



TUMKUR UNIVERSITY

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

2026-27 onwards

(State Education Policy)

B.Sc. (FASHION AND APPAREL DESIGN)								
SEMESTER V								
CODE	Course	Paper Theory/ Practical	Instruction Hrs./week	Duration of Exam (Hrs.)	Marks			Credits
					IA	Exam	Total	
FAD 5.1 T	Visual Merchandising	Theory	3	3	20	80	100	3
FAD 5.1 P	Visual Merchandising	Practical	4	3	10	40	50	2
FAD 5.2 T	Needle Craft	Theory	3	3	20	80	100	3
FAD 5.2 P	Needle Craft	Practical	4	3	10	40	50	2
FAD 5.3 T	Fashion Accessories	Theory	3	3	20	80	100	3
FAD 5.3 P	Fashion Accessories	Practical	4	3	10	40	50	2
FAD 5.4 T	Draping	Theory	3	3	20	80	100	3
FAD 5.4 P	Draping	Practical	6	3	20	80	100	3
FAD 5.5 P	Digital Fashion Studio	Practical	6	3	20	80	100	3
FAD 5.6	Internship/ Craft Documentation (SEC)	-	--	--	10	40 Viva voce & Report	50	2
				Total	800			26

B.Sc. FASHION AND APPAREL DESIGN								
SEMESTER VI								
CODE	Course	Paper Theory/ Practical	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Exam	Total	
FAD 6.1 T	Fashion Business Communication	Theory	3	3	20	80	100	3
FAD 6.1 P	Fashion Business Communication	Practical	4	3	10	40	50	2
FAD 6.2 T	Apparel Quality Management	Theory	3	3	20	80	100	3
FAD 6.2 P	Apparel Quality Management	Practical	4	3	10	40	50	2
FAD 6.3 T	Indian Traditional Embroideries	Theory	3	3	20	80	100	3
FAD 6.3 P	Indian Traditional Embroideries	Practical	6	3	20	80	100	3
FAD 6.4 T	Fashion Styling	Theory	3	3	20	80	100	3
FAD 6.4 P	Fashion Styling	Practical	3	3	10	40	50	2
FAD 6.5 P	Fashion Portfolio & Design Collection	Practical	6	3	20	80	100	3
FAD 6.6	Research Methodology with survey project	-	2+2	--	10	40 Viva voce & Report	50	2
				Total	800			26

V Semester
B.Sc. Fashion and Apparel Design
FAD 5.1 T – Visual Merchandising (Theory)

FAD 5.1 T	Exam Hours: 03 Hrs.
Total Hrs.: 45	Exam Marks: 80
Number of Theory Credits: 3	Internal Assessment: 20

Course outcomes: On successful completion of the course, the students will be able to
1. Understand the fundamentals of visual merchandising and its role in enhancing retail experiences.
2. Identify and analyze various store layouts and visual merchandising tools.
3. Apply design principles to create compelling in-store and window displays.
4. Evaluate the impact of lighting, colour theory, and materials on product presentation and consumer perception.
5. Design innovative, brand-focused visual merchandising strategies using traditional and digital tools.

Unit-1	Hrs.
Visual Merchandising (VM): Introduction, definition, significance, and objectives, Evolution of visual merchandising in fashion and lifestyle, roles and responsibilities of a visual merchandiser, visual merchandising vs. display design vs. marketing. Elements and principles of design in visual merchandising. Storyboard, visual themes, focal points and flow for VM.	12
Unit-2	
Store layouts and fixture planning: Definition, types of store layouts: grid, freeform, racetrack, boutique, floor planning and traffic flow analysis. Fixtures and equipment: gondolas, mannequins, nesting tables, planograms and zoning. Window displays: Introduction, definition, purpose and types of window displays. Planning and installation: concept to execution, materials, props, and storytelling in windows, brand identity and seasonal campaigns.	12
Unit-3	
Lighting and colour theory: Introduction, definition, types of lighting: ambient, accent, task, decorative, light intensity, shadow, and focus. Psychology of colour in retail environments, brand-specific colour schemes and palettes. Signage, graphics, and communication: Introduction, definition, types of signage: informational, directional, promotional, typography, hierarchy, branding consistency, use of QR codes, interactive signage, design principles for print and digital in-store communication.	12
Unit-4	
Innovations in visual merchandising: Augmented Reality/Virtual Reality integration in retail space, holograms, motion displays, heat mapping, projection mapping, interactive touchpoints and smart mirrors. Strategic planning and sustainability - seasonal visual merchandising calendar, promotional timelines, budgeting and sourcing materials, sustainable materials and eco-conscious displays. Measuring success - KPIs, footfall, and sales conversion. Case studies of fashion or retail brand, analysing its business strategy, design approach, visual merchandising, marketing, and sustainability practices.	9

References	
1.	Bell, Judith, and Kate Ternus. "Silent Selling: Best Practices and Effective Strategies in Visual Merchandising". 5th ed., Bloomsbury Publishing, 2017.
2.	Bickle, Marianne. "Fashion Marketing and Merchandising". 3rd ed., Goodheart-Willcox, 2016.
3.	Diamond, Jay, and Ellen "Diamond. Retailing". 9th ed., Pearson Education, 2013.
4.	Doyle, Peter. "Marketing Management and Strategy". 4th ed., Pearson Education, 2006.
5.	Easterling, Cynthia R., Ellen L. Flottman, and Marian H. Jernigan. "Merchandising Mathematics for Retailing". 5th ed., Pearson, 2017.
6.	Hines, Tony, and Margaret Bruce. "Fashion Marketing: Contemporary Issues". Butterworth-Heinemann, 2007.
7.	Kent, Tony. "Fashion Retail". Routledge, 2018.
8.	Kerfoot, Shona, Angela Davies, and Martin Ward. "Visual Merchandising and the Retail Environment". Routledge, 2003.
9.	Levy, Michael, and Barton A. Weitz. "Retailing Management". 10th ed., McGraw-Hill Education, 2018.
10.	Mills, Keri, and Rick Miller. Retail Merchandising. 6th ed., Fairchild Books, 2012.
11.	Moody, Wendy. The Fundamentals of Visual Merchandising. AVA Publishing, 2010.
12.	Morgan, Tony. Visual Merchandising: Windows and In-Store Displays for Retail. 2nd ed., Laurence King Publishing, 2016.
13.	Parker, Charles. Modern Retailing. South-Western College Pub, 2008.
14.	Pegler, Martin M. Store Presentation & Design No. 2: Showcase Interiors from the World's Leading Retail Designers. Visual Reference Publications, 2005.
15.	Pegler, Martin M. Visual Merchandising and Display. 7th Ed., Fairchild Books, 2020.

FAD 5.1 P – Visual Merchandising (Practical)

FAD 5.1 P	Exam Hours: 03 Hrs.
Total Hrs.: 60	Exam Marks: 40
Number of Practical Credits: 2	Internal Assessment: 10

Unit- 1	Hrs.
Sketch line diagrams of store layouts - grid, free flow, loop or racetrack, spine and diagonal. Case study on any two brands (National/ International). Documentation of digital innovation in visual merchandising - strategy used, consumer impact, and innovation level with suitable photograph.	15
Unit- 2	
Create a window display: Seasonal – summer, winter, autumn, spring – Promotional/ new arrivals/ Conceptual – Occasion or theme based. (any one) Development of digital window display boards (any two).	15
Unit- 3	
Theme Ideation and Conceptualization - mood board development, visual storytelling and narrative building, colour scheme, prop planning, lighting and fixtures, material selection, alignment with brand personality and product category. (any two)	15
Unit- 4	
Mini Brand Display Signage: Choose a brand - existing and self-created (one each), Create 3 types of visual merchandising graphics: Storefront Sign / Window Graphic, Promotional Sign, In-store Directional / Informational Sign. Prepare each graphic with proper branding, scale, and placement.	15

V Semester
B.Sc. Fashion and Apparel Design
FAD 5.2 T – Needle Craft (Theory)

FAD 5.2 T	Exam Hours: 03 Hrs.
Total Hrs.: 45	Exam Marks: 80
Number of Theory Credits: 3	Internal Assessment: 20

Course outcomes: On successful completion of the course, the students will be able to
1. Understand the functions of different stitches and their applications.
2. Analyse how stitch selection impacts fabric texture, durability, and aesthetics.
3. Apply needlecraft techniques to construct and embellish garments.
4. Evaluate the quality and effectiveness of needlecraft techniques in surface ornamentation.
5. Design products using needlecraft techniques.

Unit-1	Hrs.
Surface ornamentation - Introduction, definition, tools and materials used in surface embellishment. Hand embroidery – Introduction, classification, methods & implementation of basic embroidery stitch. Straight stitches - running, stem, and back. Loop stitches - chain, open chain, lazy daisy, feather, fly and blanket stitch. Flat stitches - satin, herring bone, cross, fish bone and Romanian couching. Knotted stitches - French and bullion. Weaving stitches- spider's web, woven wheel and kadai kamal.	12
Unit-2	
Crochet – Introduction, definition, tools, material, abbreviation and techniques. Types of crochet - single crochet, double crochet, and treble pattern. Hand knitting – definition, tools, materials, terminologies - abbreviation, techniques employed in knitting, features & applications of elementary stitches (garter, stocking, rib and moss). Textured patterns- rib, diagonal, lace pattern, cable pattern, cross and knotted.	12
Unit-3	
Special ornamentation techniques - Introduction, definition, types, tools, materials, techniques and its applications for appliqué, quilting, braiding, hooking, smocking, macramé knotting, beads, sequins and tatting.	12
Unit-4	
Metal embroideries - Introduction, definition, types, tools, materials, techniques and their applications for Aari, zardozi, gold and silver work. Cut work - Introduction, definition, types, tools, materials, techniques and their applications. Machine embroidery - manual and computerized.	9

References
1. Barnden, Betty. The Embroidery Stitch Bible: Over 200 Traditional and Contemporary Stitches with Easy-to-Follow Charts. Search Press, 2003. ISBN: 9780715319111.
2. Ganderton, Lucinda. Embroidery: A Step-by-Step Guide to More Than 200 Stitches. DK Publishing, 2019. ISBN: 9781465484750.
3. Green, Susie. Appliqué: The Essential Guide to Modern Appliqué. David & Charles, 2006. ISBN: 9780715325334.
4. Jones, Rebecca. The Complete Book of Tatting. Search Press, 2000. ISBN: 9780855329405.
5. Owen, Cheryl. Quilting for the Absolute Beginner. Search Press, 2014. ISBN: 9781782211822.
6. Reader's Digest Association. Reader's Digest Complete Guide to Needlework. Reader's Digest Association, 1992. ISBN: 9780895770592.
7. Royal School of Needlework. The Royal School of Needlework Book of Embroidery: A Guide to Essential Stitches, Techniques, and Projects. Search Press, 2018. ISBN: 9781782216063.
8. Schäpper, Linda. The Complete Book of Crochet Stitch Designs: 500 Classic & Original Patterns. Lark Crafts, 2007. ISBN: 9781579909154.
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10. Stanley, Montse. The Knitter's Handbook: A Comprehensive Guide to the Principles and Techniques of Handknitting. Reader's Digest, 1993. ISBN: 9780895774675.

FAD 5.2 P – Needle Craft (Practical)

FAD 5.2 P	Exam Hours: 03 Hrs.
Total Hrs.: 60	Exam Marks: 40
Number of Practical Credits: 2	Internal Assessment: 10

Unit- 1	Hrs.
Development of embroidery samples of size 6x6 inches – basic embroidery stitches - straight stitch – Running, stem, back stitch. Flat stitch - satin, cross, long and short. Loop stitch – chain, lazy daisy, herring bone, feather and fly stitch. Knotted stitch - French knot, bullion knot, double knot. Weaving - spider web.	15
Unit- 2	
Development of crochet sample of size 6x6 inches - single, double and treble. Development of knitting samples of size 6x6 inches - basic - knit, purl, stocking and rib.	15
Unit- 3	
Development of samples of size 8x8 inches - applique, quilting, patch work, smocking, macramé, braiding, hooking, lace and ribbon work.	15
Unit- 4	
Development of samples of size 6x6 inches - Aari, zardozi, gold and silver work, cut work, bead and sequin work.	15

Note: Create a custom design using any of the needle craft techniques on a chosen product/garment.

V Semester
B.Sc. Fashion and Apparel Design
FAD 5.3 T – Fashion Accessories (Theory)

FAD 5.3 T	Exam Hours: 03 Hrs.
Total Hrs.: 45	Exam Marks: 80
Number of Theory Credits: 3	Internal Assessment: 20

Course outcomes: On successful completion of the course, the students will be able to
1. Identify different types of accessories and their functions in fashion design.
2. Understand traditional and modern techniques used in accessory making.
3. Analyse how accessories accentuate fashion trends and enhance overall styling.
4. Evaluate the role of accessories in creating visual impact and fashion statements.
5. Design accessory concepts aligned with current fashion trends and market needs.

Unit-1	Hrs.
Fashion Accessories - Introduction, definition, history, anatomy, classification - head gears, footwear, handbags, belts, ties and bows, gloves, scarves - understanding categories and style types and its uses. Role and significance of fashion accessories - importance of fashion accessories in apparel industry, history and overview of accessory design, role of an accessory designer, leading contemporary accessory designers and brands.	12
Unit-2	
Materials and processes - Introduction, definition, sourcing materials - leather, straw, fur, and wood. Design development and production of fashion accessories. From concept to creation - creative design - trend forecasting of fashion accessories, inspiration and research, developing a range, presentation techniques and development of accessories.	12
Unit-3	
Gemology - Introduction, definition, types, basic qualities and healing properties of gems. Jewellery – jewellery and its types, categories of jewellery - precious, costume, bridge and folk. Traditional Indian Jewellery – Introduction, historical significance, terminologies, materials, colours, motif used - Temple, Kundan, Meenakari, Thewa, Filigree, Mughal and Terracotta.	12
Unit-4	
Fashion trends and marketing of accessories. Indian and International accessory designers. Study of international accessory trends: Western, Asian, and African influences, Sustainable and eco-friendly designs, Tech-integrated accessories. Portfolio presentations of Fashion accessories – importance, category specifics, accessories to coordinate with apparel, presentation boards and specialized presentations.	9

References	
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5.	Choudhary, Renu S., “Fashion Marketing”, Centrum Press, 2008, ISBN: 9788177081503.
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13.	Stephens Frings, Gini, “Fashion: From Concept to Consumer”, 9th ed., Pearson Prentice Hall, 2014, ISBN: 9780133254223.
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FAD 5.3 P – Fashion Accessories (Practical)

FAD 5.3 P	Exam Hours: 03 Hrs.
Total Hrs.: 60	Exam Marks: 40
Number of Practical Credits: 2	Internal Assessment: 10

Unit- 1	Hrs.
Market survey on current fashion accessories trends and development of accessories folios. Sketching and rendering of headgear, handbags, footwear, ties and bows, belts, scarves, and gloves – anatomy and types (two each) for women, men and children. Construction of any two.	15
Unit-2	
Sketching and rendering of Indian Jewellery - Mughal, Thewa, Kundan and Temple Jewellery - headgear, ear, hand, neck and waist wear.	15
Unit- 3	
Sketching of accessories on women, men, and children croquis – formal, casual, traditional and sportswear (one each).	15
Unit- 4	
Creation of theme-based jewellery and report on production process - materials used, steps, product photography and costing of accessories - headgear, ear, hand, neck and waist wear. (Design and development of one full set of traditional or contemporary jewelry). Recycled accessories - developing theme-based products - report on production process- materials used, steps, product photography and costing of accessories - Head wear, neck, hand and footwear using conventional materials. (any one)	15

V Semester
B.Sc. Fashion and Apparel Design
FAD 5.4 T – Draping (Theory)

FAD 5.4 T	Exam Hours: 03 Hrs.
Total Hrs.: 45	Exam Marks: 80
Number of Theory Credits: 3	Internal Assessment: 20

Course outcomes: On successful completion of the course, the students will be able to
1. Understand the relationship between the body, fabric, and form in draping.
2. Understand the role of grainlines, darts, tucks, and pleats in the draping process.
3. Develop design ideas and concepts through draping experimentation and exploration.
4. Create unique and artistic garments by applying advanced draping techniques.
5. Develop skills in documenting and presenting draped designs effectively.

Unit - 1	Hrs.
Draping - Introduction, definition, basic principles - overview of fashion draping, importance, history and evolution of draping in fashion design, draping designers and their influence - Madame Grès, Cristóbal Balenciaga, Vionnet and Issey Miyake. Influence of draping designers on modern fashion and couture brands.	12
Unit - 2	
Tools and equipment - Overview of dress forms, draping tools, and materials, types of fabrics and their characteristics, draping terminologies, role of draping in fashion design process. Principles of draping- plumb theory in draping- introduction, understanding vertical and horizontal lines in draping, the use of the plumb line to maintain proportion, balance, and symmetry, merits and demerits of draping. Basic draping techniques- preparation of dress forms and muslin, draping of basic bodice front and back, basic skirt, basic sleeve. Introduction to draping with bias- creating soft, flowing silhouettes using bias cut fabrics- cowl necklines and sleeves.	12
Unit - 3	
Fundamental draping techniques - principles of draping: grain, balance, and fit. Draping of fullness: dart, pleats, tucks, flounces and ruffles. Draping and fabric manipulation- impact of fabric weight, texture, and stretch on draping. Techniques for working with challenging fabrics (silk, velvet, jersey, etc.) creating texture through draping- gathering, tucking, and pleating.	12
Unit - 4	
Pattern drafting from draped forms-translating draped garments into flat patterns, understanding 3d to 2d translation, marking and creating patterns from draped designs. Draping for sustainable fashion- techniques for working with eco-friendly and sustainable fabrics, zero waste design concepts through draping, sustainable fabrics in draping, designing for longevity, repurposing and up cycling during draping, ethical and local sourcing.	9

References	
1.	Amaden-Crawford, Connie. “The Art of Fashion Draping”. Fairchild Books & Visuals, 1995. ISBN-10: 1563670178.
2.	Amaden-Crawford, Connie. “The Art of Fashion Draping”. Bloomsbury Publishing India Pvt. Ltd., 2012.
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9.	Kiisel, Karolyn. “Advanced Fashion Draping Techniques”. Laurence King Publishing, 2020. ISBN-13: 978-1786278487.
10.	Sato, Hisako. “Drape”. Laurence King Publishing, 2012. ISBN-13: 978-1780670041.

FAD 5.4 P – Draping (Practical)

FAD 5.4 P	Exam Hours: 03 Hrs.
Total Hrs.: 90	Exam Marks: 80
Number of Practical Credits: 2	Internal Assessment: 20

Unit -1	Hrs.
Basics of draping - preparation of dress form (marking key reference lines: Centre Front, Centre Back, bust, waist, hip), understanding fabric grain lines (straight, cross, bias). Draping with muslin: pinning, marking, and trueing. Draping for fullness: dart, pleats, tucks, gathers, flounce, ruffles.	25
Unit -2	
Basic silhouettes and shapes - draping of basic bodice, basic skirt (with darts), torso foundation, draping of style lines: panel line, princess line and empire line.	20
Unit -3	
Garment Component draping - draping of sleeves: basic sleeves, flared, circular. Draping of collars: peter pan, shirt and mandarin collar. Draping of yoke: shoulder, midriff, hipline and waistline. Draping of cowl top.	25
Unit -4	
Draping and construction of garment: Designer choli/ Designer gown	20

V Semester
B.Sc. Fashion and Apparel Design
FAD 5.5 P – Digital Fashion Studio (Practical)

FAD 5.5 P	Exam Hours: 03 Hrs.
Total Hrs.: 90	Exam Marks: 80
Number of Practical Credits: 3	Internal Assessment: 20

Course outcomes: On successful completion of the course, the students will be able to
1. Demonstrate proficiency in digital image editing techniques for fashion media
2. Utilize digital rendering techniques effectively for design conceptualization.
3. Digitize patterns, virtual garment prototyping, and digital draping to simulate fabric properties and garment fit.
4. Integrate digital fashion technologies into virtual fashion show planning and presentation.
5. Create and showcase a cohesive digital fashion collection using virtual platforms, enhancing industry readiness through advanced digital design and presentation skills.

Unit- 1	
Digital image editing – enhancing and retouching fashion images using image editing software, resizing, and colors correction. Image optimization – background removal, image composition for web and print, and preparing fashion images for digital and print media. Creation of digital fashion boards – Inspiration, mood, story, colors, swatch, and texture boards with digital tools.	25
Unit- 2	
Fashion sketching – developing digital fashion sketches using various techniques. Rendering & texturing – exploring colors palettes, different rendering techniques, incorporating patterns and textures. Motif development – thematic motif creation, incorporating colors, textures, and develop suitable pattern layouts for fabrics using – counter change, tossed, one way/two way directional, base - diamond, ogee, wave, square on apparel.	20
Unit- 3	
Digital pattern making – creating digital patterns for garment construction for women and men. Virtual garment prototyping – simulating fabric drape and movement in digital prototypes. Digital draping – designing virtual garments for men, women, and kids.	25
Unit- 4	
Virtual model & avatar creation – using digital tools to create realistic models and avatars. Fashion show planning – organizing a virtual fashion show, incorporating ramp design, music, and digital backdrops. Digital collection presentation – showcasing developed digital garment collections in a virtual environment.	20

References
1. Adobe Creative Team, “Adobe Photoshop Classroom in a Book”, Adobe Press, 2023, ISBN: 9780137983457.
2. Beazley, Alison, and Terry Bond, “Computer-Aided Pattern Design and Product Development”, Blackwell Publishing, 2003, ISBN: 9781405110836.

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4. Ireland, Patrick John, "Fashion Design Drawing and Presentation", 5th ed., Laurence King Publishing, 2010, ISBN: 9781856698195.
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10. Perna, Elizabeth, "Digital Textile Design", 2nd ed., Laurence King Publishing, 2014. ISBN: 9781780671186.
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V Semester
B.Sc. Fashion and Apparel Design
FAD 5.6 – Internship/Craft Documentation

FAD 5.6	Exam Hours: Viva voce + Report
Duration – One Month	Exam Marks: 40 (20 Viva voce & 20 Report)
Number of Credits: 3	Internal Assessment: 10

Course outcomes: On successful completion of the course, the students will be able to
1. Understand the organizational structure and functional operations of the apparel, textile, craft, or fashion retail industry.
2. Analyze the training methods, workflows, and professional practices adopted during industrial internship.
3. Apply theoretical knowledge gained to real-time industrial and craft-based work environments.
4. Identify and evaluate challenges encountered during the internship and propose practical solutions.
5. Document and present workplace processes, departmental roles, and learning outcomes through a structured internship report.

Internship is to be carried out in a garment factory / textile craft cluster/ retail outlet/ design studio for a minimum period of 30 days after the completion of IV semester.

The student must submit a detailed internship report furnishing all the details before the commencement of V semester examination.

The internship report should include:

- Aim & objectives
- Organizational structure
- Process flowchart/sequence of operation
- Role of all departments in the industry/design studio/retail outlet/ craft cluster etc.
- Summary and conclusion
- Appendices
- References

VI Semester
B.Sc. Fashion and Apparel Design
FAD 6.1 T – Fashion Business Communication (Theory)

FAD 6.1 T	Exam Hours: 03 Hrs.
Total Hrs.: 45	Exam Marks: 80
Number of Theory Credits: 3	Internal Assessment: 20

Course outcomes: On successful completion of the course, the students will be able to
1. Demonstrate proficiency in verbal and written communication tailored to the fashion business.
2. Use appropriate industry-specific terminology and persuasive communication techniques.
3. Analyze the role of digital media in fashion business communication.
4. Develop strategies for effective brand messaging and storytelling in the fashion industry.
5. Apply ethical and professional communication practices in fashion business contexts.

Unit-1	Hrs.
Fashion Business Communication – Introduction, definition, types, communication process, 7C's of communication, forms of communication - interpersonal, intrapersonal, grapevine, channels of communication. Barriers to communication - semantic barriers, physical barriers, organizational barriers, psychological barriers. Kinesics - definition, body language, posture, gesture and eye contact in communication.	12
Unit-2	
Semiotics - introduction, importance, types (icon, index, symbol) semiotics in media, fashion, day to day life. Semiotics of clothing - social views, symbolism, ideas, value, self-perception. Medium of communication - Oral communication, face to face, teleconferencing - telephone, voice mail. Written communication - Introduction, writing skill, business writing, essentials of business writing and steps in effective writing. Business letter - formal, informal letters, functions of business letter, parts of business letter and E-mail.	12
Unit-3	
Fashion Journalism - Introduction, definition, purpose, types (5 W's and 1 H), fashion writing - Introduction, key elements of writing (purpose, audience, clarity, unity, coherence), writing journal, blog, creative writing, paper presentation, proof reading and plagiarism. Advertisement - Introduction, types, outdoor, magazines, online ads, and brand promotion (print, online and broadcast media). Public relations - objectives, functions, types - media, investor, government, community, internal customer, marketing communication.	12
Unit-4	

Fashion photography - Introduction, types (catalogue, editorial, high-fashion) selection criteria for perfect camera, lens, aperture, speed and pixels, settings, lighting - lighting patterns, light reflectors for photoshoot and Video/Reels making.	9
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FAD 6.1 P – Fashion Business Communication (Practical)

FAD 6.1 P	Exam Hours: 03 Hrs.
Total Hrs.: 60	Exam Marks: 40
Number of Practical Credits: 2	Internal Assessment: 10

Unit - 1	Hrs.
Identification and Sketching of Semiotics - Icon, index, symbol - media, fashion, day-to-day life, advertisement and its importance.	15
Unit - 2	
Create and develop a digital advertisement based on brand, product, season, and customer. Create a story board based on any concept.	15
Unit - 3	
Design and development of typography and creative content, including creative writing, blog writing and publication, conducting interviews with designers, and preparing structured reports (one each).	15
Unit - 4	
Execute photographic shoots covering nature, landscape, and portrait photography. Develop one theme-based fashion photoshoot portfolio.	15

VI Semester
B.Sc. Fashion and Apparel Design
FAD 6.2 T – Apparel Quality Management (Theory)

FAD 6.2 T	Exam Hours: 03 Hrs.
Total Hrs.: 45	Exam Marks: 80
Number of Theory Credits: 3	Internal Assessment: 20

Course outcomes: On successful completion of the course, the students will be able to
1. Understand the importance and core concepts of apparel quality management.
2. Familiarize with quality standards relevant to the apparel industry.
3. Analyze labeling requirements and standards used in the garment industry.
4. Apply Total Quality Management (TQM) tools in apparel quality assessment.
5. Develop knowledge and skills in quality control techniques and their practical applications.

Unit-1	Hrs.
Quality: Introduction, definition, importance, evolution, dimensions, quality circle, inspection loop. Quality Control (QC) – definition, importance of QC in apparel industry. Types of inspection - raw material inspection (fiber and yarn), fabric inspection - 4-point and 10-point system. Garment trims and accessory inspection – buttons, zippers, labels, threads, snap fasteners, buckles, elastic. In Process Quality Control (IPQC) in apparel industry (spreading, cutting, sewing and finishing departments). JIT and poka-yoke.	12
Unit-2	
Fabric and garment defects - Introduction, definition, Fabric – yarns defects, woven defects, processing defects, and finishing defects. Garment defects – pattern, spreading, cutting, sewing, finishing and ways to minimize defects in the garment. Classification of the defects - major, minor, and critical defects in men's shirts and trousers, women's shirt and pants and kids wear. Labels – definition, types of labels, (brand, size, care label, content/composition label, price label). National and International care labelling systems and eco labels.	12
Unit-3	
Quality assurance – Introduction, definition, importance, Accepted Quality Level (AQL), zero defects, difference between QC and QA. Total quality management – definition, principles of TQM, 7 tools of TQM – flowchart, cause and effect diagram/ fishbone (Ishikawa) diagram, histogram, pareto chart, checklist, control chart and scatter diagram, applications of TQM tools in the apparel industry, service quality, and customer retention. Concepts of TQM – bench marking process, quality circle, QFD, Juran trilogy, PDCA cycle, 5S, Kaizen, Six Sigma.	12
Unit-4	
Quality standards and certification – Introduction to ISO, AATCC and ASTM standards and its importance, Internal auditing, significance, Environmental management system (EMS) 14000 –Introduction, definitions, elements and benefits and implementation. World-class manufacturing (WCM), - Introduction, techniques, implementation, principles and aspects of WCM.	9

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FAD 6.2 P – Apparel Quality Management (Practical)

FAD 6.2 P	Exam Hours: 03 Hrs.
Total Hrs.: 60	Exam Marks: 40
Number of Practical Credits: 2	Internal Assessment: 10

Unit – 1	
Introduction to fabric defects - fabric inspection (4- and 10-point systems).	16
Unit – 2	
Collection of apparel care labels Design care label for men and women's apparel (2 each) - Contents, dimensions and positioning in the garment.	14
Unit – 3	
Final inspection of garments according to AQL - checking points and methods of checking men's shirt, women's top, trouser, jacket, knit wear (men and women) and kid's garments.	16
Unit – 4	
Preparation of specification sheets for the above garments. a. Visual inspection (zonal method) b. Dimensional method	14

Sample check list for inspection of a shirt.

COMPONENT	INSPECTION FOR
Collar	Both points are the same or not, stripes or checks are matched accurately, stitch, collar flat or not, interlining, bubble presence, collar stick placement.
Size	Size label is in correct place, and every part size is correct or not. Size as per the measurement chart, allowances etc.
Button & Buttonhole	Placed in right place or not, evenness of the gap between the buttons, Button stitches, finishing, matching, & to make sure button is not broken. Placement of spare button as per specification.
Pocket	Pocket upper edge is horizontal or not, pocket position, size, stitch, and stripe or check match, flat or not.
Hem	Stitch, puckering, and edge free from stitch.
Yoke & shoulder	Stitch, puckering, DNLS, matching stripes or checks.
Side seam	Pattern matching, stitch, free from raw edge, puckering, straight stitch.
Cuffs	Stripes or checks matching, top stitch, flat or not., size of the cuff
Finished appearance	Trimming of edges and threads, oil marks, dirt, finger marks broken needle, stitch missing, fabric fault, color matching, balancing of different components.

VI Semester
B.Sc. Fashion and Apparel Design
FAD 6.3 T – Indian Traditional Embroideries (Theory)

FAD 6.3 T	Exam Hours: 03 Hrs.
Total Hrs.: 45	Exam Marks: 80
Number of Theory Credits: 3	Internal Assessment: 20

Course outcomes: On successful completion of the course, the students will be able to
1. Understand the history and cultural significance of traditional Indian embroideries.
2. Identify and differentiate between various regional embroidery techniques.
3. Develop skills in executing traditional hand embroidery stitches and motifs.
4. Explore materials, motifs, and color palettes specific to different embroidery styles.
5. Analyze the impact of traditional embroidery in contemporary fashion and textile design.

Unit-1	Hrs.
Indian traditional, regional and tribal embroideries: Introduction, significance of surface ornamentation in fashion and textiles, historical evolution of embroidery techniques, classification of embroidery: hand-made vs. machine-made, role of embroidery in Indian culture and textile heritage.	12
Unit-2	
Kasuti embroidery (Karnataka) – history, motifs, colours inspired by nature, architecture, geometric patterns, materials, stitches. Kashida embroidery (Jammu & Kashmir) – nature-inspired motifs, colours schemes, sozni and tilla embroidery techniques. Kantha embroidery (West Bengal & Odisha) – running stitch techniques, storytelling motifs, colour and sustainability. Kutch & Sindh embroidery (Gujarat & Rajasthan) – mirror work, tribal influences, vibrant colour palettes. Kathiawar Embroidery (Gujarat) – stylized floral motifs, patchwork influences, intricate detailing.	12
Unit-3	
Phulkari embroidery (Punjab) – traditional motifs, colours, pattern Bagh embroidery, vibrant untwisted silk thread work. Chamba Rumal (Himachal Pradesh) – double-sided embroidery, motif, colour, stitches, miniature painting influence. Chikankari embroidery (Uttar Pradesh) – Persian influences, motifs, stitches, shadow work, white-on- white embroidery. Aari embroidery – hook embroidery, motifs – elaborate floral designs, techniques of applications in couture. Zardozi embroidery (Lucknow & Hyderabad) – royal heritage, gold and silver thread, motifs, colours, materials, work and contemporary uses.	12
Unit-4	
Tribal embroideries of India- Lambadi embroidery (Karnataka, Hyderabad & Maharashtra) – bold patterns, mirror work, coin, cowry shells, hand stitched and detailing. Nagaland embroidery (Northeast India) – tribal motifs, colour, vibrant geometric designs, symbolic representations. Toda embroidery (Tamil Nadu) – black-and-red geometric patterns, influence of tribal culture. Manipur embroidery (Manipur) – traditional motifs, connection with dance and cultural attire.	9

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FAD 6.3 P – Indian Traditional Embroideries (Practical)

FAD 6.3 P	Exam Hours: 03 Hrs.
Total Hrs.: 90	Exam Marks: 80
Number of Practical Credits: 3	Internal Assessment: 20

Unit – 1	Hrs.
Indian Embroidery: Introduction to tools, materials, and basic stitches used in traditional embroidery.	20
Unit – 2	
Development of sample (6x6 inch) - Kasuti, Kashida, Kantha, Kutch, Sindh, Kathiawar embroidery.	25
Unit – 3	
Development of sample (6x6 inch) – Phulkari, Chambarumal, Chikankari, Aari and Zardosi.	20
Unit – 4	
Development of sample (6x6 inch) -Tribal embroidery: Lambadi, Nagaland, Toda and Manipur.	25

Note: Create a custom design using any one of the Traditional/ Tribal Embroidery on a chosen product/garment.

VI Semester
B.Sc. Fashion and Apparel Design
FAD 6.4 T – Fashion Styling (Theory)

FAD 6.4 T	Exam Hours: 03 Hrs.
Total Hrs.: 45	Exam Marks: 80
Number of Theory Credits: 3	Internal Assessment: 20

Course outcomes: On successful completion of the course, the students will be able to
1. Understand the principles of fashion styling and their application in the fashion industry.
2. Understand the role of styling in editorial shoots, advertising campaigns, and runway shows.
3. Analyze fashion trends and apply them to create innovative looks.
4. Develop a personal style and creative vision as a fashion stylist.
5. Develop an understanding of ethical considerations in fashion styling practices.

Unit-1	Hrs.
Fashion Styling: Introduction, definition, scope, evolution, significance, roles and opportunities. Fashion forecasting: Techniques, resources, trend research and analysis. Elements of styling: colour, line, shape, texture, pattern, body types and proportions, balance and harmony. Contemporary styling: early 21st century, globalization, digital media and red-carpet styling.	12
Unit-2	
Fashion Styling Concepts: themes, storytelling, narratives, consistency of style, colour and mood. Visual materials: photography, image types (editorial, beauty, still life), mood boards and collages. Fashion magazines and editorial styling: role, techniques, stylist–photographer–creative team collaboration.	12
Unit-3	
Innovative Styling: Experimental techniques, unconventional materials, avant-garde styling, fashion and art fusion. Styling for media and clients: editorial, commercial, social media, events and personal clients. Business of fashion styling: freelance and agency work, pricing, negotiation, marketing and technological adaptation.	12
Unit-4	
Sustainable and Ethical Fashion Styling: Eco-friendly practices, upcycling, reuse, fair labor and inclusivity. Fashion culture: celebrity, street, subcultures and mainstream trends. Fashion styling portfolio: structure, target audience, descriptions, annotations, concept and technique notes.	9

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FAD 6.4 P – Fashion Styling (Practical)

FAD 6.4 P	Exam Hours: 03 Hrs.
Total Hrs.: 60	Exam Marks: 40
Number of Practical Credits: 2	Internal Assessment: 10

Unit – 1	
Create fabric – texture – color swatch cards and arrange them into mini collections for different style moods - classic, casual, festive, avant-garde (one each).	15
Unit – 2	
Prepare an individual body shape chart for any one profile and suggest at least two best silhouettes, fabric and color for each. Design a capsule wardrobe for a client, aligned to their body shape, lifestyle - work, travel, occasion, climate, and budget.	15
Unit – 3	
Choose an editorial theme and prepare a brief concept summary. Execute a mini photoshoot and design 2 or 3 layout page with images, titles, and styling notes (explain each look).	15
Unit – 4	
Conduct an on-set styling exercise (mannequin/ model/ flat lay), capture campaign images, and compile a presentation deck with final visuals and styling rationale.	15

FAD 6.5 P – Fashion Portfolio & Design Collection (Practical)

FAD 6.5 P	Exam Hours: 03 Hrs.
Total Hrs.: 90	Exam Marks: 80
Number of Practical Credits: 3	Internal Assessment: 20

Course outcomes: On successful completion of the course, the students will be able to
1. Research and analyze fashion trends to develop concept boards and trend boards for different fashion seasons.
2. Design and create seasonal clothing collections for women's, men's, and children's categories.
3. Apply garment construction techniques using drafting, draping, and flat pattern methods.
4. Develop a professional design portfolio including mood boards, color boards, texture boards, and specification sheets.
5. Showcase the designed portfolio collection.

Unit – 1	Hrs.
Preparation of concept board, research board, trend board for autumn, winter, spring, summer (any two) collection of two ensembles each for women's category of clothing.	20
Unit – 2	
Preparation of concept board, research board, trend board for autumn, winter, spring, summer (any two) collection of two ensembles each for men's category of clothing.	20
Unit – 3	
Preparation of concept board, research board, trend board for autumn, winter, spring, summer (any two) collection of two ensembles each for children's category of clothing.	20
Unit – 4	
An individual portfolio presentation based on a theme. a. It should have one collection of 5 ensembles each. b. Portfolio should include development of story board, mood board, color board, texture board, swatch board, design collection board, logo, working drawing, spec-sheet and cost sheet. c. Design and development of garments by drafting, draping and flat pattern methods. d. Preparation of a fashion photography folio based on variations in location (indoor and outdoor), time and lighting conditions. e. One collection from the portfolio to be presented in fashion show.	30

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VI Semester
B.Sc. Fashion and Apparel Design
FAD 6.6 - Research Methodology with Survey Project

FAD 6.6	Exam Hours: Viva voce + Report
Total Hrs.: 30	Exam Marks: 40 (viva 20 + report 20)
Number of Credits: 2	Internal Assessment: 10

Course outcomes: On successful completion of the course, the students will be able to	
1. Comprehend the foundational significance of research	
2. Formulate research aims and objectives.	
3. Design questionnaires for data collection.	
4. Evaluate primary and secondary data	
5. Analyze and interpret research data.	

Unit – 1: Design Research (Theory)	15 hours
Introduction to Design Research: Definition, objectives, and scope of research in creative fields. Distinguishing academic research from design-led/practice-based research. Literature Review: Methods of sourcing, reviewing, and analyzing secondary data (books, design journals, trend forecasts, patent databases). Research Approaches: Qualitative, Quantitative, and Mixed-Method approaches tailored for design industries	
Unit – 2: Data Collection Methodologies	15 hours
Primary Data Collection Tools: Fashion Tools: Consumer surveys, market trend tracking, material testing, and garment archival study. Sampling & Ethics: Determining target demographics, user personas, or client profiles. Research ethics, plagiarism boundaries, and intellectual property rights (IPR) in design.	
Project	30 hours
Identify a textile, cultural, market, or sustainability challenge. Draft the introductory chapter, problem statement, and objectives. Finalize a data collection tool and deploy it to a targeted consumer segment or run studio-based fabric assessments. Synthesize the gathered trend and consumer data. Translate these findings into a Design Strategy Brief including a targeted user persona profile, colour story narrative, and fabric/silhouette directions. Report Submission Requirements The Project report between 45-50 pages should have the following content: • Title Page & Certificate • Introduction, Problem Statement, and Research Objectives • Review of Literature • Methodology (Description of sample, location, and tools used) • Data Analysis and Key Findings (Supported by charts, tables, or spatial diagrams) • A visual research-backed design brief - user persona profiles and colour/fabric direction. • References/Bibliography The project should also have a design deliverable.	

Outline for Continuous Assessment

Theory

Activity	C1	C2	Total
Session Test	10	-	10
Seminars/Presentations/ Activity	-	05	05
Assignment/ Fieldwork	-	05	05
Total	10	10	20

Practical (2 credits)

Activity	C1	C2	Total
Test/ Performance	05	-	05
Activity/ Field Visit	-	05	05
Total	05	05	10

Practical (3 credits)

Activity	C1	C2	Total
Test/ Performance	10	-	10
Activity/ Field Visit	-	10	10
Total	10	10	20

Internship

Daily report	05
Seminar/Presentation	05
Total	10

Research Project

Research Proposal	05
Seminar/Presentation	05
Total	10

QUESTION PAPER PATTERN (Theory)
V/VI Sem. B.Sc. Examination
(2026-27 Onwards)
FASHION & APPAREL DESIGN
Paper code and Title of the paper

MAX MARKS-80

TIME: 3Hrs

Instructions to the Candidates:

- 1. All sections are compulsory*
- 2. Illustrate wherever necessary*

Section –A

I Answer any Ten of the following:

10X2=20

- 1.
- 2
- 3.
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12

Section –B

II Answer any Five of the following:

5X4=20

- 13
- 14
- 15
- 16
- 17
- 18
- 19

Section –C

III Answer any Five of the following:

5X8=40

- 20
- 21
- 22
- 23
- 24
- 25
- 26

QUESTION PAPER PATTERN (Practical)
V/VI Sem. B.Sc. Examination
(2026-27 Onwards)
FASHION & APPAREL DESIGN
Paper code and Title of the paper

MAX MARKS-40

TIME: 3 Hrs

Instructions to the Candidates:

All the questions are compulsory

- | | |
|--------------|----------|
| 1. | 10 Marks |
| 2. | 10 Marks |
| 3. | 05 Marks |
| 4. Record | 10 Marks |
| 5. Viva Voce | 05 Marks |

QUESTION PAPER PATTERN (Practical)
V/VI Sem. B.Sc. Examination
(2026-27 Onwards)
FASHION & APPAREL DESIGN
Paper code and Title of the paper

MAX MARKS-80

TIME: 3 Hrs

Instructions to the Candidates:

All the questions are compulsory

- | | |
|--------------|----------|
| 1. | 20 Marks |
| 2. | 20 Marks |
| 3. | 10 Marks |
| 4. Record | 20 Marks |
| 5. Viva Voce | 10 Marks |

QUESTION PAPER PATTERN (Practical)
VI Sem. B.Sc. Examination
(2026-27 Onwards)
FASHION & APPAREL DESIGN
FAD 6.5 P – Fashion Portfolio & Design Collection (Practical)

Max Marks: 80

Time :3 Hrs.

1. Design thematic composition for **seasons (Autumn / Winter / Spring / Summer)**, as per the following categories: **Women's Wear / Men's Wear / Children's Wear.**

20 Marks

2. Display of design portfolio based on a chosen theme, comprising: Minimum one collection with 5 ensembles each along with fashion portfolio.

60 Marks