References	
<ul style="list-style-type: none"> • Anderson Black, J —A History of Fashion Orbis Publishing Ltd., USA. 1985. 	
<ul style="list-style-type: none"> • Cosgrave, Bronwyn. The Complete History of Costumes and Fashion. Facts on File Publisher, 2001. 	
<ul style="list-style-type: none"> • Elizabeth Rouse, Understanding Fashion, Blackwell Science, UK, 1989. 	
<ul style="list-style-type: none"> • Jane Ashelford, The art of dress: Clothes & Society, ISBN1500-1914, Amazon com. 	
<ul style="list-style-type: none"> • Wilcox, T The dictionary of costume, Batsford Ltd., UK. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD -E1 5.6 T	Course Credits	3
Course Name	c. Forecasting and Trend Analysis (Theory)	Contact Hours	45 Hrs.
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Develop an understanding of forecasting and trend analysis. • Create trend presentations and reports to communicate insights effectively. • Use different techniques and tools in forecasting trend analysis. • Understand the role of color forecasting, fabric selection, and textile innovation in trend forecasting. 			
Unit – 1			Hrs.
<p>Chapter 1 Trend forecasting- Introduction, Objectives. Importance of forecasting, Elements of forecasting, Principles of forecasting, Theories of forecasting, Steps in forecasting, Major areas of forecasting, Advantages, and limitations in forecasting.</p>			5
<p>Chapter 2 Fashion forecasting, Role of fashion forecaster, Long- term forecasting, Short-term forecasting. Direction of fashion change, Forecasting with Trend, Seasonality and Cycles, Time Series and Trends, Constant pattern, Linear pattern. Role of internet in fashion forecasting.</p>			5
<p>Chapter 3 Innovation and Trend: Basic Needs, drivers of change invention, design and innovation- product design. Innovation Spectrum- the four lenses of innovation- automaticity, Innovation – Incremental, Radical and Disruptive innovation and trends.</p>			5
Unit -2			Hrs.
<p>Chapter 4 Fashion forecasting process - Market research, Consumer research, Shopping, Sales records, Evaluating the collections- Fashion trends, Trends for target markets, Colour forecasting, textile development and sales forecasting.</p>			5
<p>Chapter 5 Fashion forecasting services and resources- Collection forecasting reports, Trend reports, Consulting services, Fashion editing, Trade publications using online service.</p>			5
<p>Chapter 6 Forecasting methods- Subjective approach- Qualitative methods, Objective approach- Quantitative methods. Fashion forecasting techniques- Delphi technique, Scenario writing, Subjective approach, Time series forecasting. Forecast accuracy, Forecast error measures.</p>			5
Unit -3			Hrs.

<p>Chapter 7 Colour Forecasting- Steps in Colour forecasting - Colour forecast reports. Dimensions of Colour, Colours in Marketing, Consumers, and the Psychology of Colours. Forecasting with Colour Cycles, Colour Research, Sources for Colour Ideas and Palettes.</p>	6
<p>Chapter 8 Cultural and Societal Influences on Fashion Trends: Cultural, Social and economic factors influencing fashion, the impact of Art, Music, Film, and Subcultures on trends. Case Studies on global Fashion Trends and their origins.</p>	6
<p>Chapter 9 Future of Fashion Forecasting. Social Responsibility & Sustainability Related to Fashion Trends and Forecasting.</p>	3
References	
<ul style="list-style-type: none"> • Barry Keating, J Holton Wilson, “Forecasting and predictive analytics”,2019, Mc Graw Hill, ISBN: 978-1260-085235. 	
<ul style="list-style-type: none"> • Gilbson R, “The 4 lenses of Innovation: A power tool for Creative thinking, Wiley publications,2015, ISBN: 978-1-118-74024-8 	
<ul style="list-style-type: none"> • Kim, Eundeok., et al. Fashion Trends: Analysis and Forecasting. English ed., Berg, 2011. 	
<ul style="list-style-type: none"> • Lorynn Divita “Fashion Forecasting”, Fairchild Books, 5th Edition, ISBN: 978-1-5013-3898-4. 	
<ul style="list-style-type: none"> • McKelvey, Kathryn., and Janine. Munslow. “Fashion Forecasting”, Wiley-Blackwell, 2008. 	
<ul style="list-style-type: none"> • Raina Delisle, “Fashion Forward Striving for Sustainable Style”, Orca Book Publishers, 2022, ISBN: 978-145-9825802. 	
<ul style="list-style-type: none"> • Rita Prerna “Fashion Forecasting”, Fairchild Publications, New York. 	
<ul style="list-style-type: none"> • Rousso, Chelsea, and Nancy Ostroff., “Fashion Forward: A Guide to Fashion Forecasting. Second edition., Fairchild Books, 2018, ISBN-13: 978-15636-79247 	
<ul style="list-style-type: none"> • Scully, Kate., and Debra Johnston. Cobb. “Colour Forecasting for Fashion”, Laurence King Publishing, 2012. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD V1 5.7	Course Credits	3
Course Name	a. Surface Design Techniques (Theory + Practical)	Contact Hours	60 Hrs
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand a variety of surface design techniques and their applications. • Develop practical skills in executing different surface design techniques. • Encourage creativity and experimentation in the design process. • Explore the historical and cultural contexts of surface design techniques. 			
Theory			
Unit 1			
<p>Chapter 1 Introduction to Surface Design: Definition, Scope, History of surface design techniques, tools and materials used in various surface techniques.</p>			2
<p>Chapter 2 Printing Techniques: Introduction, types of printing: Block printing, Screen-printing, Stenciling, Roller printing and Digital printing. Painting Techniques: Introduction, styles of painting: Warli, Madhubani and Kalamkari.</p>			7
<p>Chapter 3 Resist Dyeing/Printing Techniques: Introduction, methods, types and application -Shibori dyeing, Tie-dye, Batik.</p>			6
Unit -2			
<p>Chapter 4 Embroidery and Stitching Techniques: Introduction, tools and materials used in surface embellishment. Basic embroidery stitches - Definition, classification, methods. Straight Stitch - stem, back, fly stitch, Flat Stitch - satin, cross, long short, herring bone, Loop Stitch-chain stitch, lazy daisy stitch, feather stitch, Knotted Stitch - French knot, bullion knot, German knot.</p>			5
<p>Chapter 5 Fabric Manipulation Techniques: Introduction, methods, types and application - Pleating and folding, Smocking, Rouching, Gathering and shirring. Appliqué - types and application, quilting, ruffles, rosettes.</p>			5
<p>Chapter 6 Special Embellishment Techniques: Beading and sequins, hooking, macramé, tatting, braiding, zardosi.</p>			5

Practical	
Unit -3	
<p>Chapter 7</p> <p>Development of Basic Embroidery Stitches. Sample size: 15 X 10 inch</p> <p>Development of samples with motifs one in each category - Straight, Knot, Chain, Flat, Loop Stitches. Sample size: 6 X 6 inch</p>	10
<p>Chapter 8</p> <p>Development of samples - Applique, Quilting, Patchwork, Smocking, Macramé, Braiding, Hooking, and Lace work. (One Each) Sample size: 10 X 10 inch</p>	10
<p>Chapter 9</p> <p>Surface Embellishment Techniques:</p> <p>Development of samples – Bead work and sequin work, Fabric painting - Warli, Madhubani and Kalamkari. Sample size: 6 X 6 inch</p>	10
References	
<ul style="list-style-type: none"> • Carroll and Brown, “Encyclopedia of Needle craft”, Carroll and Brown publishers Ltd., 2008 ISBN-13- 978-1904-760597. 	
<ul style="list-style-type: none"> • Maggie McCormick Gordon, Sally Harding, “The Needle Craft Book”, DK publishing, 2010, ISBN: 978-075-6661700. 	
<ul style="list-style-type: none"> • Readers Digest, “Complete Guide to Needle Work”, APH Corp, New Delhi, 1996.ISBN: 0340270829 	
<ul style="list-style-type: none"> • Satheesan, Innova, “Indian Ethnic Designs”, Honesty Publishers and Distributors, Mumbai, 2009 	
<ul style="list-style-type: none"> • Shailaja. D. Naik, “Traditional Embroideries of India”, APH Corp, New Delhi, 1996 	
<ul style="list-style-type: none"> • Sheila Paine, “Embroidered Textile”, Thames & Hudson Ltd., 1990. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD V1 5.7	Course Credits	3
Course Name	b. Intimate Wear Designing (Theory + Practical)	Contact Hours	60 Hrs.
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the fabrics, trims, and materials used in intimate wear, as well as the appropriate techniques for sewing and assembling lingerie garments. • Learn about current trends, consumer preferences, and market demands in the intimate wear industry. • Identify and analyze target markets, allowing them to create designs that cater to specific customer needs and desires. 			
Theory			
Unit – 1			Hrs.
<p>Chapter 1 Introduction to Intimate Wear: Purpose and significance of intimate wear, its historical evolution, and the current market trends. Body Proportions and Measurement: Different body types, measuring techniques, and understanding how to create well-fitting intimate wear for various body shapes and sizes.</p>			3
<p>Chapter 2 Fabrics and Materials: Different fabrics and materials used in intimate wear, their properties, stretch factors, durability, and comfort.</p>			6
<p>Chapter 3 Construction Techniques: Sewing and construction techniques specific to intimate wear, such as flatlock stitching, elastic insertion, underwire placement, and finishing details. Patternmaking: Creating and modifying patterns for bras, panties, corsets, and other intimate wear items. Understanding dart manipulation, grading, and incorporating ease for movement and fit.</p>			6
Unit -2			Hrs.
<p>Chapter 4 Bra Design: Design and construction of bras, including different styles- balconette, push-up, sports bra and considerations such as underwire, cup shapes, closures, and strap options. Panty Design: Design and construction of different panty styles, such as briefs, thongs, and boy shorts. Understanding the importance of comfort, coverage, and seam placement.</p>			6

<p>Chapter 5 Shapewear and Lingerie: Design and construction of shapewear garments that enhance and support the body's contours, as well as designing lingerie sets that combine aesthetics with functionality. Fit and Comfort: Importance of fit, comfort, and wearability in intimate wear design.</p>	3
<p>Chapter 6 Embellishments and Trims: Techniques for adding embellishments, trims, and closures to intimate wear, such as lace, embroidery, hooks, and snaps. Sustainability and Ethical Practices: Sustainable design practices, including material selection, zero waste, ethical sourcing, and manufacturing in the intimate wear industry.</p>	6
Practical	
Unit -3	
<p>Chapter 7 Measurements, design analysis, pattern drafting of women's intimate apparel – waist petticoats, Panties, camisoles, tube top, shape wear, bikini and bra.</p>	12
<p>Chapter 8 Measurements, design analysis, pattern drafting of men's intimate apparel – Long johns, tank top, boy shorts, knickers, boxer briefs, boxer shorts and jock strap.</p>	12
<p>Chapter 9 Development of Folio for Intimate apparel accessories – Bra wire, hook and eye tape, ring and slider, buckle, plastic bone, elastics, lace, cups, and sewing threads.</p>	6
References	
<ul style="list-style-type: none"> • Ann Hagggar, “Pattern Cutting for Lingerie, Beach Wear and Leisure Wear”, Black Well Science Limited, France, 2001. 	
<ul style="list-style-type: none"> • Kristina Shin, “Patternmaking for Underwear Design”, Create Space Independent Publishing Platform 2nd Edition, 2015, ISBN-13: 978-1515098416 	
<ul style="list-style-type: none"> • Lynn Nottage, “Intimate Apparel”, Nick Hern Books publisher, USA, 2005. ISBN:978-184-842-4371. 	
<ul style="list-style-type: none"> • Pamela Powell, “Lingerie Design”, Laurence King Publishing, 2016. ISBN-10: 9781780677910. 	
<ul style="list-style-type: none"> • Winnie Yu, “Advances in Women's Intimate Apparel Technology”, Woodhead Publishing Ltd.,2016, ISBN: 978-1-78242-369-0. 	
<ul style="list-style-type: none"> • Yu, W, Fan, J and Harlock S, “Innovation and Technology of Women's Intimate Apparels, Woodhead Publishing Ltd.,2006, ISBN:978-1-84569-046-5. 	

VI SEMESTER B.Sc. (Fashion and Apparel Design)

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD 6.1 T	Course Credits	4
Course Name	Fashion Marketing & Merchandising (Theory)	Contact Hours	60 Hrs.
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the principles of fashion marketing. • Analyze market segmentation and targeting strategies for fashion products. • Develop a brand identity and marketing strategy for a fashion product. • Evaluate the effectiveness of different marketing channels, such as social media, advertising, and public relations. 			
Unit – 1			Hrs.
<p>Chapter 1 Fashion Marketing – Meaning, classification, environment, definition-customer relationship, global fashion, marketplace, Market mix 4Ps and 4Cs, Fashion promotion – Regional fashion centers, trade show, market week, exhibition, fashion shows.</p>			5
<p>Chapter 2 Market Research: Definition, Types, Stages in Marketing Research, Research Methods - Quantitative and Qualitative research methods, Data collection techniques and analysis.</p>			5
<p>Chapter 3 Functions of Marketing: Product planning and development, new product development, Product mix and Range planning. Pricing planning and strategies – Functions, Factors influencing pricing, Methods of setting price for new product.</p>			5
Unit – 2			Hrs.
<p>Chapter 4 Merchandising – Definition, Terminology, Qualities of a Merchandiser, Roles and Responsibilities, Functions of a Merchandiser, Types of Merchandising, Export House- Definition, Types - Manufacturer export, Merchant Exporter. Buying House – Types of Buying agencies, and Selection of Buyers.</p>			5
<p>Chapter 5 Merchandise Planning: Definition, types, Process of Merchandising, Analysis and Comparisons of Past sales to forecast demand, Assortment Planning; Challenges and Importance of Merchandise Planning.</p>			5
			5

<p>Chapter 6 Marketing Channels and Product Analysis: Marketing Budget, Idea Generation, Quick Reaction, Just-In-Time, Merchandiser Calendar, Trend Analysis, Forecast Analysis, Ideas for Product Line, Point of Purchase (POP) and Point of Sale (POS), Planning, Directing, Lead Time Coordinating, and Regulating.</p>	
<p>Unit – 3</p>	<p>Hrs.</p>
<p>Chapter 7 Fashion Market Plan: Introduction, benefits and drawbacks, business knowledge, funding, planning, industry analysis, product identification, ideal location, establishment of Market plan. Distribution Channel - Ware Housing, Inventory Control and Order Processing.</p>	<p>5</p>
<p>Chapter 8 Consumer Behavior in Fashion –Factors influencing Consumer Behavior – Age, Trend, Socio-economic strata, Analysis of Consumer market and Buyer behavior, Role of Fashion Marketer, Consumer identification and fashion Lifecycle, Strategy Creation, Consumer Insights, Forecast, Track Trends, Psychological and Sociological factors influencing purchase decisions, Consumer segmentation and target market.</p>	<p>5</p>
<p>Chapter 9 Retail Marketing - Definition, Importance, types, retail organization structure, store – buying, selling, retailing formats, and responsibilities. Fashion Stores: Factory Outlets, Wholesale, Franchisee, Retail, Departmental Store, shopping mall and, E-commerce. Fashion Store Chains – National -Fab India, Shopper Stop, Pantaloons and Max, International -Tommy Hilfiger, Versace, Vera Moda, Mango, Zara.</p>	<p>5</p>
<p>Unit – 4</p>	<p>Hrs.</p>
<p>Chapter 10 Retail Branding and Positioning: Definition, Importance of branding, Functions, Building and managing retail brand identity, Positioning strategies and differentiation in retail. Fashion Retail Store Operations - Retail mapping, Store mapping, Rate Analysis, and Market Analysis.</p>	<p>5</p>
<p>Chapter 11 Retail Fashion Promotions: Marketing Channels, Planning and Direction, Retail Advertising, Publicity, Special Events, Visual Merchandise, Personal Selling, Promotion Ethics, and Relationship Marketing.</p>	<p>5</p>
<p>Chapter 12 Digital Marketing in Retail - Digital marketing strategies for retail businesses, E-commerce platforms and online retailing, Social media Platform – Email, Content, and</p>	<p>5</p>

Native Advertising and Internet marketing – Search Engine Optimization (SEO) Search Engine Marketing (SEM).	
References	
<ul style="list-style-type: none"> • Ellen Diamond, “Fashion Retailing – A Multi-Channel Approach”, Pearson Publications, 2012. 	
<ul style="list-style-type: none"> • Gibson G Vedamani, “Retail Management: Function, Principles and Practices”, J. Co. Publications, 4th Edition, 2012, ISBN-13: 978-817-9921-517. 	
<ul style="list-style-type: none"> • Leslie Davis Burns, Kathy K Mullet, “The Business of Fashion”, Fairchild Books, 1997. 	
<ul style="list-style-type: none"> • Mike Easey, “Fashion Marketing”, Blackwell Publications, 3rd edition, 2009. 	
<ul style="list-style-type: none"> • Nancy J Rabolt, Judy K Miler, “Concepts and Cases in Retail and Merchandise Management”, Fairchild Books, 1997, ISBN-13: 978-1563670862. 	
<ul style="list-style-type: none"> • Patricia Mink Rath, Richard Petrizzi, Penny Gill, “Marketing Fashion – A Global Perspective”, Bloomsbury Publishing India Private Limited, 2012. 	
<ul style="list-style-type: none"> • Philip Kotler, Gary Armstrong, “Principles of Marketing”, Pearson; 17th edition, 2017, ISBN-13 : 978-0134492513 	
<ul style="list-style-type: none"> • Sidney Packard, Arthur A Winters, “Fashion Buying & Merchandising”, Fairchild Books, 1983. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD 6.2 P	Course Credits	2
Course Name	Digital Fashion Studio (Practical)	Contact Hours	60 Hrs.
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand digital tools and technologies used in the fashion industry. • Develop skills in digital sketching and illustration techniques. • Create virtual fashion presentations and portfolio materials. • Use 3D modeling and virtual prototyping for fashion. 			
Unit – 1			Hrs.
Digital Image Editing and Enhancement – Enhance and retouch fashion images using image editing software, resizing, and correction of colour. Optimize image, background removal and image composition for web and print.			12
Unit – 2			
Develop digital boards - Inspiration, Mood, Story, Colour, Swatch, Texture Board, digital Sketches with detailed product descriptions.			8
Unit – 3			
Motif Development - Develop a thematic motif using digital software, incorporate colour and texture it. Select suitable repeat with appropriate layout.			8
Unit – 4			
Digital Fashion Illustration – Develop digital fashion sketches using various techniques. Explore colour palettes and different rendering techniques, incorporate patterns and textures.			10
Unit -5			
CAD for Garment Prototyping: Create digital patterns and virtual garment construction, Simulating fabric drape and movement in digital prototypes for Men, Women and Kid's Garment.			12
Unit -6			
Virtual Fashion Showcasing – Plan and organize virtual fashion Show presentations, using digital tools for creating realistic models and avatars, presenting the developed digital collection of garments in a virtual environment – Ramp, Music with Backdrops.			10

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD 6.3 T	Course Credits	4
Course Name	Fashion Styling (Theory)	Contact Hours	60 Hrs.
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the principles of fashion styling and their ethical applications. • Understand the role of styling in editorial shoots, advertising campaigns, and runway shows. • Analyze fashion trends and apply them to create new looks. • Develop a personal style and creative vision as a stylist. 			
Unit – 1			Hrs.
<p>Chapter 1 Introduction to Fashion Styling: Definition, Scope of fashion styling, Evolution and significance, general rules and basics of styling.</p>			3
<p>Chapter 2 Roles and responsibilities of fashion stylist, misconception about styling, stylist kit and personality traits of stylists, influence of stylist.</p>			6
<p>Chapter 3 Elements of styling, study of body types for styling, figure types - men, women, and kids, creating harmony and balance in styling.</p>			6
Unit -2			Hrs.
<p>Chapter 4 Styling according to different face shapes, understanding facial features, selection of accessories and hairstyle to suit various face shapes, choices for the neckline.</p>			5
<p>Chapter 5 Styling for corporate, entertainment, commercial and professionals – Introduction, definition, wardrobe styling for corporate, TV and films, buying and renting wardrobe, general rules for wardrobe styling.</p>			5
<p>Chapter 6 Image management – Introduction, definition, personal stylist, celebrity stylist, concierge service and the stylist, stylist – client relationship, understanding personal styles and interpretation of style categories.</p>			5
Unit -3			Hrs.
<p>Chapter 7 Fashion styling diversification – Runway styling, off-figure, on-figure, digital styling, social media and fashion blogging.</p>			5
<p>Chapter 8 Makeover – Introduction to make-up, types of make-up based on skin type, shape of face, eyes, nose, lips. Choice of colours based on skin colours. Make-up for corporate outing, special occasions – wedding, party, award ceremony.</p>			5
<p>Chapter 9 Etiquette – Etiquette of styling, clothing etiquette, dress code for various occasions, styling concepts for special events – editorial shirts, commercials, advertisements, social media and digital platforms, stylists of National and International repute.</p>			5

Unit -4	
<p>Chapter 10 Fashion styling and Photography – Importance of photography in fashion styling portfolio, different types of photographs – editorial, beauty and still life.</p>	5
<p>Chapter 11 Fashion Magazines and Editorial Styling – The role of fashion magazines in the digital Era; Analysis of editorial styling techniques and trends; Collaboration and role between stylists, photographers, and creative teams in fashion magazines.</p>	5
<p>Chapter 12 Sustainable and ethical fashion styling – importance of sustainability and ethical considerations. Eco-friendly styling practices.</p>	5
References	
<ul style="list-style-type: none"> • Gillian Armour, “Fashion Stylist – A how to guide”, Create Space, 2012 	
<ul style="list-style-type: none"> • Jo Dingmans, “Mastering Fashion Styling”, Palgrave master series, 1999. ISBN: 978-0-333-77092-4. 	
<ul style="list-style-type: none"> • Kathleen Fifield, “InStyle Instant style- your season-by-season guide for work and weekends”, Style books, 2006. 	
<ul style="list-style-type: none"> • Kendall Farr, “The Pocket Stylist: Behind-the-Scenes Expertise from a Fashion Pro on Creating Your Own Look.” Avery, 1st edition, 2004. 	
<ul style="list-style-type: none"> • Luanne McLean, “Contemporary Fashion Stylist”, Artis Publishers, 2014, ISBN-13: 978-1908-126-184. 	
<ul style="list-style-type: none"> • Shannon Burns, Tran, “Style wise – A practical guide to becoming a Fashion Stylist” Bloom berry Books, 2018 ISBN: 9781501323836. 	
<ul style="list-style-type: none"> • Somer Flaherty, “The Book of Styling – The Insider’s Guide to Creating Your Own Look”, Zest Book, 2012, ISBN -13: 978-0982-732243. 	
<ul style="list-style-type: none"> • Sophie Benson, “Fashion Styling”, Bloomsbury, 2022, ISBN: 978-13500-74101. 	
<ul style="list-style-type: none"> • William Strunk, “Elements of Style”, Fingerprint publishing, 2020, ISBN-10: 8194898862. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD 6.4 P	Course Credits	2
Course Name	Fashion Portfolio and Design Collection (Practical)	Contact Hours	60 Hrs.
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the importance and significance of portfolio. • Adapt their artistic abilities to support future design careers. • Develop confidence to contribute to the world of Fashion. 			
Unit – 1			12
Design Development: Mind Mapping, Idea Generation- Clarify, ideate, develop and implement. Selection of themes, Preparation of Inspiration, Mood, Client, Colour, Swatch board for Autumn, Winter, Spring, Summer collection of three ensembles each for Women’s Category of Clothing.			
Unit -2			10
Design Development: Mind Mapping, Idea Generation- Clarify, ideate, develop and implement. Selection of themes, Preparation of Inspiration, Mood, Client, Colour, Swatch board for Autumn, Winter, Spring, Summer collection of three ensembles each for Men’s Category of Clothing.			
Unit -3			10
Design Development: Mind Mapping, Idea Generation- Clarify, ideate, develop and implement. Selection of themes, Preparation of Inspiration, Mood, Client, Colour, Swatch board for autumn, winter, spring, summer collection of three ensembles each for Children’s Category of Clothing.			
Unit -4			8
Presentation of Design Collection inspired by any designer of your Choice (One National and One International designer).			
Unit -5			10
Preparation of Photoshoot folio of the designed collection – Based on Indoor, and Outdoor Location, and Lighting.			
Unit -6			10
<p>Development of individual portfolio presentation based on a theme.</p> <ol style="list-style-type: none"> It should have a minimum of 2 collections of 5 ensembles each (4 wearables, 1 non- wearable). Portfolio should include development of Inspiration, story, mood, colour, texture, and Swatch board, logo, working drawing – Spec-sheet and cost sheet. Development of garments by drafting, draping and flat pattern method. <p>One collection from the portfolio to be presented in fashion show.</p>			

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD 6.5 T	Course Credits	4
Course Name	Visual Merchandising (Theory)	Contact Hours	60 Hrs.
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the fundamentals of visual merchandising and its impact on retail environments. • Use various tools and techniques to enhance product presentation. • Apply principles of visual merchandising to influence customer purchasing decisions. • Design and execute effective visual merchandising displays 			
Unit – 1			Hrs.
<p>Chapter 1 Introduction to retail - Retailing, definition, evolution, scope of retailing, significance, retail format and retail environment in India.</p>			5
<p>Chapter 2 Introduction to visual merchandising – Definition, history, objectives, importance, terminologies and essential features of VM.</p>			5
<p>Chapter 3 Elements of visual merchandising, display design basics – line, composition, texture, colour, lighting, principles of display.</p>			5
Unit – 2			Hrs.
<p>Chapter 4 Store Planning – Definition, criteria for store planning, store layouts – free flow, grid, loop, herringbone, spine – advantages and disadvantages, angles, and sightlines, planogram.</p>			6
<p>Chapter 5 Displays – Types of window display - open, closed, corner, elevated, and shadow box. Instore displays – high points, focal points, island display. Types of display setting.</p>			6
<p>Chapter 6 Fixtures – Purpose, types of retail display fixtures, wall displays, storage cases, signage - role of signage, types - exterior signage, promotional, directional, informational, branded signage, mat signage.</p>			3
Unit – 3			Hrs.

<p>Chapter 7 Mannequins - Introduction, types – realistic, abstract, headless, plus size, children and teen, sports, dress forms, ghost, flexible, torso mannequins, standalone mannequin parts. Importance and role of mannequins in retail industry. Selection criteria, dressing for mannequin and grouping of mannequins.</p>	5
<p>Chapter 8 Merchandise presentation – Meaning, principles, placement of merchandise, categories in fashion merchandise presentation, dominance factor in merchandise presentation – colour, size, co-ordinates, brand name, price, end-user, cross merchandising.</p>	5
<p>Chapter 9 Window display – Construction – Window glass, floor, back of the window, window ceiling, side walls, props – meaning, choice and placement of props, proscenia and masking.</p>	5
Unit – 4	Hrs.
<p>Chapter 10 Lighting in visual merchandising - Importance, types - primary, accent/secondary, atmosphere lighting, lighting techniques for VM to increase sales – shelf lighting, change room lighting, display rack lighting, end cap lighting,</p>	5
<p>Chapter 11 Visual merchandising techniques to increase sales, foot traffic, storytelling, sales team knowledge, sales analysis, display calendar, sales tracking, purpose of sales tracking,</p>	5
<p>Chapter 12 Future of visual merchandising – Shopping trends and innovations, technology and digital VM, sustainable VM strategies, and materials, responsible consumption and environmental impact awareness.</p>	5
References	
<ul style="list-style-type: none"> • Claus Ebster, Marion Garaus, “Store Design and Visual Merchandising”, Business Expert Press, 2011, ISBN-13: 987-1606490945. 	
<ul style="list-style-type: none"> • Judith Bell & Kate Ternus, “Silent Selling, Best Practice & Effective Strategies in Visual Merchandising”, Fairchild Books, 5th edition, 2017. 	
<ul style="list-style-type: none"> • Laura Bliss, “Study Guide Visual Merchandising and Display”, Fairchild Publications, 3rd ed, 1995. 	
<ul style="list-style-type: none"> • Swathi Bhalla, Anuraag S, “Visual Merchandising”, Tata McGraw Hill Publishers, 2010. 	

<ul style="list-style-type: none"> Tony Morgan, “Visual Merchandising”, Laurence King Publishing, 2016, ISBN-13: 978-17806-76876.
<ul style="list-style-type: none"> Tony Morgan, “Visual Merchandising Fourth Edition- Window Display In-store Experience”, Laurence King Publishing, 2016, ISBN-10:1913949327.

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD E2 6.6 T	Course Credits	3
Course Name	a. Digital Fashion Marketing (Theory)	Contact Hours	45 Hrs.
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> Understand the fundamentals of digital marketing and its relevance to fashion industry. Develop comprehensive digital marketing strategies for fashion brands. Utilize social media platforms effectively to build brand awareness and engage target audiences. Create compelling visual content for fashion marketing campaigns. 			
Unit – 1			Hrs.
<p>Chapter 1 Digital Marketing for Fashion Brands: Overview of the fashion industry in the digital era, key components of digital fashion marketing, evolution and impact of digital marketing, digital marketing strategies.</p>			5
<p>Chapter 2 Digital Marketing Channels and Platforms for Fashion: Websites, Email, Social Media, Mobile, video marketing, affiliate marketing, instant messaging marketing, influencer marketing, online public relations, leveraging search engine optimization (SEO) and search engine marketing (SEM) for fashion brands.</p>			5
<p>Chapter 3 Digital Transformation of Fashion Retail: E-commerce and Digital Retailing – User interface and user experience, Customer journey and Optimization of online shopping experience – product visualization and information, payment gateway, return, exchange and refund process.</p>			5
Unit – 2			Hrs.
<p>Chapter 4 Social Media Platforms and Influencer for Fashion Marketing – Analyzing platform demographics and Consumer behavior and perception relevant to the fashion industry-</p>			6

<p>Methods, Process, and benefits; Influencer marketing and collaborations in the fashion industry, Analyzing tools of social media campaigns: Insights and Analytics of Instagram, Facebook, Twitter, LinkedIn, and YouTube.</p> <p>Chapter 5 Social Media Analytics and Performance Measurement – Media metrics and analytics tools; Tracking engagement, reach, impressions, conversions, and other performance indicators; data evaluation and optimization in fashion social media campaigns. Social Media Advertising -Facebook Ads, Instagram Ads; Process involved in Creating targeted ads, setting budgets, and optimizing campaign performance; Return on Investment (ROI) measurement for fashion campaigns for targeted audience.</p> <p>Chapter 6 Fashion Influencer Marketing –Role of influencers in fashion social media marketing; Identifying and partnering with influencers to promote fashion brands; Influencer collaboration strategies, negotiations, and campaign management.</p>	<p>5</p> <p>4</p>
Unit – 3	Hrs.
<p>Chapter 7 Content Creation and Curation: Methods of Crafting compelling and visually appealing content for fashion social media campaigns – Call-to-Action (CTA), Visual Consistency, Branding and User-Generated Content (UGC); Content Creation Techniques: storytelling, and visual branding.</p> <p>Chapter 8 Ethical and Sustainable Digital Fashion Marketing: Practices in digital fashion marketing; Importance of transparency and responsible marketing; Applying ethical and sustainable principles to digital marketing campaigns. Ethical Considerations and Brand Reputation Management – Ethical guidelines for fashion social media marketing; handling negative feedback on social media; Promoting brand values and maintaining authenticity in social media campaigns.</p> <p>Chapter 9 Copyright and legal considerations on Digital Marketing: Importance, Definitions and Key Elements of – Copyright Ownership, Licensing and Usage Rights, Fair Use, Branding and Trademarks, Intellectual Property Infringement, Terms of Service.</p>	<p>5</p> <p>5</p> <p>5</p>
References	
<ul style="list-style-type: none"> • Amresh Bharathi, “Digital Marketing”, Invincible Publication, 2022, ISBN-13: 978-9394-200-661. • Clare Harris “Fundamentals of Digital Fashion Marketing”, Bloomsbury Visual Arts 2017. ISBN-13: 978-1474220859 	

<ul style="list-style-type: none"> • Gaynor Lea-Greenwood “Fashion Marketing Communications” Wiley-Blackwell (an imprint of John Wiley & Sons L); 1st edition 2012 ISBN-13: 978-1405150606
<ul style="list-style-type: none"> • Nancy J. Rabolt & Judy K. Miller, “Concepts & cases – in retail & merchandise Management”, Fairchild Books, 2008.
<ul style="list-style-type: none"> • Paul Tolme “The New Rules of Fashion Marketing” Published by Elsevier Ltd, Second edition 2007 ISBN–13: 978-0-7506-6897-2.
<ul style="list-style-type: none"> • Puneet Singh Bhatia, “Social Media and Mobile Marketing”, Wiley Publisher, 2019, ISBN-13: 978-8126-578078.
<ul style="list-style-type: none"> • Wilson Ozuem, Silvia Ranfagni, “The Art of Digital Marketing for Fashion and Luxury Brands: Marketspaces and Marketplaces”, Springer Nature, 2021. ISBN: 9783030703240
<ul style="list-style-type: none"> • Yuli Ziv “Fashion 2.0: Season of Change: A Forecast of Digital Trends Set to Disrupt the Fashion Industry”, Fashion 2.0: Season of Change, 2013, 2nd Edition, ISBN13: 9780615875804

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD E2 6.6 T	Course Credits	3
Course Name	b. Home Textiles (Theory)	Contact Hours	45 Hrs.
Course outcomes: On successful completion of the course, the students will be able to <ul style="list-style-type: none"> • Understand the role and importance of home textiles. • Select appropriate fabrics for home textile products. • Develop Creative Home Textiles for Interiors. • Design home textile products to meet consumer demands. 			
Unit – 1			Hrs.
Chapter 1 Introduction to Home textiles - Definition, types of home textiles, factors influencing selection of home textiles, Recent trends in home textiles.			3
Chapter 2 Floor and wall coverings – definition, types of floors covering –hard, soft, and resilient floor coverings- Carpets and Rugs - Importance, uses, factors affecting selection of floor coverings, advantages and disadvantages. Care and maintenance of floor coverings. Wall covering- Definition, Importance, uses, care and maintenance of wall coverings.			6
Chapter 3 Doors: Definition, Parts of the door and window, Curtains and Draperies- Definitions, materials used for Curtains and Draperies, Importance, advantages and disadvantages, Factors affecting selection of Curtains and Draperies			6
Unit – 2			Hrs.
Chapter 4 Window treatments: Types of Curtains – draw, tailored, pleated, cafe, three tier curtains. Types of draperies- swag and valances. Accessories- rods hook, rails, racks, curtain tape pins. Care and maintenance of curtains, Draperies and its accessories.			5
Chapter 5 Soft furnishings for living room- Introduction, types of soft furnishing, Upholstery-sofa, sofa covers, cushion, cushion covers, Floor cushion, upholsteries, bolster and bolster covers, bed sheets, covers, Comforters, uses, care and Maintenance.			5
Chapter 6 Soft furnishings for bed linen - bed sheets, covers, blankets, blanket covers, comfort, and comfort covers, bedspreads, mattress and mattress cover, pillow and pillow cover, pads, uses, care and maintenance.			5
Unit – 3			Hrs.
Chapter 7 Soft furnishings for kitchen and dining, types of kitchen linens – kitchen towel, aprons, dish cloth, fridge, grinder and mixie covers, mittens, fridge holders –their uses, care and maintenance. Soft furnishings for Dining - Types of dining- table mat, dish/potholders, cutlery holder, fruit baskets, hand towels- uses, care and maintenance.			6
			4

<p>Chapter 8 Bathroom linens – types of Fabric used- Face towel, Turkey towel, Bath robe, Floor mat, Shower Curtains, uses, care and Maintenance.</p> <p>Chapter 9 Smart Home Textiles; Introduction, Recent developments in home textile, applications, scope and future of smart textiles in global scenario. Certifications and Standards for Home textiles; ISO, GOTS, ASTM, AATCC, OEKO Tex. Testing and Quality inspection, packaging, and shipping.</p>	5
References	
<ul style="list-style-type: none"> • Charlotte M Gibbs, “Household Textiles”, Forgotten Book, ISBN: 978-0-365-52154-9. 	
<ul style="list-style-type: none"> • Durga Deulkar, “Household Textiles and laundry Work”, Athmram Publication,2011, ISBN: 978-8170437864. 	
<ul style="list-style-type: none"> • Frank Theodore K, “Fabric for the Designed Interior” 2nd edition, Bloomsbury Publishing Plc, 2017. 	
<ul style="list-style-type: none"> • Karthik T., D. Gopalakrishnan, “Home Textiles”, Daya Publishing, 2018. ISBN: 9789386695923 	
<ul style="list-style-type: none"> • Hongshan Zhao and Lin Ma, “Study of Eco – evolution Path of Home Textile Industry under the Background of Internet Plus”, Journal of Physics: Conference series, 2021. 	
<ul style="list-style-type: none"> • Ramesh V.B., Sundaresan S., “Home Furnishing”, Woodhead Publishing India Pvt. Ltd., 2018. 	
<ul style="list-style-type: none"> • Subrata Das, “Performances of Home Textiles”, Woodhead Publications India, 2015, ISBN-10: 9380308094. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD V2 6.7	Course Credits	3
Course Name	a. Indian Textiles Art and Craft (Theory + Practical)	Contact Hours	60 Hrs.
Course outcomes: On successful completion of the course, the students will be able to			
<ul style="list-style-type: none"> • Gain a deep understanding of the rich history, cultural significance of Indian Textile Art and Craft. • Understand the various techniques used in Indian textile art and craft. • Learn about the importance of preserving traditional Indian textile art and craft. • Promote sustainable and ethical practices in Indian textile art and craft. 			
Theory			
Unit 1			
Chapter 1 Introduction to Indian Textile Art and Craft – Overview of Indian textile traditions, Importance of textile art and craft in Indian culture, Exploration of regional variations and styles.			3
Chapter 2 Traditional crafts of various states of India – Andhra Pradesh - Kalamkari, Karnataka - Hase Chittara, Maharashtra - Kolhapuri Chappals, Goa - Coconut Shell Artwork, Rajasthan - Jadau Jewellery, Gujarat - Bandhini Textiles, Punjab - Handmade Jooties, Uttar Pradesh - Chikankari), West Bengal - Dacca Muslin, Jammu and Kashmir - Pashmina Shawls, Chhattisgarh - Terracotta Pottery, Jharkhand - Dhokra Art, Kerala - Metal Lamps, Madhya Pradesh - Chander Silk Saree, Manipur - Black Stone Pottery, Meghalaya - Ryndiah Silk Shawls, Mizoram - Home Decor Items, Nagaland - Angami Naga Shawls, Tripura - Bamboo Lampshades, Arunachal Pradesh - Bamboo Items. Tamil Nadu - Tanjore paintings, Kanjeevaram silks, Karnataka - Mysore paintings, Mysore Silk Saree, Bidri work, Orissa - Attahiru, Kerala - Murals, Bihar -Madhubani Painting.			6
Chapter 3 Terracotta crafts in India – Terracotta art and types from states of Karnataka, Bengal, Gujarat, Rajasthan, Orissa & Bihar. Different forms of terracotta arts – jewellery, pottery, crockery, tiles and decorative items. Bamboo and cane craft of India from Arunachal Pradesh, Mizoram and Tripura, wooden craft of Karnataka, Jharkhand, Lavo Mandri of Goa.			6
Unit – 2			
Chapter 4 Tie and Dye Techniques: Bandhani – Definition, History, Types - tie and dye process, and patterns; Patola: Double ikat technique and motifs; Lehariya: Tie and dye technique in Rajasthani textiles			5
Chapter 5 Traditional Rug Making: Definition, Types - Kashmiri carpets: Techniques, motifs, and designs; Jaipur rugs: Weaving techniques and patterns; Bhadohi carpets: Materials, weaving process, and motifs.			5
			5

Chapter 6 Tribal Textile Art: Introduction to Indian tribal textile traditions; Bhil, Gond, Warli, and Rabari textile art: Techniques and motifs; Cultural significance and symbolism in tribal textiles.	
Practical	
Unit-3	
Chapter 7 Design and Develop samples using Block printing, Tie and die technique, batik, Screen Printing. 2 samples each (10”x10”)	10
Chapter 8 Develop a Mini- Project that incorporates the essence of the selected Indian Textile Art and Craft through a research study under the following headings: <ul style="list-style-type: none"> • Introduction • History • Motifs Used • Colours Used • Methodology • Outcome • Photographs 	10
Chapter 9 Design and development of a folio of Indian Textiles. (20 Samples of 6 X 6 inch)	10
References	
<ul style="list-style-type: none"> • Alan Pipes, “Foundations of Art and Design”, Laurence King Publishing, 2003. 	
<ul style="list-style-type: none"> • Jamila Brij Bhushan,” The Costumes and Textiles of India,” Taraporevala, Bombay 1958. 	
<ul style="list-style-type: none"> • Ilay Cooper, John Gillow, “Arts and Crafts of India”, Thames & Hudson Ltd , 1996 ISBN-13 : 978-0500278635 	
<ul style="list-style-type: none"> • Parul Bhatnagar, “Decorative Design History in Indian Textiles and Costumes”, Abhishek Publications, 2011. ISBN: 9788182470873. 	
<ul style="list-style-type: none"> • Rajan, M.P., & Aditi Rajan, “Handmade in India”, 2007 Council of Handcraft development – corporation New Delhi ISBN 8188204498 	
<ul style="list-style-type: none"> • Rita Kapur Chishti "Saris: Tradition and Beyond" Roli Books; Reprint edition (February 16, 2013) ISBN-13: 978-8174363749 	
<ul style="list-style-type: none"> • Rita Kapur Chishti; Rahul Jain, “Handcrafted Indian Textiles (Tradition and Beyond)”, Edited by Marthand Singh, Lustre/ Roli Books, 2005. ISBN-10: 8174360840. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD V2 6.7 T	Course Credits	3
Course Name	b. Leather Apparel and Accessories (Theory + Practical)	Contact Hours	60 Hrs.
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the characteristics and properties of leather as a material for apparel and accessories. • Explore various techniques and processes involved in working with leather. • Develop design concepts and create original designs for leather apparel and accessories. • Learn about sustainability practices in the leather industry and apply them to design and production processes. 			
Theory			
Unit – 1			
<p>Chapter 1 Leather Apparel and Accessories: Overview of the leather industry, Historical significance and cultural context, Types of leather and their characteristics, Sustainability in the leather industry.</p>			5
<p>Chapter 2 Leather Design Principles: Elements and principles of design, Leather color and texture Design concept development, Creating mood boards and design sketches.</p>			5
<p>Chapter 3 Leather Manufacturing Processes: Leather preparation and cutting techniques, Sewing and stitching methods for leather, Finishing techniques and treatments, Quality control in leather production.</p>			5
Unit -2			Hrs.
<p>Chapter 4 Market Analysis and Trends: Researching market trends and consumer preferences, identifying target markets for leather apparel and accessories, Branding and marketing strategies in the leather industry.</p>			5
<p>Chapter 5 Leather Accessories Design Design considerations for leather accessories, Creating patterns and prototypes for bags, wallets, and belts, Hardware and embellishment techniques.</p>			5

Chapter 6 Sustainability and Ethical Practices: Sustainable sourcing of leather materials, Ethical considerations in leather production, Recycling and upcycling leather.	5
Practical	
Unit 3	
Chapter 7 Development of design for leather apparel – Jackets vests, skirt and pants.	10
Chapter 8 Design and Illustrate Theme Based Leather accessories - Footwear, Bags, Belts, Gloves, Caps. (3 Each). Construct any two products.	10
Chapter 9 Develop a comprehensive design project involving leather apparel or accessories- Concept development, prototyping, and final presentation.	10
References	
<ul style="list-style-type: none"> • Abling, Bina, “Marker Rendering for Fashion, Accessories, and Home Fashions”, Fairchild Books,2006, 4th Edition, ISBN-13: 9781563673603. • Claire Billcocks, “Century of Bags”, Chart well Books, New Jersey, 1997. • Dinesh Pandey,” Leather Processing & Tanning Technology”, Ishwar Books 2019, ISBN-13: 978-9386806444 • Heidemann, E. (1993). “Fundamentals of Leather Manufacture”, Eduard Roether KG. ISBN 3-7929-0206-0. • Malolow Blahnik, Co Collin Mac Dolw, “Shoes - Fashion and Fantasies”, Thames and Hudson, 1989. • Dutta S. S. “Introduction to the Principles of Leather Manufacture”, 4th Edition, ILTA, Kolkata. • Stephen Fleming, “The Leatherworking Starter Handbook”, Neha Dudey, 2020, ISBN-13: 9781647130534. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD 6.8	Course Credits	2
Course Name	Internship	Contact Hours	-
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the working structure of the industry/ company / Craft Cluster. • Analyze the methods adopted in the industry/ Craft Cluster. • Correlate to the theoretical knowledge gained in the classroom. • Discover the nuances of the workplace and appreciate it. 			
<p>Internship is to be carried out in a garment factory / textile craft cluster/ retail outlet for a minimum period of 30 days after the completion of V Semester. The student must submit a detailed Internship report furnishing all the details along with the work he/she has carried out during the period.</p> <p>The internship report should include</p> <ul style="list-style-type: none"> • Aim & objectives • Organizational structure • Process flow chart / sequence of operations • Product specifications /Product range • Design features • Quality systems • Summary • References 			