

GURU KASHI UNIVERSITY



Bachelor of Science in Fashion Designing Interdisciplinary Session: 2026-27

Faculty of Visual & Performing Arts

Graduate Attributes of the Programme: -

Type of learning outcomes	The Learning Outcomes Descriptors
Graduates should be able to demonstrate the acquisition of:	
Learning outcomes that are specific to disciplinary/interdisciplinary areas of learning	The programme imparts to the students an intensive knowledge of the world of fashion, distinct aspects of creativity, sustainability, development of trends, style sensitivity. These prepare the scholars for a profession with inside the style industry.
Generic learning outcomes	The course imparts into the scholars' entrepreneurship spirit by incorporating areas of study like factors of manufacture, textiles, and fabrics, economic relevance.

Programme Learning Outcomes: An Undergraduate Certificate in Fashion Designing is awarded to students who have demonstrated the achievement of the outcomes located at level 4.5 :

Element of the Descriptor	Programme learning outcomes relating to Undergraduate Certificate in Fashion Designing
The graduates should be able to demonstrate the acquisition of:	
Knowledge and Understanding	Demonstrate comprehensive knowledge of the fashion industry, including historical evolution, current trends, and socio-cultural influences.
	Understand the foundational theories and practices of sewing, garment construction, and design development.
General, technical and professional skills required to perform and accomplish tasks	Apply hand and machine sewing techniques in the construction of garments and fashion accessories. Develop original design concepts and translate them into physical or digital prototypes using appropriate materials and techniques.
Application of knowledge and skills	Create fashion projects or collections that integrate acquired knowledge of design, sewing, and ornamentation. Solve design-related problems by applying a structured process—from research and ideation to execution.
Generic learning Outcomes	Communicate clearly and professionally in written, oral, and visual formats. Work effectively in teams, demonstrating collaboration, adaptability, and leadership where appropriate. Apply time and resource management skills to meet deadlines and project requirements.
Constitutional, humanistic, ethical, and moral values	Respect and incorporate diversity and cultural heritage in design practices. Practice ethical responsibility in material sourcing, labor considerations, and design originality. Promote environmental and social sustainability through conscious design decisions.
Employability and job-ready skills, and entrepreneurship skills and capabilities/qualities and mindset	Enter the workforce with practical skills suited to roles such as design assistant, sampling coordinator, sewing technician, or surface designer. Demonstrate a readiness to work in dynamic environments such as fashion studios, retail brands, or craft sectors.
Credit requirements	UG Programme with requisite 48 credits including the 4 credits of internship of 8 weeks duration as per scheme of the programme and will be awarded an undergraduate certificate in Fashion Designing.
Entry requirements	Passed 10+2 with atleast 45% in the aggregate.

Program Structure of Bachelor of Science in Fashion Designing

Semester-I									
Course Code	Course Title	Type of Course	L	T	P	No. of Credits	Int.	Ext.	Total Marks
BFD1100	Elements of Design	Core Course	2	0	0	2	30	70	100
BFD1101	Elements of Design (Practical)	Core Course	0	0	4	2	30	70	100
BFD1102	Fabric Construction	Core Course	4	0	0	4	30	70	100
BFD1103	Introductory Sewing Techniques	Core Course	4	0	0	4	30	70	100
BFD1104	Fashion Art & History	Minor	2	0	0	2	30	70	100
BFD1105	Surface Ornamentation	Skill Enhancement Course	0	0	6	3	30	70	100
BFD1106	Basics of Computer	Multi-disciplinary Course	3	0	0	3	30	70	100
BFD1107	Communication Skill	AEC	2	0	0	2	30	70	100
VAC0001	Environment Education	Value Added Course	2	0	0	2	30	70	100
Total			19	0	10	24	270	630	900

Semester: II									
Course Code	Course Title	Type of Course	L	T	P	No. of Credits	Int.	Ext.	Total
BFD1150	Textile Science	Core Course	2	0	0	2	30	70	100
BFD1151	Textile Science (Practical)	Core Course	0	0	4	2	30	70	100
BFD1152	Fashion Studies	Core Course	4	0	0	4	30	70	100
BFD1153	Drafting & Pattern Making	Core Course	4	0	0	4	30	70	100
BFD1154	Fundamentals of Fashion Design	Minor	2	0	0	2	30	70	100
BFD1155	Colour Concepts & Coloration	Skill Enhancement Course	3	0	0	3	30	70	100
BFD1156	Fashion Illustration-I	Multi-disciplinary Course	0	0	6	3	30	70	100
VAC0002	Human Values and Professional Ethics	Value Added Course	2	0	0	2	30	70	100
Choose any one Generic Elective from the following									
BFD1157	Punjabi Compulsory	MDSC	2	0	0	2	30	70	100
BFD1158	Punjab History & Culture-1								
Total			19	0	10	24	270	630	900

Programme learning outcomes: An Undergraduate Diploma in Fashion Designing is awarded to students who have demonstrated the achievement of the outcomes located at level 5.5

Element of the Descriptor	Programme learning outcomes relating to Undergraduate Diploma in Fashion Designing
The graduates should be able to demonstrate the acquisition of:	
Knowledge and Understanding	Understand the principles of fashion merchandising, including market research, trend forecasting, pricing strategies, and consumer behavior analysis. Comprehend the roles of visual merchandising, store layout, and promotions in enhancing the brand's market presence and sales.
Skills required to perform and accomplish tasks	Apply fashion merchandising skills in retail environments, including product selection, inventory management, and market trend analysis. Effectively manage store presentations and optimize sales through strategic merchandising techniques and visual displays.
Application of knowledge and skills	Apply fashion merchandising strategies to real-world business scenarios, understanding customer behavior and using this knowledge to drive product placement, pricing, and promotions. Design effective store layouts and display strategies that align with the brand's identity and attract customers.
Generic learning Outcomes	Communicate fashion design ideas clearly and effectively through various mediums, including sketches, verbal presentations, and digital platforms. Use industry-specific terminology to explain design concepts, garment construction, and merchandising strategies.
Constitutional, humanistic, ethical, and moral values	Contribute to the fashion industry with a sense of social responsibility, including fair trade practices, sustainable sourcing, and promoting body positivity. Uphold high ethical standards in all aspects of fashion production and marketing, from sourcing materials to promoting products.
Employability and job-ready skills, and entrepreneurship skills and capabilities/qualities and mindset	Develop entrepreneurial skills necessary for establishing a fashion brand or business, including understanding market trends, cost management, and product development. Understand how to promote a fashion brand through effective marketing, networking, and social media.
Credit requirements	Under Graduate Programme with requisite 92 credits including the 4 credits of internship of 8 weeks duration as per scheme of the Programme and will be awarded an undergraduate diploma in Fashion Designing.
Entry requirements	Under-Graduate Certificate in fashion designing

Semester: III									
Course Code	Course Title	Type of Course	L	T	P	No. of Credits	Int.	Ext.	Total
BFD3200	Fashion Merchandising	Core Course	4	0	0	4	30	70	100
BFD3201	Traditional Indian Textile	Core Course	4	0	0	4	30	70	100
BFD3202	History of Indian Costumes	Core Course	4	0	0	4	30	70	100
BFD3203	Fashion Draping & Custom Clothing	Minor	0	0	4	2	30	70	100
BFD3205	Fashion Illustrations-II	Multi-disciplinary Course	0	0	6	3	30	70	100
BFD3207	Practical Approach to Sufi and Light Music	Ability enhancement course	0	0	4	2	30	70	100
Choose any one from the following Elective Courses									
BFD3204	Dyeing and Printing	Skill Enhancement Course	3	0	0	3	30	70	100
BFD3208	Disaster Risk Reduction and Management: Skills for Safety and Resilience		2	0	2				
BFD3209	Basics of Cyber Security		3	0	0				
Total			20	0	16	22	210	490	700

Semester: IV									
Course Code	Course Title	Type of Course	L	T	P	No. of Credits	Int.	Ext.	Total
BFD4250	Weaving and Knitting Technology	Core Course	2	0	0	2	30	70	100
BFD4251	Weaving and Knitting Technology (Practical)	Core Course	0	0	4	2	30	70	100
BFD4252	History of World Costumes	Core Course	4	0	0	4	30	70	100
BFD4253	Personality Development	Core Course	4	0	0	4	30	70	100
BFD4254	Fashion Illustration-III	Minor	0	0	4	2	30	70	100
BFD4255	Art Gallery/Studio Management	Vocational Course	2	0	0	2	30	70	100
BFD4256	Art Gallery/Studio Management (Practical)	Vocational Course	0	0	4	2	30	70	100
BFD4257	Marketing Management	Ability enhancement course	2	0	0	2	30	70	100
IKS0001	Bharatavarsha—A Land of Rare Natural Endowments	IKS/Value Added Course	2	0	0	2	30	70	100
Total			16	0	12	22	270	630	900

Programme learning outcomes: The Bachelor of science in fashion designing is awarded to students who have demonstrated the achievement of the outcomes located at level 5.5:

Element of the Descriptor	Programme learning outcomes relating to Bachelor of science in fashion designing
The graduates should be able to demonstrate the acquisition of:	
Knowledge and Understanding	Understand the science behind different dyeing techniques, their impact on fabrics, and their role in textile design and production. Comprehend the theoretical and practical aspects of draping, pattern making, and garment fitting.
General, technical and professional skills required to perform and accomplish tasks	Apply theoretical knowledge to practice by performing dyeing techniques, handling dyes, and ensuring proper safety measures. Create accurate garment patterns through draping and drafting methods, while considering fabric behavior and design aesthetics.
Application of knowledge and skills	Apply appropriate dyeing methods to design textile samples, considering both aesthetic and functional factors. Execute hands-on dyeing projects, experimenting with colors, textures, and techniques to create unique fabric outcomes.
Generic learning Outcomes	Demonstrate strong verbal, visual, and written communication skills to convey design ideas, marketing concepts, and branding strategies effectively.
Constitutional, humanistic, ethical, and moral values	Incorporate sustainable and ethical practices in all aspects of fashion design, from sourcing materials to production processes. Show respect for cultural diversity by understanding and incorporating different traditions and cultural elements into designs, especially in traditional crafts and embroideries.
Employability and job-ready skills, and entrepreneurship skills and capabilities/qualities and mindset	Industry-Ready Skills: Be equipped with practical and technical skills necessary for entry-level positions in textile dyeing, pattern making, retail management, and fashion marketing. Entrepreneurship: Develop an entrepreneurial mindset to establish and run fashion-related businesses, such as boutiques, online fashion brands, or design studios.
Credit requirements	Under Graduate Programme with requisite 136 credits including the 4 credits of internship of 8 weeks duration as per scheme of the programme and will be awarded an B.Sc. in Fashion Designing.
Entry requirements	Passed 10+2 any stream with at least 45% in the aggregate.

Semester: V									
Course Code	Course Title	Type of Course	L	T	P	No. of Credits	Int.	Ext.	Total
BFD5300	Textile Dyeing	Core Course	2	0	0	2	30	70	100
BFD5307	Design Process	Core Course	0	0	4	2	30	70	100
BFD5302	Draping and Pattern Making	Core Course	0	0	8	4	30	70	100
BFD5303	Industrial Management	Core Course	4	0	0	4	30	70	100
BFD5304	Fashion Marketing	Minor	2	0	0	2	30	70	100
BFD5305	Traditional Embroideries of India	Vocational Course	0	0	8	4	30	70	100
BFD5306	Internship	Skill Based	0	0	0	4	30	70	100
Total			08	0	20	22	210	490	700

Semester: VI									
Course Code	Course Title	Type of Course	L	T	P	No. of Credits	Int.	Ext.	Total
BFD6350	Apparel Production Technology	Core Course	4	0	0	4	30	70	100
BFD6351	Graphic Designing and Fashion Communication	Core Course	4	0	0	4	30	70	100
BFD6352	Organization of Fashion Industry	Core Course	4	0	0	4	30	70	100
BFD6353	Fashion Illustration-IV	Minor	0	0	4	2	30	70	100
BFD6354	Commercial Product Development	Vocational Course	2	0	0	2	30	70	100
BFD6355	Commercial Product Development (Practical)	Vocational Course	0	0	4	2	30	70	100
BFD6356	Drafting & Pattern Making	Ability enhancement course	0	0	4	2	30	70	100
IKS0003	Foundational Literature of Indian Civilization	IKS/Value Added Course	2	0	0	2	30	70	100
Total			16	0	12	22	240	560	800

Programme learning outcomes: The Bachelor of Science in fashion designing (Honors) is awarded to students who have demonstrated the achievement of the outcomes located at level 6:

Element of the Descriptor	Programme learning outcomes relating to Bachelor of Science in fashion designing (Honors)
The graduates should be able to demonstrate the acquisition of:	
Knowledge and Understanding	Understand the relationship between fashion and society, and the psychological influences on consumer behavior and fashion trends. Explore ethical concerns in fashion, such as sustainability, exploitation, and social responsibility, and their impact on global fashion markets.
General, technical and professional skills required to perform and accomplish tasks	Apply sociological and psychological principles to predict consumer preferences and fashion trends. Integrate ethical considerations into design and business decisions, promoting responsible fashion consumption.
Application of knowledge and skills	Use sociological and psychological insights to design fashion products that appeal to diverse consumer groups. Implement ethical practices in the creation, marketing, and distribution of fashion goods.
Generic learning Outcomes	Communicate effectively in verbal, written, and visual formats, presenting ideas and designs clearly to clients, stakeholders, and audiences. Use visual aids, such as digital illustrations and calligraphy, to support fashion communication.
Constitutional, humanistic, ethical, and moral values	Incorporate sustainable practices into design, production, and retail strategies, contributing to a more eco-conscious fashion industry. Promote the use of ethical sourcing and production techniques in both fashion and lifestyle products.
Employability and job-ready skills, and entrepreneurship skills and capabilities/qualities and mindset	Possess the technical and creative skills necessary for entry-level positions in fashion design, marketing, branding, and retail. Be proficient in design software and practical skills needed for real-world fashion and lifestyle product creation.
Credit requirements	Under Graduate Programme and earning requisite 184 credits including the 4 credits of internship of duration 8 weeks as per scheme of the Programme. If the student also completes a research project of 12 credits in the fourth year of the Under Graduate Programme, the shall be awarded Bachelor of Science in fashion designing (Honours) at the end of four years.
Entry requirements	Bachelor of Science in fashion designing with 75% aggregate.

Semester: VII									
Course Code	Course Title	Type of Course	L	T	P	No. of Credits	Int.	Ext.	Total
BFD7400	Sociological, Psychological and Ethical Aspects of Fashion	Core Course	4	0	0	4	30	70	100
BFD7401	Indian Apparel Industry	Core Course	4	0	0	4	30	70	100
BFD7402	Fashion Show and Fashion Accessories	Practicum Course	0	0	8	4	30	70	100
BFD7403	Logo Designing	Vocational Course	4	0	0	4	30	70	100
BFD7404	Calligraphy	Vocational Course	0	0	8	4	30	70	100
Discipline Elective-I(Select any one of the following)									
BFD7405	Inventory Management Skills	Discipline Specific Elective	4	0	0	4	30	70	100
BFD7406	Apparel Supply Chain Management and Quality Control								
Total			16	0	16	24	180	420	600

Semester: VIII									
Course Code	Course Title	Type of Course	L	T	P	No. of Credits	Int	Ext	Total
BFD8450	Fashion Designers	Core Course	4	0	0	4	30	70	100
BFD8451	Product Line Management and Presentation	Core Course	4	0	0	4	30	70	100
BFD8452	Boutique Management	Core Course	4	0	0	4	30	70	100
BFD8453	Portfolio	Practicum Course	0	0	8	4	30	70	100
Discipline Elective-II(Select any one of the following)									
BFD8454	Craft Documentati on	Disciplinary Elective Course	0	0	8	4	30	70	100
BFD8455	Accessory Designing								
Discipline Elective-III(Select any one of the following)									
BFD8456	Experiential Learning in Fashion Products	Disciplinary Elective Course	4	0	0	4	30	70	100
BFD8457	Visual Merchandising								
Total			16	0	16	24	180	420	600
Grand Total			106	0	100	184	1830	4270	6100

Semester- I

Course: Elements of Design	L	T	P	Cr.
Course Code: BFD1100	2	0	0	2

Total Hours: 30**Learning Outcomes:**

1. Innovate and experiment with design elements to create unique and compelling visuals or products.
2. Formulate informed judgments about design solutions, considering aesthetics, functionality, and user experience.
3. Apply design projects that incorporate specific design elements to achieve defined goals.
4. Interpret the impact of design choices on user experience and perception.

Course Content**UNIT I****8 hours**

Elements of design-Line- Different types of line, application of line in designing (effect of length and thickness to create illusion), Texture- Factors affecting textures, Form-Shape/silhouettes, Colour- Colour Dimensions of colour- hue, Intensity, value, Aspects of colour-warm cool, Advancing, receding, dark, pale and bright. Colour wheel-Primary colors, secondary colors, and tertiary colors. Basic colour schemes- achromatic, analogues, monochromatic, complimentary, and neutral Space.

UNIT II**7 hours**

Principles of design-Balance, Rhythm, Emphasis, Harmony/ unity, proportion, Selection of clothing according to the Element and Principal of design. Define collage- types of collage. Designing of clothes for different age groups using principles and elements of design and its advantages on appears.

UNIT III**8 hours**

Design concept- Definition and understanding aspects of design, Classification of design: Applied-Painting, Embroidery, Dyeing, Printing and Finishing, Structural-Through variation in fibre, yarn, fabric formation and development, Types of motifs- Natural, Stylised, abstract/modern, Religious Designs in Fabric- Motifs and patterns Importance of fabric design in garment construction, Effect of fabric design on body appearance, understanding layouts and repeats of patterns in garments.

UNIT IV**7 hours**

Design process, Research in relation to design, Exploration and Conceptualization of design, Design development and design worksheet, Factors affecting the choice of Clothing for Different age groups (infant, creeper, School child, pre-adolescence, adolescents, adults, old-age group), occasions, personality and Seasons Various types of figures, selecting and designing clothing according to figure types.

Transaction Mode

Lecture, Seminar, e-Team Teaching, e-Tutoring, Dialogue, Peer Group Discussion, Self-Learning, Collaborative Learning and Cooperative Learning

Suggested Readings

- *Bustanoby.J.H., 1947 Principles of colour & colour mixing., Mc Graw Hill Book Company, New York, London,*
- *Gupta Sushma and Garg Neeru ,2018 Text book of clothing & textile, Publisher kalyani*

Course: Elements of Design (Practical)	L	T	P	Cr.
Course Code: BFD1101	0	0	4	2

Total Hours: 30**Learning Outcomes:**

1. Recall and identify the basic elements of design, such as line, shape, color, texture, and space.
2. Apply knowledge of design elements to create simple visual compositions or artworks.
3. Demonstrate proficiency in using design software or tools to manipulate design elements effectively.
4. Compare and contrast how different designers or artists employ design elements to achieve specific effects.

Course Content**UNIT I****8 hours**

Draw different designs using Elements of design. Draw different designs using principals of design. Color wheel-primary color, secondary color, tertiary color.

UNIT II**8 hours**

Draw design using Color Aspects in designs -warm, cool, hot, cold, dark, pale and bright. Make design of achromatic, analogues, monochromatic, complimentary, and neutral color, schemes. Make different types of collage.

UNIT III**7 hours**

Different textures – thread pulling; thread crumple, thread rolling, blade effects, jute, thumb, comb, ink blow, sponge effect.

UNIT IV**7 hours**

Texture of fabrics- silk, satin, velvet, denim, corduroy, Rendering techniques.

Transaction Mode

Problem- solving, Collaborative Learning, Practical Application, Peer Group Discussion, Self-Learning

Suggested Readings

- Sinha P.K. and Sinha P., 2002, *Foundations of Computing, First Edition*,
- Sanders D. HM Graw Hill, 1988. *Computers Today, Fourth Edition*

Course: Fabric Construction	L	T	P	Cr.
Course Code: BFD1102	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Understand various fabric construction techniques such as weaving, knitting, felting, and non-woven methods.
2. Identify and classify types of weaves (plain, twill, satin, etc.) and knit structures (weft and warp).
3. Analyze the relationship between fabric construction and fabric performance, including durability, texture, and appearance.
4. Demonstrate basic hands-on skills in simple weaving, knitting, or other fabric construction techniques.
5. Evaluate fabric samples to determine construction method, fiber type, and suitability for end use.

Course Content**Unit-I****14hours**

Definition and importance of fabric construction. Classification of fabrics (woven, knitted, non-woven, bonded). Overview of fibers and yarns used in fabric making. Historical and modern methods of fabric making.

Unit-II**16hours**

Parts and functions of a loom. Types of weaves: Plain weave, Twill weave, Satin weave, Complex weaves (jacquard, dobby, etc.). Weave notation and fabric analysis.

Unit-III**16hours**

Knitting: Warp vs. weft knitting. Circular and flat knitting. Knit structures: Single jersey, rib, interlock, etc. Non-woven fabrics: Methods (felting, bonding, etc.). Other techniques: Braiding, crocheting, netting. Fabric defects and quality control

Unit-IV**14hours**

Relationship between fabric construction and fabric properties. Fabric selection for different end uses (fashion, technical textiles, home furnishing). Fabric testing techniques (visual, tactile, microscopic). Sustainability in fabric construction. Final project: Analyze and present a sample fabric's construction and application

Transaction Mode

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggest Reading

- Gohl, E. P. G., and Vilensky, L. D. – *Textile Science*, 5th Ed., 2012
- Goswami, B. C. – *Fiber Science and Technology*, 3rd Ed., 2010
- Burlington, M. C. – *Introduction to Textile Science*, 2nd Ed., 2016
- Shambhu Prasad, S. – *Textile Fibers and Fabrics*, 2015

Course: Introductory Sewing Techniques	L	T	P	Cr.
Course Code: BFD1103	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Recall and identify basic sewing terminology, such as seam allowance, bobbin, presser foot, and thread tension.
2. Interpret sewing patterns and instructions, including layout diagrams and cutting guides.
3. Apply knowledge of sewing techniques to create basic sewing projects, such as simple garments, home decor items, or accessories.
4. Generate original sewing projects and designs that incorporate advanced sewing techniques and creative elements.

Course Content**UNIT I****17 hours**

Introduction to sewing, sewing equipment's and supplies., Introduction and handling of sewing machines, its parts, their working, Different types of sewing machines.

UNIT II**16 hours**

Threading and bobbin winding, Maintenance- Sewing problems and their solutions. Introduction to threads and needles, their numbers and sizes in relation to different types of fabrics.

UNIT III**13 hours**

Terminology and Classification used in: Collars, Sleeves, Pockets, Yokes, Skirts.

UNIT IV**14 hours**

Fabric preparation for garment construction-principle for fabric layout and placing paper pattern and fabric, handling special fabrics, Fabric estimation and its importance. Fitting: Good fitting, Fitting problems and their solution.

Transaction Mode

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings:

- Doongaji Shree & Pande Roshani Desh, 2003, Basic Process & Clothing Construction, Publisher Unique Education Books, Raj Parkas an, 2005, New Delhi.
- Lata Mullick Prem, 2008, Garment Construction Skills.

Course: Fashion Art & History	L	T	P	Cr.
Course Code: BFD1104	2	0	0	2

Total Hours: 30**Learning Outcomes:**

1. Memorize important fashion trends, styles, and movements throughout history.
2. Apply knowledge of fashion history to analyze and recreate period-appropriate clothing.
3. Innovate within the fashion industry by blending historical styles with contemporary elements.
4. Assess the significance of particular fashion designers, fashion shows, or collections in the context of fashion history.

Course content**UNIT I****8 hours**

Fashion: Terminology, Cycle influence, Elements of fashion design, history of fashion, Fashion flow chart, Fashion designers - American, European & others, Fashion centers of world, Principles of fashion, Classification of fashion, Theories of Fashion, Fashion shows, Formal fashion shows, Designer trunk shows, Informal fashion shows, FASHION PRODUCERS- What is Couture and haute couture? Fashion Direction and Fashion Editors, Define the basic functions of Line & Knockoffs

UNIT II**7 hours**

Story of fashion from 1890 to 2010 Italian and French influences on global fashion: Ancient fashion: study Egyptians, Greeks, Mesopotamians, and Romans. Asian fashion history: students will learn about east Asian costume history. Europeans fashion history. History from Britain, France, Spain and Austria- Hungary.

UNIT III**7 hours**

Indian Fashion history: Changing scenario of Indian costumes, Costumes and fashions in the Mohenjo-Daro period, Rajasthan style of sari of the 15th century, Influence of British rule on Indian fashion in 1920, 1930's fashion of long flared skirts in the west and its influence in India, Independence movement and its influence in using in khadi.

UNIT IV**8 hours**

Christian Dior's New Look of pencil slim skirt and its influence in India, Late 1980's, and hi boom designer fashion wear. Traditional Textiles of India Kanchipuram, Pochampalli, Bandhani, Patola, Paithani, Irkalli, Kalamkari, Bhagru, Sangneri, Madhubani, Worli., Banarasi Brocade, Chikankari, Kantha, Phulkari, Chamba, Kathiawar, Maheshwari, Kasava, Sambalpuri, Baluchari, Jamdani & Chanderi.

Transaction Mode

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings:

- *Metzger, P. W., The Fashion Art of Perspective: The ultimate guide for Artists in every medium by North Light Book, Ohio, 2007*
- *The Business of Fashion Art: Designing, Manufacturing and Marketing” by Leslie Davis Burns and Kathy K Mullet*

Course: Surface Ornamentation	L	T	P	Cr.
Course Code: BFD1105	0	0	6	3

Total Hours: 45**Learning Outcomes**

1. Demonstrate the basic techniques of surface ornamentation using various materials and methods.
2. Identify and apply different surface embellishment techniques on fabric and textile.
3. Develop proficiency in hand and machine embroidery techniques for decorative purposes.
4. Create original designs by incorporating surface ornamentation into textiles.
5. Evaluate and critique ornamented textiles in terms of aesthetics, functionality, and craftsmanship.

Course content**Unit I****10 hours**

Overview of Surface Ornamentation: Importance and history of textile embellishment. Basic Materials and Tools: Needles, threads, beads, sequins, fabric paints, and other embellishment materials. Introduction to Fabric Types: Understanding different fabrics suitable for surface ornamentation. Basic Stitches in Hand Embroidery: Running stitch, back stitch, satin stitch, French knots, lazy daisy, chain stitch. Hands-on Practice: Creating simple decorative patterns using basic hand embroidery techniques.

Unit II**11 hours**

Introduction to Machine Embroidery: Understanding sewing machine setup for embroidery work. Stitches in Machine Embroidery: Satin stitch, zigzag stitch, fill stitch, and other machine embroidery techniques. Appliqué Technique: Basics of appliqué: methods, tools, and application on Fabric. Combining Appliqué and Embroidery: Creating ornamental effects using a combination of hand and machine techniques. Hands-on Practice: Embroidering simple designs and adding appliqué elements to fabric pieces

Unit III**12 hours**

Beadwork and Sequin Embellishments: Techniques for attaching beads, sequins, and rhinestones to fabric. Fabric Paints and Stamping: Techniques for painting and stamping on fabric using fabric paints and dyes. Combining Embellishments: Using beads, sequins, and paints to create multi-dimensional decorative patterns. Hands-on Practice: Designing and creating beaded and sequined surface embellishments, fabric painting, and stamping designs.

Unit IV**12 hours**

Embossing and Pleating: Techniques for creating raised textures on fabric, including smocking, pleating, and tucking. Fabric

Manipulation: Shibori, tie-dye, and other methods of creating texture and surface patterns. Application on Garments: How to apply surface

ornamentation to garments such as shirts, skirts, and accessories

Project Work: Final project incorporating various surface.

Ornamentation techniques into a textile or garment piece.

Presentation and Critique: Students will present their ornamented textile works for peer and instructor feedback

Transaction Mode

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggest Reading

- Barker, Jennifer – *Embroidery: A Manual of Techniques*, 3rd Ed., 2008
- Dhar, Kanchan – *Surface Ornamentation Techniques*, 1st Ed., 2008
- Khan, Seema – *Textile and Surface Ornamentation*, 1st Ed., 2010
- McNeil, Jan – *The Art of Embroidery*, 2016
- Parker, Valerie – *Handmade Embellishments: A Collection of Surface*

Course: Basics of Computer	L	T	P	Cr.
Course Code: BFD1106	3	0	0	3

Total Hours: 30**Learning Outcomes**

1. Understand the fundamental concepts of computer systems and their components.
2. Demonstrate proficiency in operating basic computer software (such as MS Office Suite).
3. Perform file management, including organizing, storing, and retrieving files on a computer.
4. Navigate the internet and use email for communication and information gathering.
5. Understand the basics of computer security and safe usage practices.

Course content**Unit I 11 hours**

- Understanding Computers: Definition, components, and types of computers
- Computer Hardware: CPU, memory, input/output devices, storage devices
- Basic Operating System Functions: Introduction to Windows/Mac OS, file system, and desktop navigation
- Using the Keyboard and Mouse: Basic keyboard functions, mouse control, and tips for effective usage
- Hands-on Practice: Turning on/off a computer, using keyboard shortcuts, and basic navigation within the operating system

Unit II 12 hours

- Understanding Software: Types of software (System Software vs. Application Software)
- Microsoft Word: Creating, formatting, and editing documents
- Microsoft Excel: Introduction to spreadsheets, creating simple calculations, and data formatting
- Microsoft PowerPoint: Creating presentations, inserting slides, adding text/images, and using transition effects
- Hands-on Practice: Creating documents, presentations, and spreadsheets with basic formatting and features

Unit III 11 hours

- File Management: Understanding folders, file types, and extensions
- Using File Explorer (windows) or Finder (Mac): Organizing, copying, moving, and deleting files
- Storage Devices: Types of storage devices (USB drives, external hard drives, cloud storage)

- File Compression: Zipping and unzipping files for storage and sharing
- Hands-on Practice: Managing files and folders, using storage devices, and understanding file backups

Unit IV

12 hours

- Internet Basics: Browsing websites, using search engines (Google, Bing), and navigating websites
- Email Basics: Creating an email account, sending, receiving, and organizing, emails
- Social Media and Online Communication: Introduction to Facebook, Twitter, LinkedIn, etc.
- Basic Computer Security: Introduction to antivirus software, password management, and avoiding online threats
- Hands-on Practice: Sending and organizing emails, using browsers, and understanding safe online practices

Transaction Mode

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggest Reading

- Goel, A.K. – *Computer Basics and Applications*, 4th Ed., 2015
- Kenny, R. – *Computers and Internet Basics*, 2nd Ed., 2016
- Kurtz, D. – *Using Microsoft Office 2016*, 2nd Ed., 2016
- Mitra, S. – *Introduction to Computer Science*, 4th Ed., 2019
- Rao, P. – *Computer Fundamentals and Applications*, 3rd Ed., 2014
- Shelly, Gary B. & Cashman, Thomas J. – *Discovering Computers: Complete*, 10th Ed., 2015
- Sinha, P.K. – *Computer Fundamentals*, 6th Ed., 2018
- Verma, Kiran – *Introduction to Computers*, 1st Ed., 2017

Course Title: Communication Skills	L	T	P	Cr.
Course Code: BFD1107	2	0	0	2

Total Hours:30**Learning Outcomes:**

1. Identify and understand various barriers to effective communication (physiological, psychological, cultural, etc.).
2. Develop active listening skills and apply them in both personal and professional contexts.
3. Enhance written communication by focusing on clarity, structure, and audience awareness.
4. Master effective communication in interviews and presentations, including overcoming common challenges.

Course content**UNIT-I****8 hours**

- Barriers to Communication and Perspectives
 - Barriers to Communication:
- Physiological, Physical, Cultural, Language, Gender, Interpersonal, Psychological, Emotional.
- Perspectives in Communication:
- Visual Perception, Language, Past Experiences, Prejudices, Feelings, Environment.

UNIT-II**7 hours**

- Elements of Communication Styles
- Elements of Communication:
- Face-to-Face, Tone of Voice, Body Language (Non-Verbal), Verbal, Physical Communication.
- Communication Styles:
- Direct, Spirited, Systematic, Considerate.

UNIT-III**8 hours**

- Listening Skills and Effective Written Communication
- Basic Listening Skills:
- Self-Awareness, Active Listening, Difficult Situations.
- Effective Written Communication:
- When to Use Written Communication, Writing Effectively (Subject Lines, Main Point First, Audience, Organization).

UNIT IV:**7 hours**

- Interview Skills and Presentations
- Interview Skills:
- Purpose of an Interview, Dos and Don'ts.
- Giving Presentations:
- Dealing with Fears, Planning, Structuring, Delivery Techniques.

Transaction Mode

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggestive Reading:

- "Communication in Action" by Kory Floyd
- "On Writing Well" by William Zinsser
- "The Art of Communicating" by Thich Nhat Hanh
- "Talk Like TED" by Carmine Gallo

Course Title: Environment Education	L	T	P	Cr.
Course Code: VAC0001	2	0	0	2

Total Hours: 30**Learning Outcomes:**

- 1) Grasp the concept of Environmental Science, its components, types of natural resources, their distribution, and usage, with a focus on India.
- 2) Discuss the factors impacting biodiversity loss and ecosystem degradation in India and the world.
- 3) An overview of Contemporary Environmental Issues i.e. National and Global efforts to address climate change adaptation and mitigation.
- 4) To understand environmental laws for monitoring pollution.
- 5) Principles guiding human responsibility toward the environment.
- 6) Toxic chemicals and analytical methods for monitoring environmental pollutants.

Course Content**Unit-I. Human – Environment Interaction, Natural Resources, and Sustainable Development
6 Hours**

The man-environment interaction: Humans as hunter-gatherers; Mastery of fire; Origin of agriculture; Emergence of city-states; Great ancient civilizations and the environment, Indic Knowledge and Culture of sustainability; Middle Ages and Renaissance; Industrial revolution and its impact on the environment; Population growth and natural resource exploitation; Global environmental change. Environmental Ethics and emergence of environmentalism: Anthropocentric and eco-centric perspectives (Major thinkers); The Club of Rome- Limits to Growth; UN Conference on Human Environment 1972; World Commission on Environment and Development and Rio Summit. Natural resources: Definition and Classification. Microbes as a resource; Status and challenges. Environmental impact of over-exploitation, issues and challenges; Water scarcity and Conflicts over water. Mineral resources and their exploitation; Environmental problems due to extraction of minerals and use; Soil as a resource and its degradation. Energy resources: Sources and their classification. Implications of energy use on the environment. Introduction to sustainable development: Sustainable Development Goals (SDGs)- targets and indicators, challenges and strategies for SDGs.

Unit-II: Biodiversity Conservation and Environmental Issues**6 Hours**

Biodiversity as a natural resource; Levels and types. Biodiversity in India and the world; Biodiversity hotspots; Species and ecosystem threat categories. Major ecosystem types in India, their services, classification, significance and characteristics of forests, wetlands, grasslands, agriculture, coastal and marine; Threats to biodiversity and ecosystems: Land use and land cover change; Commercial exploitation of species; Invasive species; Fire, disasters and climate change. Major conservation policies: in-situ and ex-situ approaches; National and International Instruments for biodiversity conservation; the role of traditional knowledge, community-based conservation; Gender and conservation. Environmental issues and scales: micro-, meso-, synoptic and planetary scales; Temporal and spatial extents of

local, regional, and global phenomena. Pollution: Types of Pollution- air, noise, water, soil, thermal, radioactive ;municipal solid waste, hazardous waste; transboundary air pollution; acid rain; smog. Land use and Land cover change: land degradation, deforestation, desertification, urbanization. Biodiversity loss: past and current trends, impact. Global change: Ozone layer depletion; Natural Disasters – Natural and Man-made (Anthropogenic).

Unit-III: Environmental Pollution, Health, Climate Change: Impacts, Adaptation and Mitigation **8 Hours**

Definition of pollution; Point and non-point sources. Air pollution: sources, Impacts, Primary and Secondary pollutants; Criteria pollutants- carbon monoxide, lead, nitrogen oxides, ground-level ozone, particulate matter and sulphur dioxide; Other important air pollutants- Volatile Organic compounds (VOCs), Peroxyacetyl Nitrate (PAN), Polycyclic aromatic hydrocarbons (PAHs) and Persistent organic pollutants (POPs); Indoor air pollution; National Ambient Air Quality Standards. Water pollution: Sources; River, lake and marine pollution, groundwater pollution, impacts ; Water quality parameters and standards. Soil pollution: sources and pollutants. Solid and hazardous waste, its impacts. Noise pollution: Definition, Unit of measurement, sources, noise standards; adverse impacts. Thermal and Radioactive pollution: Sources and impacts. Climate change: natural variations in climate due to greenhouse gas emission- past, present & future. Structure of atmosphere. Projections of global climate change with special reference to temperature, rainfall, climate variability and extreme events; Importance of 1.5 °C and 2.0 °C limits to global warming; Climate change projections for the Indian sub-continent. Impacts, vulnerability and adaptation to climate change: Observed impacts of climate change on ocean and land systems; Sea level rise, changes in marine and coastal ecosystems; Impacts on forests, natural ecosystems, animal species, agriculture, health, urban infrastructure; the concept of vulnerability and its assessment; Adaptation vs. resilience; Climate-resilient development; Indigenous knowledge for adaptation to climate change. Mitigation of climate change: Synergies between adaptation and mitigation measures; Green House Gas (GHG) reduction vs. sink enhancement; Concept of carbon intensity, energy intensity and carbon neutrality; National and international policy instruments for mitigation, decarbonizing pathways and net zero targets for the future; Energy efficiency measures; Carbon capture and storage, National climate action plan and Intended Nationally Determined Contributions (INDCs); Climate justice.

Unit-IV: Environment Management, Treaties and Legislation

10 Hours

Introduction to environmental laws and regulation: Article 48A, Article 51A (g) and other environmental rights; Introduction to environmental legislations on the forest, wildlife and pollution control. Environmental management system: ISO 14001 Concept of Circular Economy, Life cycle analysis; Cost-benefit analysis Environmental audit and impact assessment; Environmental risk assessment Pollution control and management; Waste Management- Concept of 3R (Reduce, Recycle and Reuse) and sustainability; Eco labeling /Ecomark scheme. Bilateral and multilateral agreements on international co-operation of instruments; conventions and protocols; binding and nonbinding measures; Conference of the Parties (COP) Major International Environmental Agreements:- Convention on Biological Diversity (CBD); Cartagena Protocol on Biosafety; Nagoya Protocol on Access and Benefit-sharing; Convention on International Trade in Endangered Species of Wild Flora and Fauna

(CITES); Ramsar Convention on Wetlands of International Importance; United Nations Convention to Combat Desertification (UNCCD); Vienna Convention for the Protection of the Ozone Layer; Montreal Protocol on Substances that Deplete the Ozone Layer and the Kigali Amendment; Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal; Rotterdam Convention on the Prior Informed Consent Procedure for Certain Hazardous Chemicals and Pesticides in International Trade; Stockholm Convention, Minamata Convention, United Nations Framework Convention on Climate Change (UNFCCC); Kyoto Protocol; Paris Agreement; India's status as a party to major conventions Major Indian Environmental Legislations: The Wild Life (Protection) Act, 1972; The Water (Prevention and Control of Pollution) Act, 1974; The Forest (Conservation) Act, 1980; The Air (Prevention and Control of Pollution) Act, 1981; The Environment (Protection) Act, 1986; The Biological Diversity Act, 2002; The Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006; Noise Pollution (Regulation and Control) Rules, 2000; Industry-specific environmental standards; Waste management rules; Ramsar sites; Biosphere reserves; Protected Areas; Ecologically Sensitive Areas; Coastal Regulation Zone; Production and consumption of Ozone Depleting substances, Green Tribunal; Some landmark Supreme Court judgements Major International organizations and initiatives: United Nations Environment Programme (UNEP), International Union for Conservation of Nature (IUCN), World Commission on Environment and Development (WCED), United Nations Educational, Scientific and Cultural Organization (UNESCO), Intergovernmental Panel on Climate Change (IPCC), and Man and the Biosphere (MAB) programme.

Suggested Readings: -

- Baskar, S. and Baskar, R. (2009). Natural Disasters (Earth's Processes & Geological Hazards), ISBN: 978-81-7806-168-9.
- Bhagwat, Shonil (Editor) (2018) Conservation and Development in India: Reimagining Wilderness, Earthscan Conservation and Development, Routledge.
- Central Pollution Control Board Web page for various pollution standards. <https://cpcb.nic.in/standards/>
- Chahal, M. K. (2024). Environmental Science and Hazards Management (Ecology and Risk Management), ISBN:978-93-6440-586-7.
- Environment Conventions & Programmes. <https://moef.gov.in/wp-content/uploads/2020/02/convention-V-16-CURVE-web.pdf>
- Kanchi Kohli and Manju Menon (2021) Development of Environment Laws in India, Cambridge University Press.
- Manahan, S.E. (2022). Environmental Chemistry (11th ed.). CRC Press. <https://doi.org/10.1201/9781003096238>.
- Ministry of Environment, Forest and Climate Change (2019) A Handbook on International Theodore, M. K. and Theodore, Louis (2021) Introduction to Environmental Management, 2nd Edition. CRC Press.
- Tiefenbacher, J (ed.) (2022), Environmental Management - Pollution, Habitat, Ecology, and Sustainability, Intech Open, London. 10.5772/
- William P.Cunningham and Mary A. (2015) Cunningham Environmental Science: A

Global Concern, Publisher (Mc-Graw Hill, USA)

Semester- II

Course Title: Textile Science	L	T	P	Cr.
Course Code: BFD1150	2	0	0	2

Total Hours: 30**Learning Outcomes**

1. Understand the structure and properties of natural and synthetic fibers.
2. Analyze the processes involved in yarn and fabric production.
3. Identify the different types of fabrics and their uses in various industries.
4. Evaluate the characteristics and applications of textile finishes.
5. Assess the environmental impact and sustainability of textile production processes.

Course Content**Unit I****8 Hours**

- Introduction to Textiles: Definition, importance, and application of textiles in daily life and industries
- Classification of Fibers: Natural fibers (plant-based, animal-based) vs. synthetic fibers
- Fiber Structure and Properties: Structure, physical, and chemical properties of fibers
- Cotton, wool, Silk, and Other Natural Fibers: Detailed study of the properties, production, and uses of natural fibers
- Synthetic Fibers: Types of synthetic fibers (e.g., polyester, nylon, acrylic, spandex) and their characteristics
- Fiber Identification: Methods for identifying fibers through physical and chemical tests

Unit II**7 Hours**

- Yarn Formation: Overview of yarn formation processes: spinning, twisting, and texturing
- Types of Yarns: Single yarns, plied yarns, and fancy yarns (e.g., boucle, chenille, slub)

- Yarn Properties: Thickness, strength, twist, and evenness of yarn
- Yarn Testing: Methods for testing yarn strength, twist, and appearance
- Fabric Construction: Woven fabrics, knitted fabrics, nonwoven fabrics, and their characteristics
- Hands-on Practice: Understanding yarns and fabric samples through textile testing

Unit III

8 Hours

- Weaving: The basics of weaving, types of weave (plain, twill, satin), loom operations
- Knitting: Types of knitting (weft knitting, warp knitting), and their characteristics
- Nonwoven Fabrics: Methods of producing nonwoven fabrics (e.g., felt, bonded, spun lace)
- Fabric Construction Principles: The relationship between yarns, fibers, and fabric properties
- Fabric Strength and Durability: Properties like tensile strength, tear strength, and abrasion resistance
- Hands-on Practice: Identifying different woven, knitted, and nonwoven fabrics

Unit IV

7 Hours

- Textile Finishing: The purpose and types of finishes (mechanical, chemical, functional)
- Mechanical Finishing: Processes like calendaring, mercerizing, and singeing
- Chemical Finishing: Dyeing, printing, waterproofing, flame retardant treatments
- Functional Finishes: Anti-wrinkle, anti-microbial, stain-resistant, UV protection finishes
- Environmental and Sustainability Issues: Impact of textile production on the environment, sustainable practices in the textile industry
- Eco-friendly Fabrics and Processes: Sustainable materials (e.g., organic cotton, recycled polyester) and green manufacturing techniques

Transaction Mode

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggest Reading

- Burlington, M. C. – *Introduction to Textile Science*, 2nd Ed., 2016
- Gohl, E. P. G., and Vilensky, L. D. – *Textile Science*, 5th Ed., 2012

- Goswami, B. C. – *Fiber Science and Technology*, 3rd Ed., 2010
- Mayer, R. – *Textile Manufacturing and Dyeing Technology*, 2009
- Moncrieff, M. – *The Fabric of Civilization: A History of the Materials and Techniques of Textiles*, 2019
- Sabharwal, V. P. – *Principles of Textile Manufacturing*, 4th Ed., 2018
- Shambhu Prasad, S. – *Textile Fibers and Fabrics*, 2015
-

Course Title: Textile Science(Practical)	L	T	P	Cr.
Course Code: BFD1151	0	0	4	2

Total Hours: 30**Learning Outcomes**

1. Perform fiber identification tests on natural and synthetic fibers.
2. Demonstrate the basic techniques of yarn formation and evaluate yarn properties.
3. Examine various fabric structures and identify different types of fabrics.
4. Apply basic textile finishing techniques and evaluate their effects on fabric properties.
5. Understand and apply standard methods for testing textile material properties like strength and durability.

Course Content**Unit I****7 Hours****Fiber Identification and Analysis**

- Fiber Identification: Techniques to identify natural (cotton, wool, silk) and synthetic fibers (polyester, nylon, acrylic) through visual and physical methods
- Microscopic Examination: Use of a microscope to identify fiber types based on their cross-sectional structure
- Burn Test: Performing burn tests to identify different fibers by their burning characteristics
- Solubility Test: Testing fibers using different solvents to distinguish between types of fibers
- Hands-on Practice: Students will conduct fiber identification tests on various textile samples and record their observations.

Unit II**8 Hours****Yarn Production and Testing**

- Yarn Testing: Measuring yarn characteristics like twist, evenness, and thickness using yarn testing equipment

- Spinning Process: Students will observe the spinning process and study the effects of different spinning methods (ring spinning, rotor spinning) on yarn properties
- Yarn Count and Twist: Determining yarn count (denier, tex, cotton count) and twist using appropriate methods and equipment
- Hands-on Practice: Students will create yarn samples using different spinning techniques and analyze their properties in a laboratory setting.

Unit III**7 Hours****Fabric Structure and Identification**

- Weaving and Knitting: Identification of woven and knitted fabrics by structure (plain, twill, satin weaves, single jersey, ribbed knits)
- Fabric Samples: Examining various fabrics for construction and properties like drape, texture, and stretch ability
- Fabric Strength Testing: Performing tests to measure the tensile strength and tearing strength of fabrics
- Hands-on Practice: Students will create basic woven and knitted fabric samples and identify various fabric structures.

Unit IV**8 Hours****Textile Finishing Techniques**

- Dyeing and Printing: Practical introduction to different dyeing methods (direct, reactive, vat dyeing) and printing techniques (screen printing, block printing)
- Chemical Finishes: Applying basic finishing treatments like flame retardant, water-repellent, and anti-wrinkle finishes to fabric samples
- Mechanical Finishes: Hands-on application of calendaring, mercerizing, and singeing techniques
- Hands-on Practice: Students will apply finishing techniques to fabric samples and analyze their effect on the fabric's appearance, texture, and durability.

Transaction Mode

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggest Reading

- Burlington, M. C. – *Introduction to Textile Science*, 2nd Ed., 2016

- Gohl, E. P. G., and Vilensky, L. D. – *Textile Science*, 5th Ed., 2012
- Goswami, B. C. – *Fiber Science and Technology*, 3rd Ed., 2010
- Mayer, R. – *Textile Manufacturing and Dyeing Technology*, 2009
- Moncrieff, M. – *The Fabric of Civilization: A History of the Materials and Techniques of Textiles*, 2019
- Pratibha Agarwal – *Textile Science and Technology*, 2014
- Shambhu Prasad, S. – *Textile Fibers and Fabrics*, 2015
- Sabharwal, V. P. – *Principles of Textile Manufacturing*, 4th Ed., 2018

Course Title: Fashion Studies	L	T	P	Cr.
Course Code: BFD1152	4	0	0	4

Total Hours: 60**Learning Outcomes**

1. They will be able to identify and explain key fashion movements, influential designers, and the socio-cultural factors that have shaped fashion across different historical periods.
2. Students will critically examine how fashion reflects and influences cultural norms, individual identity, gender roles, and social status in various societies.
3. They will develop foundational skills in sketching, fabric selection, pattern making, and garment construction to create original fashion pieces.
4. Students will gain insights into the roles of marketing, merchandising, production, and branding in the fashion industry, including current trends and global influences.
5. Students will assess the environmental and ethical implications of fashion production and consumption, and explore strategies for promoting sustainability and responsible design.

Course Content**UNIT I****16 hours**

Fashion definition: Its importance & Fashion evolution Fashion terminology: Style, change, Trend, fashion cycle, fad classic, fashion trend, silhouette, texture, color, design, coqui, couture Classifications of fashion. Fashion cycle and length of fashion cycle. Fashion theory-trickle down, -trickle across, bottom-up theory.

UNIT II**15 hours**

Sources of fashion and fashion services. Factors affecting fashion.

Inspiration of Fashion Forecasting fashion: In the reference to fabric, trend, style, color Brands and their influence on Forecasting Development of Fashion stores in Indian Market Career in fashion industry

UNIT III**13 hours**

Indian Fashion Centers- Mumbai, Kolkata, Delhi Brief introduction to Indian Fashion Designers and their style statement Sabyasachi Mukhrjee Tarun Tahillan Ritu Kumar Ritu Beri Raghvendra Rathore

UNIT IV**16 hours**

International Fashion centers- Paris, Milan, London, New-York Brief introduction to International Fashion Designers and their style statement- Versace, George Armani, Coco-Chanel, Paul Poiret, Christian Dior Fashion Shows Fashion weeks

Transaction mode

Quiz, Project Based Learning, Video Based Teaching, Question, Open Talk

Suggested Readings:

- *“Dynamics of Fashion” By Elaine Ellen, Publisher Fairchild.*
- *Frings. Fashion Concept to Consumer, 3rd Edition, Prentice Hall International, New Jersey 1991.*
- *Jain, Payal. Fashion Studies: An Introduction, Har Anand Publication 2004.*
- *Lyle, Dorothy, Contemporary Clothing, Bennett And Mc Knight Publishing Company, Peoria Illinois*
- *Sengupta., Hindol., Indian Fashion, Pearson Education, New Delhi 2005.*
- *Stephens, Gini. Fashion Concept to Consumer, Prentice Hall International, New Jersey 1999.*
- *Stone, Elanie & Samples, Jean. A., Fashion Merchandising, McGraw Hill, New York.*

Course Title: Drafting & Pattern Making	L	T	P	Cr.
Course Code: BFD1153	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Understand the basic principles of pattern making and drafting techniques used in garment construction.
2. Take accurate body measurements and apply them to develop basic pattern blocks.
3. Draft basic and intermediate patterns for various garments (e.g., bodice, skirt, sleeve, trousers).
4. Modify basic blocks to create design variations, including darts, pleats, gathers, and style lines.
5. Analyze and troubleshoot fit issues through mock-up (muslin) samples and make necessary pattern adjustments.

Course Content**Unit-I****16hours**

- Importance and scope of pattern making in fashion
- Tools and equipment used in drafting
- Understanding body shapes and proportions
- Taking and recording accurate body measurements
- Introduction to pattern terminology and symbols

Unit-II**16hours**

- Drafting the basic bodice block (front and back)
- Drafting the basic skirt and sleeve blocks
- Seam allowance, grainline, notches, and pattern labeling
- Principles of dart manipulation
- Practical: Drafting and tracing basic blocks

Unit-III**14hours**

- Converting blocks into patterns (bodices with style lines, yokes, and necklines)
- Sleeve and collar variations

- Skirt modifications (pleats, gathers, godets, panels)
- Introduction to trouser drafting
- Adding ease, seam allowance, and facing

Unit-IV

14hours

- Fabric layout and cutting instructions
- Mock-up (muslin) fitting techniques
- Identifying common fit issues and corrections
- Draping vs. flat pattern making (brief overview)
- Final project: Design and draft a complete garment pattern

Transaction Mode

Lecture, Seminar, e-Team Teaching, Group Discussion, Mobile Teaching, Self-Learning

Suggested Readings

- Amaden, *The Art of Fashion Draping*, Fairchild Publishers
- Carr Harold & Latham Barbara, 2008, *The Technology of Clothing Manufacture*, Oxford
- Hilde Jaffe & Nurie Relis, 2011, *Draping for Fashion Design*, Prentice Hall Crawford
- Mullick, Lata Prem, 2010 *Garment Construction Skills*, Kalyani Publishers, New Delhi

Course Title: Fundamentals of Fashion Design	L	T	P	Cr.
Course Code: BFD1154	2	0	0	2

Total Hours: 30**Learning Outcomes:**

1. Innovate and experiment with design elements to create unique and compelling visuals or products.
2. Formulate informed judgments about design solutions, considering aesthetics, functionality, and user experience.
3. Apply design projects that incorporate specific design elements to achieve defined goals.
4. Interpret the impact of design choices on user experience and perception.

Course Content**Unit 1****8 hours****Introduction to Fashion Design**

- Definition and scope of fashion design
- History and evolution of fashion
- Fashion terminology and categories
- Roles and responsibilities of a fashion designer
- Overview of the fashion industry

Unit 2**7 hours****Elements and Principles of Design**

- Elements of design: line, shape, form, color, texture, space
- Principles of design: balance, proportion, rhythm, emphasis, harmony
- Color theory and color schemes in fashion
- Design development: mood boards and concept creation
- Fashion illustration and croquis

Unit 3**8 hours****Textiles, Fabrics, and Materials**

- Introduction to natural and synthetic fibers
- Fabric types and their properties
- Fabric selection for different garment types
- Surface ornamentation techniques
- Sustainable and smart textiles

Unit 4

7 hours

Basic Garment Construction and Design Process

- Introduction to pattern making and draping
- Basic sewing and garment construction techniques
- The fashion design process: from concept to final product
- Creating a basic garment (e.g., skirt or top)
- Introduction to fashion portfolios

Transaction mode

Quiz, Project Based Learning, Video Based Teaching, Question, Open Talk

Suggested Readings:

- "Fashion Design Course: Principles, Practice, and Techniques" (2012)
- "Fashion Sketchbook" (6th Edition, 2012)
- "Patternmaking for Fashion Design" (5th Edition, 2010)
- "The Art of Fashion Draping" (4th Edition, 2011)

Course Title: Colour Concepts & Coloration	L	T	P	Cr.
Course Code: BFD1155	3	0	0	3

Total Hours: 45**Learning Outcomes:**

1. Enumerate and identify basic color terminology, including primary colors, secondary colors, and complementary colors.
2. Express the principles of color mixing and how colorants like pigments and dyes interact with materials.
3. Demonstrate proficiency in using various coloring techniques, including painting, dyeing, and digital coloring.
4. Assess the effectiveness of color choices in achieving specific design objectives, such as brand identity or visual communication.

Course Content**UNIT I****12 hours**

Fundamentals of Art: Line, Shape, Colour, Tone, Texture. Design: Definition of Design. Composition: Type of Composition.

UNIT II**10 hours**

Structural Design, Decorative Design. Type of Decorative Design: Natural form Design, Decorative form Design, Geometrical form Design, Abstract form Design.

UNIT III**12 hours**

Principals of Design: Repetition, Variety, Contrast, Radiation, Rhythm, Balance, Design and Colour. Gradation. Dominance & Subordination. Proportion, Transition. Harmony, Unity.

UNIT IV**11 hours**

Colour & Colour Theory, Definition of Colour, Colour Knowledge, Artist's Colour Theory. Characteristics of Colour: Hue, Value, Symbolic Meanings of Colours, Colour Mixtures.

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings:

- *Color by Betty Edwards.*
- *Interaction of Color by Josef Albers.*

Course Title: Fashion Illustration-I	L	T	P	Cr.
Course Code: BFD1156	0	0	6	3

Total Hours: 45

Learning Outcomes:

1. Recall basic terminology related to fashion illustration, such as croquis, line of action, and rendering.
2. Interpret the historical and cultural context of fashion illustration and its evolving role in the fashion world.
3. Demonstrate proficiency in using different drawing materials and tools for fashion illustration.
4. Generate original fashion illustrations that showcase creativity and mastery of illustration techniques.

Course Content**UNIT I****10 hours**

Fashion figure - 8½, 10 and 12 heads, front, back and ¾ profiles. Face analysis. Figure analysis.

UNIT II**11 hours**

Draw features of eyes, nose, ear, lips, face, hands, arms, feet, legs and hairstyles. Body line reading through different poses. Make stick figures in different poses.

UNIT III**12 hours**

Make geometric designs. Fleshing on block figures. Illustrate a figure using texture in the garment.

UNIT IV**12 hours**

Stippling and Hatching., Detail in study of light and shade of different types of folds, gathers and shape of fabric in dresses.

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

Suggested Readings:

- Jain, Payal. 2004, *Fashion Studies: An Introduction*, Har Anand Publication.
- Sengupta., Hindol., 2005. *Indian Fashion*, Pearson Education, New Delhi

Course Title: Punjabi Compulsory	L	T	P	Cr.
Course Code: BFD1157	2	0	0	2

Total Hours: 30

Learning Outcomes

1. ਵਿਵਿਅਾਰਥੀ ਪੁਰਾਤਨ ਪੰਜਾਬੀ ਲੋਕ ਗੀਤ ਅਤੇ ਲੋਕ ਕਥਾਵਾਂ ਬਾਰੇ ਜਾਨ ਜਾਣਗੇ
2. ਵਿਵਿਅਾਰਥੀ ਪੰਜਾਬੀ ਲੋਕ ਸਾਹਿਤ ਬਾਰੇ ਜਾਨ ਜਾਣਗੇ
3. ਵਿਵਿਅਾਰਥੀ ਅੰਗਰੇਜ਼ੀ ਤੋਂ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਬਾਨਿ ਕਰਣ ਯੋਗ ਿੇ ਜਾਣਗੇ
4. ਵਿਵਿਅਾਰਥੀ ਬੈਂਕ, ਰੇਲਿ , ਡਾਕ , ਕੰਪਿਊਟਰਅਤੇ ਬੀਮਾ ਸੇਵਿਾਂ ਨਾਲ ਸਬੰਧਿਤ ਤਕਨੀਕੀ ਸਬਿਾਬਲੀ ਿੀ ਜਾਣਕਾਰੀ ਿਾਵਸਲ ਕਰ ਲੈਣਗੇ

Course Content

ਗਿਕਪਿ ਭੇ ;ਕਫਿਜ਼ ਲ^ ਭੇ ਰਹਿ ਨਸ/ ਭੇ ^eEktK nro/Iਭਿ ਸ^A ਗਿਕਪਿ ਫਿਤੁ ਨB[tkdL^
seBheh PpdktbhL^ p^Ae, o/bt/, vke, efgTNo ਨਸ/ phwk ;/tkk Bkb ;pfXs tkeK ਫਿਤੁ
tos

Transaction Mode

Seminar, e-Team Teaching, Peer Group Discussion, Mobile Teaching, Self- Learning

Suggested Readings:

- Dugal N .S & Jasvir Kaur ,*Punjabi Grammar & Essay writing*, 13th Edition: 2013
- Keshar Dr. K.S., *Punjab Kabh*, Edition 2012

Course Title: Human Values and Professional Ethics	L	T	P	Cr.
Course Code: VAC0002	2	0	0	2

Total Hours: 30**Course Learning Outcomes:**

1. Understand the essence of Indian ethos, cultural values and ethical principles derived from scriptures, integrating self-exploration with scientific inquiry.
2. Analyze human values, self-awareness and ethical decision-making by distinguishing between perspectives, ideologies and universal moral principles.
3. Evaluate constitutional values, global responsibilities and the role of ethics in citizenship while promoting inclusivity and social welfare.
4. Develop essential life skills, stress management techniques and holistic well-being through mindfulness, self-discipline and personality development.

Course Content**Unit-I** Introduction to Indian Ethos**7 Hours**

Meaning of ethos and cultural essence of India, Scriptures as the base of the Indian Knowledge System (IKS), Integrating the two methodologies: interiorization process for self-exploration and exterior scientific pursuit for the prosperity of world, The Law of Karma and Nishkama Karma (The Law of action and selfless action), Practical: Five hours of Yoga practice per week, Ethics through Music and Indian Poetry, Community Engagement

Unit-II Human Values and Ethics**8 Hours**

Knowing the Self and the universal values that we stand for. This is self-enquiry & self-discovery, Background conversations and deep listening, recognizing the assumptions that we make, the biases we have and the implications for ethical action. Self-identity: distinguishing and embracing oneself (and others) four profiles (inner potential, social, professional, personality), Distinguish ideology, perspectives beliefs from embodying values. Practical: Self discovery, self enquiry and Mindfulness, Yama & Niyama of Ashthang Yoga

Unit-III Constitutional Values, Global Responsibility & Skills for Youth**7 Hours**

Values embedded in the Preamble of the Indian Constitution, Integration of Human Rights and duties. Principles and responsibilities: as citizens of India, towards global environment, Loksangraha and Vasudhaiva Kutumbakam, Conscious Full Spectrum Response model. Distinguishing judgement from discernment, Practical: Development of concentration among students through music, fine arts, mathematics, sports, yoga and mindfulness

Unit-IV Integrated Personality and Well-being**8 Hours**

The three gunas (qualities of sattva—purity and harmony, rajas —activity and passion, tamas —darkness and chaos), the four antah-karanas (inner instruments) and panch kosha (five sheaths), Stress management, Oneness, non-duality and equanimity, Physical, mental, social and spiritual well-being. Practical: Talks on importance of the Ayurvedic concept of well-being and nutrition, sports activities.

Reference Books:

- [ISBN: 978-938-74-7168-9]
- Blanchard, Kenneth and Peale, Norman Vincent. 1988. The Power of Ethical Management. New York: William Morrow and Company, Inc.
- Dr. Awadesh Pradhan, Mahamana ke Vichara". (B.H.U., Varanasi 2007)
- Fontaine, D. K., Rushton, C. H. and Sharma, M. 2013. Cultivating Compassion and Empathy. In: M. Plews-Ogan and G. Beyt (Eds.), Wisdom Leadership in academic Health Science Centers- Leading Positive Change. London: Radcliffe Publishing.
- Gandhi, Mohandas Karamchand. 1971. Pathway to God compiled by MS Deshpande. Ahmedabad: Navajivan Mudranalaya, Navjivan Trust.
- Gardner, H. 2006. Five Minds for the Future. Boston: Harvard Business School Press.
- Harold Koontz & Heinz Weihrich, Essentials of Management, Tata McGraw Hill.
- Human Values and Professional Ethics by R R Gaur, R Sangal, G P Bagaria, Excel Books, New Delhi, 2010.
- Kashyap, Subhash C. 2019. Constitution of India. A handbook for students. New Delhi: National Book Trust.
- Lama, D. 2012. Beyond Religion: Ethics for a Whole World. India: Harper Collins.
- Mahadevan, B., Bhat, V.R. and Nagendra, P.R.N. 2022. Introduction to Indian Knowledge System. Delhi: PHI.
- Rodriguez, S. and Juvva, S. 2018. Embodying Universal Values and Ethical Leadership in Higher Education: Creating Change Agents for Social Transformation. In B. Chatterjee, A. Banerji and P. Arya (Eds.). Resolution to Resolve: Sustainability Practices in Industry and Education. New Delhi: Bloomsbury
- Sharma, M. 2017. Radical Transformational Leadership: Strategic Action for Change Agents. Berkeley, US: North Atlantic Books.
- Shrimad Bhagavad-Gita (Part of the Mahabharata). 1994. Gorakhpur: Gita Press. Swami Harshananda. 2000. The Birds' Eye View of the Vedas. Bangalore: Ramakrishna Math.

Web Sources:

- <https://www.holy-bhagavad-gita.org/>
- <https://iksindia.org/>
- NPTEL Course: Exploring Human Values: Visions of Happiness and Perfect Society
- <https://ebooks.inflibnet.ac.in/hrmp01/>

Course Title: Punjabi History & Culture-I	L	T	P	Cr.
Course Code: BFD1158	2	0	0	2

Learning Outcomes**Total Hours: 30**

1. Understanding Early Civilizations.
2. Religious and Cultural Developments in Punjab
3. Analyzing Religious and Cultural Transformations.
4. Interpreting Medieval Developments.
5. Evaluating Social and Economic Structures.

Punjabi History & Culture-I

This course focuses on Punjab as the cradle of the Indus Valley Civilization and the battlefield of ancient empires before the 15th century.

- **Unit I: The Dawn of Civilization**
 - **Harappan Civilization:** Town planning, social-economic life, and the mystery of its decline.
 - **The Indo-Aryan Age:** The Rigvedic period and the "Sapta Sindhu" (Land of Seven Rivers) geography.
- **Unit II: Religious & Imperial Crossroads**
 - **Buddhism & Jainism:** Their origins and impact on the social ethics of Punjab.
 - **The Hellenistic Link:** Alexander's invasion and the subsequent Indo-Greek cultural fusion.
- **Unit III: Medieval Transitions**
 - **Turko-Afghan Rule:** The social and administrative impact of the Delhi Sultanate.
 - **Bhakti & Sufi Movements:** The spiritual teachings of Bhagat Kabir, Bhagat Namdev, and Sheikh Farid.
- **Unit IV: Society & Economy**
 - Development of the caste system and the evolving status of women in medieval society.
 - Trade routes, agriculture, and the early evolution of the Punjabi language.

Suggested books:

"History and Culture of Punjab" by *L.M. Joshi and Fauja Singh*: This is the gold standard for your first syllabus, covering ancient history up to early medieval times.

"History of the Punjab: From Pre-Historic Times to the Age of Asoka" by *L.M. Joshi*: Focuses on the Rigvedic and Mauryan periods (Unit II).

"Sheikh Farid: Life and Teachings" by *Gurbachan Singh Talib*: Useful for the Sufism section of Unit III.

"Social and Cultural History of the Punjab" by *J.S. Grewal*: Excellent for understanding the social shifts from pre-Islamic Punjab to the Sikh era.

"The Ancient Indus Valley: New Perspectives" by *Jane McIntosh*: A deep dive into the Harappan civilization (Unit I).

Semester-III

Course Title: Fashion Merchandising	L	T	P	Cr.
Course Code: BFD3200	4	0	0	4

Total Hours: 60**Learning Outcomes**

1. Gain knowledge of the industry, industry specifications, non- discrimination and diversity in the workplace.
2. Learn applied managements topic to manage, control and improve industry environment.
3. Understand concepts such as Critical thinking math, science skills for problem solving.
4. Know organization and structure of global textile/apparel complex.

Course Content**UNIT I****17 hours**

- Define merchandising and its application to the Fashion industry.
- Explain target market and describe in terms of fashion market.
- Demographics and psychographics.

UNIT II**13 hours**

- Describe merchandising policies according to:
- Fashion cycle.
- Quality of product.
- Price of product.
- Depth and breadth of brand.

UNIT III**17 hours**

- Demographics, psychographics and global impacts.
- Merchandising policies.
- Planning and Preparation.
- Strategies & terminology.

UNIT IV**13hours**

- Fashion visual merchandising
- Element and function of visual merchandising
- Store exterior
- Role of merchandising in fashion industry

Transactional Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings:

- Dickerson, 2007 *Fashion from Concept to Consumer* Publisher Pearson
- Pooja Chately, 2005 *Fashion Merchandising & Marketing*, Publisher Kalyani Publisher.

Course Title: Traditional Indian Textile	L	T	P	Cr.
Course Code: BFD3201	4	0	0	4

Total Hours: 60**Learning Outcomes**

1. Understand the types, processes, material and equipment used to do the resist kind of dyes.
2. Gain skill of doing sanganeri printing.
3. Understand styles and methods of ancient original paintings of India.
4. Enhance their skill in field of tie & Dye.

Course Content**UNIT I****17 hours****Dyed & Printed traditional textiles of India –**

1. Tie and Dye- raw materials, major centres of tie and dye, design and patterns, colour used, preparation and process
2. Batik- raw materials, equipments required, design and patterns, colour used, preparation and process
3. Block printing- equipments required, design and patterns, colour used, preparation and process
4. Sanganeri Prints- raw materials, design and patterns, colour used, preparation and process

UNIT II**13 hours****Styles and methods of textile painting –**

1. Madhubani
2. Parchitra
3. Pichwai
4. Kalamkari.

UNIT III**13 hours****Woven textiles of India-**

1. Jamdani of Bengal
2. Patola of Gujarat
3. Brocade of Banaras
4. Shawls of Kashmir

UNIT IV**17 hours****Traditional embroideries of India with emphasis on texture, motifs, design, colours,**

threads and fabrics used in the following-

1. Phulkari of Punjab
2. Kantha of Bangal
3. Chikankari of Lucknow
4. Sindhi of Gujarat
5. Kasuti of Karnataka
6. Kashida of Kashmir
7. Chamba rumal of Himachal Pradesh

Transactional Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

Suggested Readings:

- Bhavani, E., 1968, *Decorative Designs & Craftsmanship of India*, D.B. Taraporevala Sons & Co. Pvt, Ltd Bombay.
- Crill, Rose. mary. 1999 *Indian Embroidery* Prakash Book Depot, New Delhi.
- Parul, B., *Traditional Indian Textiles*, Abhishek Publications, Chandigarh.
- Gillow, John, 1993 “*Traditional Indian Textiles*”, Thames & Hudson Ltd, London
- Naik, 2002, *Traditional Embroideries of India*, APH Publishing Corporation, New Delhi.

Course Title: History of Indian Costumes	L	T	P	Cr.
Course Code: BFD3202	4	0	0	4

Total Hours: 60**Learning Outcomes**

1. Learn about the historic costume knowledge to modern fashion design construction.
2. Learn about the French revolution and thereafter
3. Understand the clothing history of the world's history.
4. Gain knowledge about traditional rituals and many more other cultural history of costumes.

Course Content**UNIT I****17 hours**

1. Costumes of the Ancient World (300 B.C.-300A.D.)
2. Mesopotamia, Egypt, Greece & Rome
3. Costumes of the middle Ages (300 A.D.-1500 A.D.)
4. Byzantine

UNIT II**13 hours**

1. English Costumes:
2. English costumes during middle ages:
3. Early middle ages.
4. Late middle ages.

UNIT III**13 hours**

1. Renaissance in Italy
2. Mannerism — 16th century.
3. Baroque — 17th century to 18th century.
4. Rococo — mid-18th century.

UNIT IV**17 hours**

1. The French costume
2. Renaissance in France (1500 A D)
3. Renaissance in France (1600 A D)
4. Renaissance in France (1700 A D)

Transactional Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

Suggest Reading:

- James, L., 2002, *A Concise Costume & Fashion, History*; Thames & Hudson (2nd edition). Publications.
- Sara, P. Tomp & Srah H. 2003 *Fashion Costume & Culture, The Ancient World*, Thomas Gale.
- Torture P.G. & Eubank K. (1995), *Survey of Historic Costume*, New York, Fairchild

Course Title: Fashion Draping & Custom Clothing	L	T	P	Cr.
Course Code: BFD3203	0	0	4	2

Total Hours: 30**Learning Outcomes**

1. The advanced program enables the students to understand the technical aspects of the art of Fashion draping.
2. The course will inculcate a deep aesthetics and functional approach to design and enable
3. Students to come up with more consumer-friendly commercial design solutions.
4. The course will help the students to develop design creativity
5. The students will gain knowledge to work with professionals and international ambient.

Course Content**UNIT I****8 hours**

1. Introduction to creative and Contemporary Fashion Draping
2. Fashion Draping with Fabric Manipulation
3. Draping cowls

UNIT II**8 hours**

1. Draping a garment using Ruching Technique
2. Draping a garment using Pleating Technique
3. Draping a garment using Fluting technique

UNIT III**7 hours**

1. Zero wastage draping
2. Creative drapes
3. Draping a bra & bustier with cups

UNIT IV**7 hours**

1. Draping Men's garments
2. Transferring the drape on paper to create paper pattern

Transactional Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

Suggested Readings:

- Amaden, *The Art of Fashion Draping*, Fairchild Publishers.
- Hilde Jaffe and Nurie Relis, 2011 *Draping for Fashion Design*, Prentice Hall Crawford

Course Title: Dyeing and Printing	L	T	P	Cr.
Course Code: BFD3204	3	0	0	3

Total Hours: 45**Learning Outcomes:**

1. Recognize and identify basic terminology related to dyeing and printing, such as resist techniques, mordents, and pigments.
2. Dramatize knowledge of dyeing and printing techniques to create original textile designs and artworks.
3. Break down complex textile patterns into their constituent elements and design principles.
4. Assess the effectiveness of dyeing and printing techniques in conveying specific design concepts, themes, or messages.

Course Content**UNIT I****12 hours**

Dyes: Introduction and History of Dyes, Definition-Dyes, Colors and Pigments classification of Dyes. Natural Dyes: Vegetable, Animal and Mineral Dyes. Synthetic Dyes: Acid, Basic, Direct, Vat, Sulphur, Reactive and Disperse Dyes. Preliminary treatments to fabric before dyeing- Bleaching, Scouring, Desizing, Singeing and Degumming.

UNIT II**10 hours**

Stages of Dyeing- Fiber, Yarn, Fabric and garment, Dyeing Process-Fiber, Yarn, Piece of fabric and Product Dyeing. Traditional Dyeing Techniques – Tie and Dye- Bandhini and Leheria, Batik and indigo dyeing.

UNIT III**11 hours**

Method of Dyeing-Batch Dyeing and Combination Dyeing (Cross and Union) Dyeing Auxiliaries. Color Fastness: Fastness to washing, ironing, Perspiration, Crocking and Sunlight Dyeing Defects: Bleeding, Crocking, Migration, Fume Fading, Tendering, Frosting, and Off Shade.

UNIT IV**12 hours**

Printing: Introduction, Printing Auxiliaries, Types of Printing – Direct, Discharge and Resist printing techniques. Traditional Methods- Block, Screen, Stencil. Modern Methods- Roller Printing, Transfer Printing, Digital Printing, Ink Jet Printing, Laser Printing and Emboss Printing. After treatment of Printed fabrics- Heat setting, steaming, washing. Finishes- Objective of Finishes, Mechanical Finishes- Shearing, Calendaring, Tendering, Embossing, Napping, weighting, Sizing. Chemical finish-Mercerizing, Crease resistance, water proof, water-repellent, Flame proof.

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

Suggested Readings:

- *Color and Design on fabric, Creative publications, USA, 2000*
- *Elementary Textile, ParulBhatnagar, AbishekPuib, Chandigarh. 2012*
- Shenai VA “ Technology of Textile Processing , Technology of dyeing (4thEdition) Sewak Publications ,Bombay 1998
- *Textile, Sara J. Kadolph., Pearson Pub, 2013*

Course Title: Fashion Illustrations-II	L	T	P	Cr.
Course Code: BFD3205	0	0	6	3

Total Hours: 45**Learning Outcomes**

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

1. Know the importance of drawing techniques in the Entrepreneurship.
2. Learn about basic principle of drawing.
3. Learn drawing clothing and accessories by hand, involved in Career.
4. Gain knowledge about work on different variations of basic garments.

Course Content**UNIT I****12 hours**

- Work on different variations of basic garments.
- Skirts
- Trousers
- Gowns
- Dresses
- Shirt
- Jacket
- Halter dresses
- Pants

UNIT II**10 hours**

- Introduction to Design Development sheet
- Mood boards.
- Client profile.
- Illustration sheet
- Specification sheet

UNIT III**11 hours**

Designing male and female apparels using any of the following categories themes (assigned by the course faculty).

- Business wear/career/suits
- Dresses
- Outer wear
- Evening wear
- Swimming & Lingerie

UNIT IV
hours

12

- Bridal
- Night wear
- Maternity wear
- Sports wear
- Fashion illustration using headgears, accessory footwear etc.

Transactional Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings:

- Jain, Payal. 2004 *Fashion Studies: An Introduction*, Her An and Publication
- Sengupta. Hindol. 2005. *Indian Fashion*, Pearson Education, New Delhi

Course Title: Practical Approach to Sufi and Light Music	L	T	P	Cr.
Course Code: BFD3207	0	0	4	2

Total Hours: 30

Course Learning Outcomes:

- Ability to sing sufi singing and folk singing
- Knowledge of sufi kav folk literature
- Knowledge of raga
- Students will study Traditional Compositions.
- Students will study Traditional folk literature

COURSE CONTENT

UNIT I

Introduction to Sufi and LIGHT MUSIC

- Definition and significance of Sufi music
- Historical background and origins
- Role of Sufi music in spiritual practices
- Prominent Sufi saints and musicians
- What is light music?
- Which instruments are commonly used in light music

UNIT II

Forms and Styles of Sufi and light Music

- Qawwali
- Kafi
- Ghazal
- Bollywood song
- Punjabi song
- Punjabi film song

UNIT III

. Sufi Lyricist and Bollywood Artist Biographies

- Sufi poets (sha husin Bulleh Shah, Sulnaan bahu)
- Themes in Sufi poetry (divine love, mysticism, union with the beloved)
- Biographical study of Bulleh Shah
- Biographical study of Shrimati Lata Mngeshkar
- Biographical study of Shrimati Asha Bhosle

UNIT IV

Musical Instruments in Sufi Music and folk music

- Tabla, harmonium, dholak.
- Role of instruments in enhancing spiritual experience
- Basics of playing common Sufi instruments
- Role of instrument Guitar, keybord in light music.
- Role of Dhol in light music.

Semester-IV

Course Title: Weaving and Knitting Technology	L	T	P	Cr.
Course Code: BFD4250	2	0	0	2

Total Hours: 30**Learning Outcomes**

1. Understand the principles and processes involved in weaving and knitting technologies.
2. Identify and differentiate between various types of weaving and knitting machines and their mechanisms.
3. Analyze the structural features and properties of woven and knitted fabrics.
4. Evaluate the performance and suitability of weaving and knitting methods for different textile products.
5. Apply technical knowledge to solve problems related to fabric production and quality control.

Course Content**Unit I****8 hours****Fundamentals of Weaving Technology**

- Introduction to Weaving: Basic principles, warp and weft concept
- Types of Looms: Handloom, power loom, automatic loom, shuttleless loom
- Loom Mechanisms: Shedding, picking, beating-up, let-off, and take-up
- Types of Weaves: Plain, twill, satin, dobby, and jacquard
- Fabric Defects in Weaving: Causes, identification, and remedies

Unit II**8 hours****Advanced Weaving Techniques and Developments**

- Modern Looms: Air-jet, water-jet, rapier, projectile looms
- Electronic and CAD in Weaving: Introduction to computer-aided design in weaving patterns
- Production Calculations: Efficiency, loom speed, fabric width, and

- output
- Quality Control in Weaving: Inspection techniques and testing woven fabrics
- Applications of Woven Fabrics: Apparel, technical textiles, home furnishing

Unit III

7 hours

Fundamentals of Knitting Technology

- Basics of Knitting: Loop formation, types of loops (knit, tuck, float)
- Types of Knitting: Weft knitting (circular and flat), warp knitting
- Knitting Machines: Single jersey, double jersey, tricot, raschel
- Knitted Fabric Structures: Plain, rib, interlock, purl, mesh
- Comparison with Weaving: Stretch ability, comfort, and production speed

Unit IV

7 hours

Advanced Knitting Methods and Applications

- CAD in Knitting: Use of design software in pattern development
- Knitting Defects: Common defects in knitted fabrics and their remedies
- Knitting in Technical Textiles: Sportswear, medical textiles, automotive textiles
- Sustainable Practices in Weaving & Knitting: Energy-efficient machines, eco- friendly materials
- Future Trends: 3D knitting, seamless garments, smart textiles

Transactional Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings:

- **Adanur, S.** – *Handbook of Weaving*, CRC Press, 2017
- **Ajgaonkar, D. B.** – *Knitting Technology*, Universal Publishing, 2016
- **Banerjee, P. K.** – *Principles of Fabric Formation*, 3rd Ed., 2018
- **Hegde, R.** – *Weaving Mechanism and Management*, 2nd Ed., 2020
- **Lord, P. R. & Mohamed, M. H.** – *Weaving: Conversion of Yarn to Fabric*, 2nd Ed., 2017
- **Rengasamy, R. S.** – *Textile Fabric Formation*, 1st Ed., 2016
- **Spencer, D. J.** – *Knitting Technology*, 4th Ed., Elsevier, 2015

Course Title: Weaving and Knitting Technology(Practical)	L	T	P	Cr.
Course Code: BFD4251	0	0	4	2

Total Hours: 30**Learning Outcomes**

1. Operate basic and advanced weaving and knitting machines with technical accuracy.
2. Create woven and knitted fabric samples using different patterns and techniques.
3. Identify and troubleshoot common defects in woven and knitted fabric production.
4. Apply CAD tools for developing weaving and knitting designs.
5. Evaluate the quality and performance of woven and knitted fabrics through physical testing.

Course Content**Unit I****7hours****Weaving: Fundamentals and Sample Production**

- Introduction to parts and functioning of handloom and power loom
- Warping and preparation of loom for weaving
- Practice of plain weave and its variations (rib, basket)
- Sample development: Twill weave and satin weave
- Fabric analysis of woven samples (ends per inch, picks per inch, weave repeat)

Unit II**8hours****Advanced Weaving Practices**

- Sample creation using dobby and jacquard attachments
- Use of color and yarn variation in weaving
- Practical understanding of shuttleless loom operation (demo-based)
- Pattern creation using CAD for weaving
- Troubleshooting of loom-related faults and fabric defects

Unit III**7hours****Knitting: Tools, Machines & Basic Structures**

- Identification and operation of flatbed and circular knitting machines

- Fabric development: Single jersey, rib, interlock, purl structures
- Creation of weft knitted fabric samples using different gauges and yarns
- Basics of warp knitting (demo-based: tricot/raschel)
- Loop density, gauge and course calculations

Unit IV

8 hours

Advanced Knitting Techniques and Testing

- Use of CAD software (e.g., Design Knit, Knit CAD) for knitwear design
- Creation of design motifs and integration into knit structures
- Defect detection and correction in knitted samples
- Fabric testing: Dimensional stability, bursting strength, fabric weight (GSM)
- Final project: Create a mini woven/knitted swatch collection with documentation

Transactional Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings:

- **Ajgaonkar, D. B.** – *Knitting Technology*, Universal Publishing, 2016
- **Adanur, S.** – *Handbook of Weaving*, CRC Press, 2017
- **Banerjee, P. K.** – *Principles of Fabric Formation*, 3rd Ed., 2018
- **Chattopadhyay, R.** – *Technology of Knitted Fabrics*, 1st Ed., 2019
- **Hegde, R.** – *Weaving Mechanism and Management*, 2nd Ed., 2020
- **Lord, P. R. & Mohamed, M. H.** – *Weaving: Conversion of Yarn to Fabric*, 2nd Ed., 2017
- **Spencer, D. J.** – *Knitting Technology*, 4th Ed., Elsevier, 2015

Course Title: History of World Costumes	L	T	P	Cr.
Course Code: BFD4252	4	0	0	4

Total Hours: 60**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recognize and identify key terminology related to world costumes, such as attire, drapery, and historical periods.
2. Apply knowledge of historical costume styles and design elements to identify and appreciate different costume traditions.
3. Assess the artistic and aesthetic qualities of costume designs and their representation in historical art and media.
4. Innovate and experiment with costume design elements and materials to create unique and visually compelling costume concepts.

Course Content**UNIT I****13 hours**

Costumes of the Ancient World (300 B.C.-300A.D.).Mesopotamia, Egypt, Greece & Rome, Costumes of the middle Ages (300 A.D.-1500 A.D.) Byzantine

UNIT II**11 hours**

English Costumes: English costumes during middle ages: Early middle ages. Late middle ages.

UNIT III**16 hours**

Renaissance in Italy, Mannerism — 16th century. , Baroque — 17th century to 18th century.Rococo — mid-18th century.

UNIT IV**20 hours**

The French costume, Renaissance in France (1500 A D), Renaissance in France (1600 A D) Renaissance in France (1700 A D), The French revolution and thereafter (1790 A.D.-1900 A.D.) The Directoire and Empire period (1790 A.D.-1820 A.D.)The Romantic period (1820 A.D.-1850 A.D.) The Crinoline period (1850 A.D.-1869 A.D.) The Bustle period (1870 A.D.-1900 A.D.

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

Suggest Reading

- Sara, P. Tomp&Srah H.2003 *Fashion Costume & Culture, The Ancient World*,
- Torture P.G. & Eubank K. (1995), *Survey of Historic Costume, New York, Fairchild Publications*.

Course Title: Personality Development	L	T	P	Cr.
Course Code: BFD4253	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Understand the Self-Awareness, Personal Development, and Life Skills.
2. Learn about the Leadership and Communication skills.
3. Develop the basic Skills of Self Understanding.
4. Gain the knowledge of Good Manners.

Course Content**UNIT I****14hours**

1. Confidence
2. Career / Interview
3. Motivation
4. Leadership

UNIT II**14hours**

1. Communication
2. Strengths / Weaknesses
3. Self-Understanding
4. Optimism

UNIT III**16 hours**

1. Purpose / Passion / Vision
2. Families / Parenting / Relationships
3. Assertiveness / Attitude
4. Organization Efficiency

UNIT IV**16 hours**

1. Body language –
2. Problem-solving
3. Conflict and Stress Management
4. Decision-making skills –
5. Leadership and qualities of a successful leader –
6. Character building -Team-work
7. Time management - Work ethics
8. Good manners and etiquette.

Transactional Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings:

- Agarwal, K. C. 2001, *Environment Biology*, Nidi Publ. Ltd. Bikaner.
- Jadhav, H & Bhosale, V.M. 1995. *Environment Protection & Laws*, Himalaya Pub House, Delhi 284p.
- Rao M. N. & Datta A.K. 1987, *Waste Water Treatment*, Oxford & IBH Publ. Co. Pvt. Ltd.

Course Title: Fashion Illustration-III	L	T	P	Cr.
Course Code: BFD4254	0	0	4	2

Total Hours: 30**Learning Outcomes:**

1. Illustrate traditional Indian costumes from various historical periods and regions.
2. Identify and reproduce traditional draping styles from ancient to contemporary times.
3. Construct selected garments inspired by regional Indian costume styles.
4. Apply traditional Indian motifs, embroidery, or fabric techniques in costume creation.
5. Develop a portfolio or display showcasing their understanding of Indian costume aesthetics.

Course Content**Unit I****8hours**

- Sketching male and female Indian costume silhouettes from different eras (Ancient, Medieval, Colonial, Modern)
- Visual study of costume references from Indian art, sculpture, paintings
- Costume board creation: mood board, color palette, textile swatches

Unit II**8hours**

- Draping styles of Indian sarees (Nivi, Bengali, Maharashtrian, Madisar, Gujarati)
- Draping of male costumes: Dhoti, lungi, veshti, angavastram, pagdi
- Recording and photographing draping procedures for documentation
- Demonstration and practice with muslin or traditional fabrics
- Output: Draping portfolio with step-by-step visuals and regional information

Unit III**7hours**

- Pattern drafting and layout based on traditional silhouettes
- Selection of fabrics suited for regional or historical accuracy
- Stitching and finishing using appropriate techniques
- Output: 1-2 completed costume pieces based on Indian traditional styles

Unit IV**7hours****Embellishment & Portfolio Development**

- Portfolio compilation: sketches, fabric samples, photos, research write-ups

- Output: Presentation of a mini-collection/display reflecting Indian costume diversity

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

Suggested Readings:

- Anamika Pathak 2020– *Indian Costumes*, National Museum Publication,
- B.N. Goswamy 2017– *Indian Costumes in the Collection of the Calico Museum*,
- Jamila Brijbhushan 2015– *The Costumes and Textiles of India*,
- Mubarak Ali 2016– *Medieval Costumes of India*,
- N.N. Mahapatra 2019– *Textile and Costume Design in India*,
- P. Ghose 2018– *Indian Costumes Through the Ages*,
- Roshen Alkazi 2016 – *Ancient Indian Costume*, 2nd Ed.,
- Ritu Kumar 2014– *Costumes and Textiles of Royal India*,

Course Title: Art Gallery/Studio Management	L	T	P	Cr.
Course Code: BFD4255	2	0	0	2

Total Hours: 30**Learning Outcomes**

1. Understand the operational structure and functions of art galleries and studios.
2. Analyze the business, legal, and ethical aspects of managing art spaces.
3. Plan and organize exhibitions, art events, and studio showcases effectively.
4. Develop marketing, branding, and communication strategies for art promotion.
5. Apply management skills in budgeting, staffing, and maintaining professional art environments.

Course Content**Unit I****8hours****Introduction to Art Gallery and Studio Operations**

- Definition and types of art galleries (commercial, non-profit, institutional, online)
- Overview of art studios: artist-run spaces, collaborative studios
- Role of galleries and studios in art promotion and career development
- Key departments and staff roles: curators, managers, handlers
- Legal requirements for setting up and operating a gallery/studio

Unit II**8hours****Exhibition Planning and Space Management**

- Exhibition design: space layout, lighting, display techniques
- Curatorial practices: theme selection, artist collaboration, cataloging
- Handling and installation of artworks
- Planning art events, talks, and workshops
- Health, safety, and insurance considerations

Unit III**7hours****Marketing, Public Relations & Communication**

- Branding and identity development for galleries and studios
- Use of digital platforms and social media for art promotion
- Writing press releases, catalog notes, and exhibition statements
- Networking with media, collectors, critics, and art buyers
- Audience development and engagement strategies

Unit IV**7hours****Financial and Administrative Management**

- Budgeting, pricing strategies, and funding sources (grants, sponsorships)
- Art sales and documentation: consignment agreements, invoices, authentication
- Inventory and collection management (digital databases, archiving)
- Ethics and legalities: artist contracts, copyright, and cultural sensitivity
- Sustainability and innovation in gallery/studio practices

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

Suggested Readings:

- Alberro, A. & Stimson, B. 2017– *Conceptual Art: A Critical Anthology*,
- Bhandari, H. & Melber, J. 2017– *Art/ Work: Everything You Need to Know (and Do) As You Pursue Your Art Career*,
- Carey, B. & Senie, H. 2015– *Critical Issues in Public Art: Content, Context, and Controversy*,
- Chong, D. 2021 – *Arts Management*, 2nd Ed., Routledge,
- Frostig, K. & Raynor, J. 2016 – *Artistic Citizenship: Artistry, Social Responsibility, and Ethical Praxis*,
- Kaufman, J. C. 2020 – *Creativity and Innovation in the Arts*,
- Mankiewicz, R. 2019– *The Business of Being an Artist*, 6th Ed.,
- Zorich, D. M. 2016– *Introduction to Museum Work*, 3rd Ed.,

Course Title: Art Gallery/Studio Management(Practical)	L	T	P	Cr.
Course Code: BFD4256	0	0	4	2

Total Hours: 30**Learning Outcomes**

1. Design and manage the setup of an art gallery or studio space.
2. Organize and curate exhibitions and art events using professional practices.
3. Handle artworks, documentation, and display materials with care and accuracy.
4. Implement marketing, promotional, and communication strategies for gallery/studio visibility.
5. Develop a project-based portfolio showcasing event planning, exhibition design, or gallery operations.

Course Content**Unit- I****8hours****Setting Up and Managing an Art Space**

- Floor planning and layout for gallery/studio space
- Basic infrastructure setup: lighting, display systems, security
- Planning for visitor movement, accessibility, and ambiance
- Simulating studio zones: work areas, display, storage
- Project: Model/mock setup of a gallery or studio (physical or digital)

Unit II**7houes****Exhibition Curation and Event Planning**

- Selecting artworks and artists for an exhibition
- Designing the flow and visual story of a curated show
- Writing curatorial notes, artist bios, and wall texts
- Coordinating installation, opening reception, and visitor engagement
- Project: Organize a mini-exhibition within campus or virtually

Unit III**7hours****Artwork Handling, Inventory, and Documentation**

- Safe handling, packing, and transport of artworks
- Preparing and managing an artwork inventory list

- Labeling, cataloging, and tagging systems (manual and digital)
- Photography and archiving of works for records and portfolios
- Project: Create a catalog of selected works with metadata

Unit IV

8hours

Marketing, Promotion & Portfolio Development

- Designing promotional materials: posters, flyers, digital invites
- Managing social media pages for an art event/studio
- Audience engagement through newsletters and online platforms
- Professional documentation of gallery/studio activities
- Project: Final portfolio submission with evidence of event planning, promotion, and execution

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

Suggested Readings:

- Bhandari, H. & Melber, J. 2017– *Art/ Work: Everything You Need to Know (and Do) As You Pursue Your Art Career*,
- Barrett, T. 2017– *Interpreting Art: Reflecting, Wondering, and Responding*,
- Chong, D. 2021– *Arts Management*, 2nd Ed., Routledge,
- Carey, B. & Senie, H. 2015 – *Critical Issues in Public Art*,
- Frostig, K. & Raynor, J. 2016– *Artistic Citizenship*,
- Frostig, K. & Raynor, J. 2016– *Artistic Citizenship*,
- Mankiewicz, R. 2019– *The Business of Being an Artist*, 6th Ed.,
- Smith, T. 2018– *Thinking Contemporary Curating*,
- Zorich, D. M. 2016– *Introduction to Museum Work*, 3rd Ed.,

Course Title: Marketing Management	L	T	P	Cr.
Course Code: BFD4257	2	0	0	2

Total Hours: 30**Learning Outcomes**

1. Analyze Market Environments and Consumer Behavior
2. Develop Effective Marketing Strategies
3. Apply Marketing Research and Data Analysis Techniques
4. Evaluate the Role of Digital and Ethical Marketing Practices
- 5.

Course Content**Unit-I****7hours****Introduction to Marketing**

- Definition, Nature, Scope, and Importance of Marketing
- Core Concepts of Marketing: Needs, Wants, Demand, Value, and Satisfaction
- Marketing vs. Selling
- Marketing Environment (Micro and Macro)
- Marketing Mix (4Ps/7Ps) Overview
- Marketing Philosophies / Concepts (Production, Product, Selling, Marketing, Societal)

Unit II**7hours****Market Research and Consumer Behavior**

- Marketing Information System
- Market Research Process: Definition, Types, and Methods
- Consumer Behavior: Meaning and Importance
- Factors Influencing Consumer Behavior (Cultural, Social, Personal, Psychological)
- Buying Decision Process – Individual and Organizational
- Market Segmentation, Targeting, and Positioning (STP)

Unit III**8hours****Product, Pricing, and Branding Decisions**

- Product: Classification, Product Life Cycle (PLC), New Product Development
- Branding: Strategies, Brand Equity, and Positioning
- Packaging and Labeling
- Pricing: Objectives, Factors Affecting Pricing Decisions
- Pricing Strategies: Skimming, Penetration, Psychological, Competitive Pricing

- Product Mix and Line Decisions

Unit IV

8hours

Distribution, Promotion, and Marketing Strategy

- Distribution Channels: Types, Functions, and Intermediaries
- Retailing and Wholesaling
- Promotion Mix: Advertising, Sales Promotion, Public Relations, Personal Selling, and Direct Marketing
- Integrated Marketing Communication (IMC)
- Digital and Social Media Marketing
- Marketing Strategy and Planning
- Recent Trends in Marketing (e.g., Green Marketing, Rural Marketing, CRM)

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

Suggested Readings:

- Barrett, T. 2017– *Interpreting Art: Reflecting, Wondering, and Responding*,
- Carey, B. & Senie, H. 2015 – *Critical Issues in Public Art*,
- Frostig, K. & Raynor, J. 2016– *Artistic Citizenship*,
- Mankiewicz, R. 2019– *The Business of Being an Artist*, 6th Ed.,
- Smith, T. 2018– *Thinking Contemporary Curating*,

Course Title: Bharatavarsha—A Land of Rare Natural Endowments	L	T	P	Cr.
Course Code: IKS0001	2	0	0	2

Total Hours: 30**Learning Outcomes****Course Learning Outcomes:** On the completion of the course, the students will be able to

1. Understand the concept and meaning of the Bharatavarsha
2. Discuss the role and impact of civilizations of India.
3. Describe the distinctive features of Indian vegetation, animal and mineral wealth.
4. Trace the influence and significance of geographical features on Indian culture.

Course Content**Unit-I****8 Hours**

Ancient India- Bharat Varsha: People of Ancient Bharat Varsha; Our great natural heritage: The great Himalayas and the rivers.

Unit-II**8 Hours**

The civilizations of the Sindhu-Ganga valley, and the Brahmaputra valley; Our coastal plains; Our Nature: Forests and Minerals; Ancient Indian Traditional Knowledge and Wisdom about nature and climate.

Unit-III**7 Hours**

Abundant rains, sunshine and warmth, vegetation, animals and mineral wealth. Most populous country in the world. India's prosperity held the world in thrall.

Unit-IV**7 Hours**

Splendid geographical isolation of India and the uniqueness of Indian culture. Characteristics of Indian culture, Significance of Geography on Indian Culture

Transactional Mode

Seminars, Group discussion, Team teaching, Focused group discussion, Assignments, Project-based learning, Simulations, reflection and Self-assessment

Suggested Readings

- Asian trade boom, Communarute's maritimes de l'ocean indien, Brepols
- Baladev Upadhyaya, *Samskrta Śāstrom ka Itihās*, Chowkhambha, Varanasi, 2010.
- Chakravarti, Ranabir: Merchants, Merchandise & Merchantmen, in: Prakash, Om (ed.): The Trading World of the Indian Ocean, 1500-1800 (History of Science, Philosophy and Culture, 362 in Indian Civilization, ed. by D.P. Chattopadhyaya, vol. III, 7), Pearson, Delhi, 2012, pp. 53-116.
- Chaudhuri, Kirti N.: Trade and Civilisation in the Indian Ocean, CUP, Cambridge, 1985.
- Christie, J.W., 1995, State formation In early Maritime Southeast Asia, BTLV
- Christie, J.W., 1999, The Banigrama in the Indian Ocean and the Java sea during the early

- D. M. Bose, S. N. Sen and B. V. Subbarayappa, Eds., *A Concise History of Science in India*, 2nd Ed., Universities Press, Hyderabad, 2010.
- De Casparis, J.G., 1983, *India and Maritime Southeast Asia: A lasting Relationship*, Third Sri Lanka Endowment Fund Lecture.
- Hall, K.R., 1985, *Maritime Trade and State development in early Southeast Asia*, Honolulu. Walters, O.W., 1967, *Early Indonesian Commerce*, Ithaca.
- Malekandathil, Pius: *Maritime India: Trade, Religion and Polity in the Indian Ocean*, Primus Books, Delhi, 2010.
- McPherson, Kenneth: *The early Maritime Trade of the Indian Ocean*, in: *ib.: The Indian Ocean: A History of People and The Sea*, OUP, 1993, pp. 16-75.

Semester-V

Course Title: Textile Dyeing	L	T	P	Cr.
Course Code: BFD5300	2	0	0	2

Total Hours: 30**Learning Outcomes**

1. Understand the fundamental principles, methods, and terminology of textile dyeing.
2. Identify various types of dyes and their compatibility with textile fibers.
3. Analyze dyeing techniques for natural and synthetic fibers across different dye classes.
4. Recognize common dyeing defects, their causes, and corrective measures.
5. Evaluate sustainable dyeing methods and modern innovations in dyeing technology.

Course Content**Unit I****8 hours****Introduction to Textile Dyeing**

- Definition, objectives, and importance of dyeing
- History and evolution of dyeing practices
- Classification of dyes (natural and synthetic)
- Dyeing vs. printing vs. painting
- Dye-fiber compatibility (protein, cellulose, synthetic fibers)

Unit II

8 hours

Dyeing Methods and Dye Classes

- Direct, reactive, vat, azoic, sulfur, acid, basic, disperse dyes
- Application methods: exhaust, pad-dry-cure, continuous, jigger, winch
- Dyeing of cotton, silk, wool, polyester, nylon
- Temperature, pH, and time control in dyeing processes
- Use of mordants and dyeing auxiliaries

Unit III

7 hours

Dyeing Machinery and Industrial Practices

- Overview of dyeing machines: jigger, jet, beam, paddle, soft flow
- Batch, semi-continuous, and continuous dyeing techniques
- Process parameters and controls
- Lab to bulk dyeing transitions
- Common dyeing faults: causes and remedies

Unit IV

7 hours

Sustainability and Innovations in Dyeing

- Environmental impact of dyeing: water usage, effluent discharge
- Eco-friendly dyes and low-impact dyeing methods
- Enzymatic and waterless dyeing technologies
- Dye house management and quality control
- International dyeing standards (e.g., GOTS, OEKO-TEX)

Transactional Mode

Seminars, Group discussion, Team teaching, Focused group discussion, Assignments, Project-based learning, Simulations, reflection and Self-

assessment.

Suggested Readings:

- Behnke, C. 2020– *Sustainable Textile Dyeing*, Springer,
- Broadbent, A. D. 2016– *Basic Principles of Textile Coloration*, Society of Dyers and Colourists,
- Chakraborty, J. N. 2015 – *Fundamentals and Practices in Colouration of Textiles*, Woodhead Publishing,
- Miles, L. W. C. 2017 – *Textile Dyeing*, Society of Dyers and Colourists,
- Paul, R. 2015– *Textile Dyeing*, Woodhead Publishing India,
- Shenai, V. A. 2016– *Technology of Dyeing*, Sevak Publications,

- Shenai, V. A. 2018– *Azo Dyes*, Sevak Publications,
- Shore, J. 2016– *Colorants and Auxiliaries*, Volume 1 & 2, 2nd Ed.,

Course Title: Textile Dyeing (Practical)	L	T	P	Cr.
Course Code: BFD5301	0	0	4	2

Total Hours: 30**Learning Outcomes**

1. Perform dyeing of different fibers (cotton, silk, wool, polyester) using various dyeing methods.
2. Demonstrate the preparation of materials, dye solutions, and dye baths for practical dyeing applications.
3. Analyze and apply different dyeing techniques based on fiber types and dye compatibility.
4. Identify and troubleshoot dyeing faults such as uneven color, streaking, and bleeding.
5. Develop sustainable and eco-friendly dyeing solutions, including the use of low-impact dyes.

Course Content**Unit I****8 hours****Preparation and Dyeing of Cotton Fabrics**

- Pre-treatment of cotton fabric (scouring and bleaching)
- Preparation of dye solutions (reactive dyes)
- Dyeing cotton fabric using the exhaust method and cold pad-batch method
- Post-dyeing treatments: washing, soaping, and curing
- Evaluation of color fastness to light, wash, and rubbing

Unit II**8 hours****Dyeing of Silk and Wool**

- Pre-treatment and mordanting techniques for silk and wool
- Application of acid dyes and natural dyes on silk and wool
- Dyeing process using the exhaust method and hand-painting
- Fixation of dyes using steam and dry heat
- Post-dyeing treatments for silk and wool

Unit III**7 hours**

Dyeing of Synthetic Fibers (Polyester/Nylon)

- Pre-treatment of synthetic fibers (degreasing and heat-setting)
- Application of disperse dyes for polyester and nylon
- Dyeing of synthetic fibers using the pad-dry-cure method and batch dyeing
- Heat transfer printing on polyester
- Testing the dyeing effects of different temperatures and time parameters

Unit IV

7 hours

Eco-Friendly and Sustainable Dyeing Techniques

- Introduction to eco-friendly dyeing techniques: natural dyes, plant-based dyes
- Use of low-impact dyes for environmentally sustainable dyeing
- Enzyme-based dyeing processes and their applications
- Waterless and energy-efficient dyeing methods
- Dyeing with recycled or reused materials

Transactional Mode

Seminars, Group discussion, Team teaching, Focused group discussion, Assignments, Project-based learning, Simulations, reflection and Self-assessment.

Suggested Readings:

- Behnke, C. 2020– *Sustainable Textile Dyeing*, Springer,
- Broadbent, A. D. 2016– *Basic Principles of Textile Coloration*, Society of Dyers and Colourists,
- Chakraborty, J. N. 2015 – *Fundamentals and Practices in Colouration of Textiles*, Woodhead Publishing,
- Miles, L. W. C. 2017 – *Textile Dyeing*, Society of Dyers and Colourists,
- Paul, R. 2015– *Textile Dyeing*, Woodhead Publishing India,
- Shenai, V. A. 2016 – *Technology of Dyeing*, Sevak Publications,
- Shenai, V. A. 2018– *Azo Dyes*, Sevak Publications,
- Shore, J. 2016– *Colorants and Auxiliaries*, Volume 1 & 2, 2nd Ed.,

Course Title: Draping and Pattern Making	L	T	P	Cr.
Course Code: BFD5302	0	0	8	4

Total Hours: 60**Learning Outcomes**

1. Create basic and advanced garment patterns using draping techniques.
2. Understand and apply the fundamental principles of pattern making and garment construction.
3. Draft and modify patterns for various styles, sizes, and designs.
4. Implement draping methods on mannequins to create three-dimensional garment structures.
5. Develop skillful manipulation of fabric to achieve desired garment silhouettes and styles.

Course Content**Unit I****13hours****Introduction to Draping and Basic Pattern Making**

- Introduction to draping techniques: fabric grain, handling, and manipulation
- Basic tools and materials for draping and pattern making
- Draping a basic bodice sloper on the dress form
- Introduction to pattern drafting: basic blocks for bodice, skirt, and sleeves
- Transferring draped designs to flat patterns

Practical Tasks:

- Draping a basic bodice and skirt on a dress form
- Drafting basic blocks from draped forms

Unit II**16hours****Creating and Modifying Garment Patterns**

- Manipulating the basic slopers to create darts, pleats, tucks, and gathers
- Drafting different types of collars, cuffs, and waistbands
- Creating and modifying sleeve patterns (e.g., set-in sleeves, raglan, cap sleeves)
- Adding fullness to patterns for skirts, dresses, and blouses

- Working with different types of closures (zippers, buttons, hooks)

Practical Tasks:

- Pattern making for different sleeve styles and collar types
- Drafting and modifying a simple dress pattern with fullness

Unit III

11hours

Advanced Draping Techniques

- Draping advanced garment styles: A-line, empire line, peplum, and sheath dresses
- Working with fabric manipulation techniques such as pleating, gathering, and ruching
- Developing asymmetric, multi-layered, and structured designs through draping
- Creating experimental shapes and silhouettes for high fashion or creative designs
- Translating draped designs into flat patterns

Practical Tasks:

- Draping advanced silhouettes like a peplum or A-line dress
- Translating an asymmetrical design into a flat pattern

Unit IV

20hours

Garment Fitting, Refining and Finalization

- Fitting a garment on the dress form: checking for proportion, fit, and silhouette
- Adjusting patterns for fit and design improvements
- Understanding ease, seam allowances, and fitting techniques
- Finalizing a design: adding finishing touches such as hems, linings, and embellishments
- Presentation of the final garment design with patterns

Practical Tasks:

- Fitting and refining a garment based on initial patterns
- Final presentation of a completed draped garment with patterns and modifications

Transactional Mode

Seminars, Group discussion, Team teaching, Focused group discussion, Assignments, Project-based learning, Simulations, reflection and Self-assessment.

Suggested Readings:

- Armstrong, H. J. 2017 – *Patternmaking for Fashion Design*, 6th Ed., Pearson Education,
- Barton, P. 2016– *Draping for Fashion Design*, 5th Ed., Fairchild Books,
- Gerber, B. & Kreiger, D. 2020– *Patternmaking for Fashion Design: A Practical Guide*,
- Lea, S. & Carmichael, L. 2020– *Mastering Fashion Draping*, Laurence King Publishing,
- Lehmann, R. & Cline, M. 2016 – *The Art of Fashion Draping*, 4th Ed., Fairchild Books,
- Rogers, R. & McDonald, M. 2019 – *Fashion Patternmaking Techniques: The Basics*,
- Tortora, P. & D'Antonio, P. 2019– *The Fashion Designer's Textile Directory*, Thames & Hudson,
- Veldhorst, K. & Meeuwes, A. 2018– *Pattern Making in Fashion*,

Course Title: Industrial Management	L	T	P	Cr.
Course Code: BFD5303	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Introduce the methods of garments construction this includes drafting, cutting and sewing of garments for industrial.
2. Familiarize students with the different concepts and processes of the Indian apparel Industry.
3. Realize the relevance, specifications and importance of quality in apparel industries.
4. Skilling students to sew any styles of apparels.

Course Content**UNIT I** **16 Hours**

1. Textile Industry and Indian Economy Clothing consumption in India and factors influencing
2. The consumption Principles and Functions of Industrial Management; Structure of Industrial Management.

UNIT II **14 Hours**

1. Production Management – Meaning, Scope, Benefits of good production Management,
2. Types of production process, Job batch, Assembly line, Mass production Plant layout

UNIT III **16 Hours**

1. Global sourcing and marketing, Steps involved in import and export of garments; problems in export and import of textile and apparel Changing problem in production of apparel and textile.

UNIT IV **14 Hours**

1. Changing problem in production of apparel and textile.
2. Location of a layout of buildings, production standards, production control techniques, Production records.

Transaction Mode

- Open talk, Video Based Teaching, Question, Group Discussion, Project Based Learning

Suggested Readings:

- Bhardwaj s.K. and Mehta P.V.,2006, *Managing Quality*, New Age Publisher, Delhi
- Banga T.R ,2005 *Industrial Engineering and Management*
- Khanna O.P., 2006 *Industrial Engineering and Management*, Dhanpat Publication, Delhi.

Course Title: Fashion Marketing	L	T	P	Cr.
Course Code: BFD5304	2	0	0	2

Total Hours: 30**Learning Outcomes**

1. Memorize the names and characteristics of common marketing tools and channels used in the fashion industry.
2. Interpret fashion market trends, consumer preferences, and the impact of social and cultural factors on fashion marketing.
3. Apply knowledge of fashion marketing strategies to develop marketing plans and campaigns for fashion brands.
4. Assess the success of fashion marketing campaigns in terms of achieving brand awareness, sales goals, and consumer loyalty.

Course Content**UNIT I****8 hours**

Fashion Terminology: Fashion, Fad, Classic, Style, Trends, Apparel, High Fashion, Mass, Fashion, Boutique, Couture, Couturier, Couturier, Taste, and Silhouette Theories of fashion Adoption Fashion Cycle: Stages of Fashion Cycle, length of cycle, broken fashion cycle. Accelerating and Retarding Factors.

UNIT II**7 hours**

Fashion Business: Introduction, Scope, Forms of Business Organization. Fashion Merchandising: Introduction, role and responsibility of Merchandiser.

UNIT III**8 hours**

Understanding Marketing and Marketing Process: Nature and Scope, Strategic Planning in the Markets: The fashion markets and the marketing environment. Introduction and Development of Fashion Market: Fashion market size and structure. Market Research: Consumer market and behaviour of consumers. International and Domestic Fashion Markets: Haute Couture, Prêt – a- Porter, Mass, Production. Fashion Markets of World: Italy, Paris, India.

UNIT IV**7 hours**

Fashion Forecasting: Trend Analysis, Merchandize planning. , Range Development: Product and range development on the basis of fashion calendar, market research. Advertising - Role and types of Advertising. , Sales Promotion: Techniques, Promotional stores. Fashion Photography – Design Studios. Collection Shows, Fashion Shows, Publicity

Transaction Modes:

Open talk , Quiz , Video Based Teaching , Question ,Group Discussion

Suggested Readings:

- *Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.*
- *Jay Diamond; Ellen Diamond, The World of Fashion , 2007, Fairchild.*
- *Kitty G. Dickerson, Inside The Fashion Business, 7th Edition, 2003 Prentice hall*
- *Merchandise Buying & Management, John Donnellan, 2001, FairchildBooks,.*

Course Title: Traditional Embroideries of India	L	T	P	Cr.
Course Code: BFD5305	0	0	8	4

Total Hours: 60**Learning Outcomes**

1. Identify and understand the various traditional embroidery techniques of India.
2. Develop practical skills in executing embroidery stitches from different regions of India.
3. Create traditional embroidered pieces using various fabric types and threads.
4. Design and execute embroidery work based on cultural motifs and regional styles.
5. Apply techniques in innovative ways to create modern designs inspired by traditional embroideries.

Course Content**Unit I****20hours****Introduction to Indian Embroideries and Basic Stitches**

- Overview of the history and cultural significance of Indian embroidery styles
- Introduction to fabric selection and embroidery threads (silk, cotton, wool, etc.)
- Basic hand embroidery stitches: Running stitch, Chain stitch, Satin stitch, French knot
- Techniques from **Kashmiri** and **Rajasthani** embroidery
- Introduction to **Kantha** embroidery (Bengal) and its basic motifs

Practical Tasks:

- Practice basic stitches on various fabric types
- Create a sample piece of **Kashmiri** or **Rajasthani** embroidery using basic stitches

Unit II**11hours****Regional Embroidery Techniques I**

- **Phulkari** embroidery from Punjab: The art of flower motifs
- **Chikan Kari** from Lucknow: Whitework and its detailed techniques
- **Zardozi** (metallic thread embroidery) from Delhi and surrounding

regions

- Creating floral and geometric patterns using the **Phulkari** and **Chikan Kari** styles

Practical Tasks:

- Execute **Phulkari** design on cotton fabric
- Practice **Chikan Kari** on muslin fabric, focusing on **Bakhiya**, **Phanda**, and **Murri** stitches
- Create a sample piece in **Zardozi** using metallic threads on silk or velvet fabric

Unit III

16hours

- **Kashida** embroidery from Jammu and Kashmir
- **Kantha** embroidery from Bengal: Running stitch and its variations
- **Gota Patti** from Rajasthan: Using ribbons and embellishments for decorative motifs
- **Kutchi** embroidery from Gujarat: Mirror work, beadwork, and threadwork

Practical Tasks:

- Develop a **Kashida** design on fabric using the **Bharat** and **Resham** stitches
- Create **Kantha** designs with running stitch and decorative borders
- Make a **Gota Patti** border design using the ribbon technique on fabric
- Create a **Kutchi** embroidered motif with mirror and bead embellishments

Unit IV

13hours

Advanced Techniques and Modern Applications

- Combining traditional embroidery techniques for contemporary design
- Using beads, sequins, and embellishments in **Traditional Indian Embroidery**
- Introduction to **Aari** embroidery and **Madhubani** stitch techniques
- Creating embroidery pieces with modern adaptations: combining traditional techniques with fashion trends
- Designing and executing a final project that integrates multiple techniques learned in the course

Practical Tasks:

- Create a combined embroidery design using techniques from multiple regions (e.g., **Kantha** + **Zardozi** or **Phulkari** + **Chikan Kari**)
- Final project: Design and execute a small garment or accessory using **mixed traditional embroidery techniques**

Transaction Modes:

Open talk , Quiz , Video Based Teaching , Question ,Group Discussion

Suggested Readings:

- Sharma, V. 2015– *Indian Embroidery*.
- Fischer, L. 2018 – *Traditional Embroidery of India*, Thames & Hudson.
- Verma, M. 2017– *The Art of Indian Embroidery*, Vikas Publishing House.
- Chopra, N. 2020 – *Embroidery of India: Techniques and Styles*, 2nd Ed., Rupa Publications,
- Gupta, N. 2016– *Phulkari and Other Embroideries from Punjab*
- Sharma, A. 2019– *The Textile Traditions of India*
- Shenai, V. A. 2020– *Indian Textiles and Embroideries*
- Ghosh, S. 2017– *Kantha: Traditional Embroidery of Bengal*.

Course Title: Internship	L	T	P	Cr.
Course Code: BFD5306	0	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Demonstrate practical and professional skills to operate the industrial machinery and equipment of garment construction and will be able to manage work.
2. Critique the quality of one's own work and contributions during the internship, identifying areas of strength and areas for improvement.
3. Reflect on personal and professional growth during the internship, identifying future goals and career development opportunities.
4. Compile and maintain records of internship-related activities, tasks, and experiences.

Course Content**Modules:**

Industrial File

Transaction Mode

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Semester-VI

Course Title: Apparel Production Technology	L	T	P	Cr.
Course Code: BFD6350	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Understand the stages and workflow in apparel production from concept to finished product.
2. Analyze the functions and layout of different departments in a garment manufacturing unit.
3. Identify and describe machinery, tools, and technologies used in apparel production.
4. Evaluate quality control measures and compliance standards in garment manufacturing.
5. Apply knowledge of production planning and cost control in apparel business scenarios.

Course Content**Unit I****16hours****Introduction to Apparel Industry and Manufacturing Process**

- Overview of the global and Indian apparel industry
- Product development process: from design to dispatch
- Types of garment manufacturing units (export houses, domestic production)
- Pre-production activities: sampling, approvals, sourcing
- Role of technology in streamlining apparel production

Unit II**16hours****Departments and Workflow in a Garment Unit**

- Department functions: CAD, cutting, sewing, finishing, packaging
- Flow process chart of a typical garment factory
- Cutting room operations: fabric spreading, cutting, bundling
- Sewing room layout and line balancing
- Finishing room functions: pressing, folding, packing

Unit III

15hours

Machines, Equipment and Technology

- Cutting machines: straight knife, band knife, die cutting
- Sewing machines: lockstitch, overlock, flatlock, bar tack, buttonhole
- Pressing and finishing equipment
- Automation in apparel production: CAD/CAM, ERP, 3D sampling
- Maintenance and safety in machine operations

Unit IV

13hours

Quality Management, Planning & Compliance

- Quality control and inspection systems (inline and final)
- Defects in cutting, stitching, and finishing
- Production planning and control (PPC): time study, SAM, line setting
- Costing and budgeting of garments
- Compliance standards: social, environmental, and labor laws

Transaction Mode

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- Grace I. Kunz & Ruth E. Glock 2016 – *Apparel Manufacturing: Sewn Product Analysis*, 5th Ed.
- Jacob Solinger 2015– *Apparel Manufacturing Handbook: Analysis, Principles, and Practice*.
- M. R. A. Jeyaraman 2019– *Production Planning and Control in Apparel Manufacturing* Pradip V. Mehta 2018 – *An Introduction to Quality Control for the Apparel Industry*.
- R. Rathinamoorthy & S. Thilagavathi 2017 – *Apparel Production Terms and Processes*, Woodhead Publishing.
- T. Karthik, P. Ganesan & D. Gopalakrishnan 2016– *Apparel Manufacturing Technology*, CRC Press.

Course Title: Graphic Designing and Fashion Communication	L	T	P	Cr.
Course Code: BFD6351	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Understand the principles of graphic design and its application in fashion communication.
2. Analyze the role of graphic design in visual communication within the fashion industry.
3. Develop and design visual content for fashion marketing and branding purposes.
4. Apply tools and techniques of graphic design software (e.g., Adobe Photoshop, Illustrator) to create fashion-related designs.
5. Understand the significance of fashion communication, including fashion journalism, public relations, and visual merchandising.

Course Content**Unit I****16hours****Introduction to Graphic Design**

- Principles of Graphic Design: Design elements (line, shape, color, texture, space, and typography), balance, contrast, hierarchy, alignment, proximity, and repetition
- History of Graphic Design: Evolution of graphic design from traditional methods to digital media
- Graphic Design Tools and Software: Introduction to Adobe Photoshop, Illustrator, and InDesign
- Color Theory and Typography: Understanding color palettes, typography types (serif, sans-serif, display, script, etc.), and their use in design
- Design Thinking in Fashion Communication: How graphic design aids in conceptualizing and creating fashion campaigns

Unit II**15hours****Fashion Communication and Branding**

- Fashion Communication: Definition, scope, and significance in the fashion industry

- Fashion Branding: Building and positioning fashion brands through visual communication
- Visual Identity and Logos: Creating memorable logos and visual identities for fashion brands
- Advertising and Promotion: The role of graphic design in creating effective fashion ads (print, online, and social media)
- Fashion Photography and Graphic Design: The integration of photography and design for high-fashion visual communication

Unit III

13hours

Fashion Advertising and Digital Media

- Fashion Advertising: Print, television, digital, and outdoor advertising for fashion brands
- Digital Fashion Communication: The rise of social media, influencer marketing, and online campaigns
- Web Design and Fashion: Basics of website design for fashion brands; creating fashion-related websites and landing pages
- Social Media Graphics: Designing visuals for Instagram, Facebook, Pinterest, and other social media platforms to promote fashion
- Interactive Media: Using motion graphics and digital techniques to create dynamic and interactive fashion content

Unit IV

16hours

Fashion Journalism, Trends, and Visual Merchandising

- Fashion Journalism: The role of graphic design in fashion publications, blogs, and magazines
- Trend Analysis and Communication: How graphic design communicates fashion trends, seasonal collections, and street style
- Fashion Catalogs and Lookbooks: Designing lookbooks, product catalogs, and fashion editorials
- Visual Merchandising: The role of graphic design in creating in-store displays, signage, and digital kiosks for fashion brands
- Packaging Design in Fashion: The influence of graphic design on packaging and labeling for fashion products

Transaction Mode

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

Suggested Readings:

- Kessler, S. 2016 – *Introduction to Fashion Communication*, 2nd Ed., Laurence King Publishing.
- Landa, R. 2017– *Graphic Design Solutions*, 6th Ed., Cengage Learning
- Meggs, P. B., & Purvis, A. 2016– *Meggs' History of Graphic Design*, 6th Ed., Wiley,
- Thompson, P.2015 – *Fashion Communication: From Concept to Consumer*, Fairchild Books.
- Wheeler, A. 2017– *Designing Brand Identity: An Essential Guide for the Whole Branding Team*, 5th Ed., Wiley,

Course Title: Organization of Fashion Industry	L	T	P	Cr.
Course Code: BFD6352	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. List the various sectors of the fashion industry, including haute couture, ready-to-wear, and accessories.
2. Describe the interplay between fashion trends, consumer behavior, and the global fashion market.
3. Apply knowledge of the fashion industry's organizational structure to analyze case studies of successful and unsuccessful fashion businesses.
4. Assess the impact of fashion industry practices on society, including issues related to diversity, inclusion, and labor conditions.

Course Content**UNIT- I****16 hours**

Describe basic fashion industry terms like retail, buyer, merchandise, merchant etc. Work flow in a fashion industry through different departments. Describe classifications of fashion

UNIT- II**16hours**

Segments of fashion industry. Women's wear markets, classifications, price points, size specialization –selling seasons - promoting women's wear. Men's wear markets, classifications, size specialization - selling men's wear. Children's wear-classifications, size classifications, promoting children's wear. Intimate apparel.

UNIT- III**13 hours**

Retail operations. Department stores. Describe operational store policies

UNIT- IV**15 hours**

Customer service. Selling services. Promotional activities. Describe the importance of location, exterior and interior.

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings:

- JaaceBubonia., 2011 terms & Processes
- Michael A, 2011 The Business of Fashion Stevens.
- Veronica Manlow.2018 Design Cloths Culture &Organization

Course Title: Fashion Illustration-IV	L	T	P	Cr.
Course Code: BFD6353	0	0	4	2

Total Hours: 30**Learning Outcomes:**

1. Illustrate traditional Indian costumes from various historical periods and regions.
2. Identify and reproduce traditional draping styles from ancient to contemporary times.
3. Construct selected garments inspired by regional Indian costume styles.
4. Apply traditional Indian motifs, embroidery, or fabric techniques in costume creation.
5. Develop a portfolio or display showcasing their understanding of Indian costume aesthetics.

Course Content**Unit I****8hours**

- Stylized Fashion Proportions: 10-12 head figure, editorial poses
- Movement & Gesture Drawing: Capturing motion and energy in fashion poses
- Expressive Body Language: Creating mood and emotion through the human form
- Anatomical Detailing: Hands, feet, facial expressions in dynamic angles
- Live Model Sketching: Fast sketching techniques and posture analysis

Unit II**8hours**

- Advanced Fabric Illustration:
 - Sheer, metallics, leather, knit, sequins, lace
 - Drapery and flow: rendering movement in clothing
- Surface Embellishment Representation:
 - Embroidery, appliqué, print, beadwork
 - Realistic texturing techniques
- Mixed Media Techniques:
 - Water color, gouache, ink, pastel, collage
 - Integration of traditional and experimental media

Unit III**7hours**

- **Software Skills:**
- Adobe Illustrator, Photoshop, Procreate (or similar)
- Digital brushes, textures, and layering

- **Digital Coloring & Rendering:**

- Custom textures, color palette creation
- Lighting, highlights, and shadow techniques

- **Portfolio-Ready Digital Boards:**

- Developing themed boards and client presentation sheets
- Flat drawings with garment detailing

Unit IV

7hours

- **Editorial Illustration Projects:**

- Conceptual and avant-garde themes
- Illustrating for fashion magazines and campaigns

- **Client & Brand-Based Illustration:**

- Designing for target audiences and brand aesthetics

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

Suggested Readings:

- Anamika Pathak 2020 – *Indian Costumes*, National Museum Publication.
- B.N. Goswamy 2017– *Indian Costumes in the Collection of the Calico Museum*.
- Jamila Brijbhushan 2015– *The Costumes and Textiles of India*.
- Mubarak Ali 2016– *Medieval Costumes of India*.
- N.N. Mahapatra 2019– *Textile and Costume Design in India*.
- P. Ghose 2018– *Indian Costumes Through the Ages*.
- Ritu Kumar 2014 – *Costumes and Textiles of Royal India*.
- Roshen Alkazi 2016– *Ancient Indian Costume*, 2nd Ed.

Course Title: Commercial Product Development	L	T	P	Cr.
Course Code: BFD6354	2	0	0	2

Total Hours: 30**Learning Outcomes:**

1. Understand the stages involved in developing fashion products for commercial markets.
2. Analyze market trends, consumer behavior, and brand positioning relevant to commercial design.
3. Explain cost, sourcing, and pricing considerations in product development.
4. Evaluate the feasibility of product ideas based on commercial and production constraints.
5. Outline the technical documentation and production requirements for commercial fashion products.

Course Content**Unit -1****8hours****Introduction to Commercial Product Development**

- Definition and scope of commercial product development
- Differences between high fashion and commercial design
- Overview of fashion market segments: mass, bridge, premium, luxury
- Lifecycle of a commercial product

Unit 2**8hours****: Market Research and Product Planning**

- Target customer profiling and demand analysis
- Role of market trends and seasonal forecasting
- Competitor analysis and brand positioning
- Product brief and concept development

Unit 3**7hours****: Design for Production and Costing**

- Design-to-cost strategy and value engineering
- Materials and sourcing considerations
- Introduction to costing methods (cost sheets, overheads, profit margins)
- Role of quality standards and compliance

Unit 4

7hours

: Technical Documentation and Commercial Viability

- Tech packs: spec sheets, flat drawings, BOM
- Production feasibility and scalability
- Commercial presentation: line sheets, lookbooks, and product pitches
- Case studies of successful commercial fashion products/brands

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

Suggested Readings & References

- “Apparel Product Development” by Ruth E. Glock & Grace I. Kunz
- “Costing for the Fashion Industry” by Michael Jeffrey & Evan Jones
- “Developing and Branding Fashion Products” by Deborah E. Young
- “The Product Development Process in the Apparel Industry” by Janace E. Bubonia
- Industry articles and whitepapers from Business of Fashion, McKinsey Fashion Reports, and Fibre2Fashion
- WGSN reports and forecasts (where institutional access is available)

Course Title: Commercial Product Development(Practical)	L	T	P	Cr.
Course Code: BFD6355	0	0	4	2

Total Hours: 30**Learning Outcomes**

1. Translate market research into commercially viable product ideas.
2. Develop concept boards and sketches aligned with target consumer and brand identity.
3. Create basic product development documents such as line plans and mini tech packs.
4. Prototype simplified commercial products using appropriate materials.
5. Present their product idea professionally with visual aids and documentation.

Course Content**Unit 1****8hours****: Market Research & Product Conceptualization**

- Identify target market and conduct basic consumer/competitor research
- Create a mood board based on trend analysis
- Develop a product brief outlining concept, purpose, and intended customer
- Sketch 3–5 preliminary design ideas

Unit 2**8hours****: Design Finalization & Range Planning**

- Finalize 1–2 designs based on concept feedback
- Prepare color story, fabric swatches, and basic range plan
- Outline pricing strategy based on product positioning
- Understand scalability and product mix for retail

Unit 3**7hours****: Basic Technical Documentation**

- Create simple flat sketches (manual or digital)
- Develop basic specification sheets (size, trims, fabrics)
- Prepare a mini tech pack including BOM and construction notes
- Introduction to costing worksheet and material sourcing research

Unit 4**7hours****: Prototype & Presentation**

- Develop a simplified prototype/mock-up of one product
- Create a line sheet or product presentation board
- Peer or jury presentation of commercial concept and sample
- Receive and incorporate feedback for improvement

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

Suggested Readings & References

1. “Apparel Product Development” by Ruth E. Glock & Grace I. Kunz
2. “Developing and Branding Fashion Products” by Deborah E. Young
3. “Fashion Entrepreneurship: Retail Business Planning” by Michele M. Granger
4. Online trend forecasting platforms: WGSN, Trendstop (if accessible)
5. “The Product Development Process in the Apparel Industry”
by Janace E. Bubonia

Course Title: Drafting Pattern Making	L	T	P	Cr.
Course Code: BFD6356	0	0	4	2

Total Hours: 30**Learning Outcomes:**

1. Apply knowledge of pattern making principles to create basic patterns for simple garments (e.g., skirts, tops).
2. Memorize standard measurements and sizing charts used in pattern making.
3. Assess the fit and accuracy of self-drafted patterns on actual garment construction
4. Innovate and experiment with pattern manipulation and design variations to create distinctive fashion pieces.

Course content**UNIT I****5 hours**

Standard body measurement and pattern making for adult garments: Standard body measurements and allowances. Sizing and Development of size chart for garments. Basic bodice block drawing of flat layout of different garments according to the standard body measurement for basic skirts, trousers, shirts frock etc.

UNIT II**7 hours**

Pattern making for men's wear; drafting men's shirt and trouser; block designing of different shirt and trousers with variations of different components and measurements. Casual jacket and sloper construction. Development of style and designing of men's garments with variations in collars, sleeves, pleats, pockets, darts, gathers etc.

UNIT III**8 hours**

Pattern making for women's wear. Drafting Women's top or shirt, trouser, skirt, salwar-kameez with variations and manipulation of design element having balance and fit.

UNIT IV**10 hours**

Drafting, adaptation, layout for construction of adult formal wear garments and occasion wear (festival / party dress, etc), garments, Pattern modifying and draping of different patterns of men's and women's casual wear, party wear, beachwear and sportswear.

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings:

- *Agarwal, K. C. 2001, Environment Biology, Nidi Publ. Ltd. Bikaner.*
- *Jadhav, H & Bhosale, V.M. 1995. Environment Protection & Laws, Himalaya Pub House, Delhi 284p.*
- *Rao M. N. & Datta A.K. 1987, Waste Water Treatment, Oxford & IBH Publ. Co. Pvt. Ltd.*

Course Title: Foundational Literature of Indian Civilization	L	T	P	Cr.
Course Code: IKS0003	2	0	0	2

Total Hours: 30**Course Learning Outcomes:**

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

1. Develop a foundational knowledge of key literary works of Indian civilization
2. Critically analyse the impact on social and cultural life.
3. Enhance analytical skills by interpreting texts in their historical, linguistic, and philosophical contexts
4. Recognize the continued influence of foundational Indian literature on modern thought, governance, arts, and societal structures, fostering a deeper connection with India's intellectual and literary traditions

Course Content**Unit – I:****7 Hours**

Introduction, The Vedic Corpus. The Itihasas— Ramayana and Mahabharata, and their important regional versions.

The Puranas. The role of Itihasas and Puranas in understanding the Vedas.

Unit – II:**8 Hours**

Foundational Texts of Indian Philosophies, including the Jaina and Bauddha. Foundational Texts of Indian Religious Sampradayas, from the Vedic period to the Bhakti traditions of different regions.

The Vedangas and Other Streams of Indian Knowledge System:

The six Vedangas — Siksha, Vyakarana, Chandas, Nirukta, Jyotisha and Kalpa. Other streams of Indian Knowledge System such as Ayurveda, Sthapatya, Natyasastra, Dharmasastra, Arthasastra, etc.

Continuity of the Corpus. The Indian way of continuing the evolution of knowledge through commentaries, interpretations and revisions of the foundational texts.

The large corpus of literature on IKS in Sanskrit and other Indian languages. Others sources for the study of Indian Knowledge System.

Unit – III:**8 Hours**

Indian Language Sciences: Language Sciences and the preservation of the Vedic corpus. Varnamala of Indian languages based on classification of sounds on the basis of their origin and effort involved. The special feature of the scripts of most Indian languages, that each symbol is associated with a unique sound.

Word formation in Sanskrit and Indian languages. Basic purpose of the Science of Vyakarana as established by Panini.

Important texts of Indian Language Sciences —Siksha or phonetics, Nirukta or etymology, Vyakarana or Grammar, Chandas or Prosody.

How the Indian Language Sciences continued to flourish in the 18//19 the centuries. Navyanyaya and Navya-vyakarana in Navadvipa, Varanasi and West and South India.

Unit – IV:**7 Hours**

Indian Mathematics: Numbers, fractions and geometry in the Vedas. Decimal nomenclature of numbers in the Vedas. Zero and Infinity. Simple constructions from Sulba-sutras.

The development of the decimal place value system which resulted in a simplification of all arithmetical operations. Linguistic representation of numbers.

Important texts of Indian mathematics. Brief introduction to the development of algebra, trigonometry and calculus. How Indian mathematics continued to flourish in the 18/19/20th centuries. Kerala School. Sir Ramanujan.

Transactional Mode

Seminars, Group discussion, Team teaching, Focused group discussion, Assignments, Project-based learning, Simulations, reflection and Self-assessment

Suggested Readings

- A History of Indian Philosophy by Surendranath Dasgupta
- Ancient Indian Tradition and Mythology by F.E. Pargiter
- A Practical Sanskrit Dictionary by A.A. Macdonell
- Comparative Grammar of the Prakrit Languages by Hemachandra
- Dharampal, *Some Aspects of Earlier Indian Society and Polity and Their Relevance Today*, New Quest Publications, Pune, 1987.
- Indian Philosophy by S. Radhakrishnan (A classic overview)
- Mathematics in India by Kim Plofker
- Sanskrit Grammar by William Dwight Whitney
- The Puranas: A Study in Religious and Cultural History by F.E. Pargiter
- The Rigveda: The Earliest Religious Poetry of India by Wendy Doniger
- The Study of Sanskrit by Sushama Karve

Semester-VII

Course Title: Sociological, Psychological and Ethical Aspects of Fashion	L	T	P	Cr.
Course Code: BFD7400	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Understand the influence of society and culture on fashion consumption and financial decision-making.
2. Analyze consumer psychology and its impact on pricing, branding, and fashion marketing.
3. Evaluate ethical issues in fashion accounting including transparency, fair trade, and corporate responsibility.
4. Recognize the psychological factors behind budgeting, spending habits, and impulse buying in the fashion context

Course Content**Unit 1****16hours****: Sociological Aspects of Fashion and Finance**

- The role of fashion in identity, class, and social behavior
- Consumerism and its socio-economic implications
- Cultural influences on clothing choices and spending patterns
- Fashion as a symbol of status and wealth
- Social accountability in fashion business and financial decisions

Unit 2**16hours****: Psychological Influences on Fashion Consumption**

- Consumer psychology: motivation, perception, attitude, and behavior
- Psychological pricing and perceived value
- Impulse buying vs. planned buying in fashion retail
- Branding, emotional appeal, and buyer loyalty
- Influence of media, peer pressure, and advertising

Unit 3**15hours****: Ethical Issues in Fashion Accounting**

- Principles of ethical accounting: transparency, honesty, integrity
- Misleading financial practices: greenwashing, price manipulation
- Labor exploitation, fair trade, and ethical sourcing

- Impact of unethical accounting on brand reputation and consumer trust
- Case studies on accounting fraud in fashion brands

Unit 4

13hours

: Responsible Fashion Finance and Sustainable Practices

- Sustainable accounting: tracking environmental and social costs
- Budgeting with ethical values: cost vs. conscience
Financial literacy for ethical fashion entrepreneurs
- Role of audits, CSR reports, and stakeholder disclosures
- Legal frameworks and regulations (e.g., CSR mandate, sustainability reporting)

Transactional Mode

Seminars, Group discussion, Team teaching, Focused group discussion, Assignments, Project-based learning, Simulations, reflection and Self-assessment

Suggested Readings & References

- “Ethics in Accounting: A Decision-Making Approach” – Gordon Klein
- “Fashion and Its Social Agendas” – Diana Crane
- Reports by Ethical Fashion Forum, Fashion Revolution, and Fair Wear Foundation
- “The Social Psychology of Consumer Behavior” – Michaela Wänke
- “The Psychology of Fashion” – Carolyn Mair

Course Title: Indian Apparel Industry	L	T	P	Cr.
Course Code: BFD7401	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Understand the structure and components of the Indian apparel and textile industry.
2. Analyze the evolution and current state of the Indian apparel sector in the global and domestic market.
3. Examine the functioning of apparel manufacturing units, export houses, retail chains, and SMEs.
4. Evaluate government initiatives, policies, and schemes that support the apparel industry.
5. Explore emerging trends and sustainability practices in the Indian apparel value chain.

Course Content**Unit 1****16hours****: Overview of the Indian Apparel Industry**

- Historical evolution of the Indian apparel and textile sector
- Key segments: textile mills, garmenting units, handloom and power loom sectors
- Domestic vs. export markets
- Major apparel hubs in India (e.g., Tirupur, Ludhiana, Surat, Delhi, Bengaluru)
- Contribution to the Indian economy: GDP, employment, and exports

Unit 2**16hours****Industry Structure and Key Stakeholders**

- Types of apparel businesses: manufacturers, exporters, brands, retailers
- Role of buying houses and agents
- Structure of apparel supply chain: fiber to fashion
- Overview of MSMEs and large-scale manufacturing units
- Role of industry associations: AEPC, CMAI, FICCI, TEXPROCIL

Unit 3**15hours**

: Government Policies and Export Promotion

- Textile and apparel policies by the Government of India
- Export promotion schemes: MEIS, RoDTEP, TUFS
- Role of SEZs and apparel parks
- Foreign Direct Investment (FDI) in apparel and retail
- Global trade bodies: WTO, ITC, and their relevance to India

Unit 4

13hours

: Challenges and Emerging Trends

- Key challenges: labor, infrastructure, raw material sourcing, compliance
- Technological advancement in manufacturing and retail (automation, PLM, ERP)
- Rise of e-commerce, D2C (direct-to-consumer) fashion brands
- Sustainability and ethical practices in apparel manufacturing
- Future outlook: innovation, digitalization, and skill development

Transactional Mode

Seminars, Group discussion, Team teaching, Focused group discussion, Assignments, Project-based learning, Simulations, reflection and Self-assessment

Suggested Readings & References

- “Apparel Merchandising” – R. Rathinamoorthy & S. Ganesan
- “Textile Vision 2025” – Ministry of Textiles (Government of India reports)
- “The Indian Textile and Apparel Industry: Growth and Challenges” –
- K.R. Sharma

Course Title: Fashion Show and Fashion Accessories	L	T	P	Cr.
Course Code: BFD7402	0	0	8	4

Total Hours: 60**Learning Outcomes:****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Describe the purpose and significance of fashion shows in the fashion industry, including their role in showcasing trends and promoting brands.
2. Apply knowledge of fashion show production to plan and execute a mock fashion show event, considering aspects like theme, models, and venue.
3. Analyze the visual and sensory aspects of fashion shows, including the use of color, texture, and movement in runway presentations.
4. Assess the success of fashion accessory collections in terms of creativity, marketability, and consumer appeal.

Course Content**UNIT I****15hours**

Fashion show rules. Aims and objectives of fashion show. Fashion accessories Design- Introduction, definition. History, Classification Accessory types- Head gears, Foot wear, Bows, ties and belts, Hand bags, Gloves, Scarves, Stoles, Shawl

UNIT II**13hours**

Finding models for your event. Fashion show model instructions. Materials and processes- leather, straw, fur, wood. Materials required. Material sourcing. Design development & production.

UNIT III**16hours**

Making of fashion show model profile. Designing & construction of garments according to theme for the Fashion show. Trends and Marketing- Fashion trends and marketing of accessories. Study of any 2 accessory designers. (One Indian and one international)

UNIT IV**16 hours**

Selection of theme according to season (spring, summer, autumn, winter). Ramp walk techniques. Jewellery- Jewellery Design and production, Types of Jewellery – precious, costume, bridge. Traditional Indian jeweler – temple, kundan, minakari, thewa, filigree, terracotta. Gemology- Introduction to gems, Basic qualities of gems and healing properties of gems.

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings:

- *Claire Billcocks, " Century of Bags", Chartwell Books, New Jersey 1997*
- *John Peacock, " Fashion Accessories- Men", Thames and Hudson, London, 1996*
- *John Peacock, " The complete 20th Century Source Book", Thames and Hudson, London, 2000*
- *MalolowBlahnik- Co Collin Mac dolw, " Shoes -Fashion and Fantasies", Thames andHudson, 1989*

Course Title: Logo Designing	L	T	P	Cr.
Course Code: BFD7403	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Understand the principles of logo design and its role in branding and identity creation.
2. Analyze different types of logos (wordmarks, letter marks, pictorial, abstract, combination marks, etc.) and their appropriate applications.
3. Apply design principles such as balance, contrast, simplicity, and scalability in creating effective logos.
4. Develop skills in conceptual thinking, visual research, and brand storytelling through logo design.

Course Content**UNIT I****15hours****Introduction to Logo Design & Brand****Understanding Logo Design**

Definition, purpose, and impact of logos

History and evolution of logos in branding

Types of Logos

Wordmarks, Letter marks, Pictorial marks, Abstract marks,

Mascots, Combination marks, and Emblems

Elements of a Good Logo

Simplicity, versatility, scalability, and memorability

Importance of colour, typography, and negative space

UNIT II

13hours

Logo Creation Process & Typography Logo Design Process

- Research and brainstorming techniques
- Sketching and conceptualization
- Refining ideas and client communication
- **Typography in Logo Design**
 - Choosing the right fonts and typefaces
 - Custom lettering and hand-drawn typography
- **Colour Theory & Psychology**
 - Understanding the role of colours in branding

UNIT III

16hours

Digital Execution & Advanced Techniques

- **Vector Design & Digital Techniques**
 - Creating logos using the Pen Tool and Shape Builder Tool
 - Using gradients, shadows, and textures effectively
- **Minimalist vs. Detailed Logos**
 - Designing for different industries (corporate, fashion, sports, tech, etc.)
 - Logo adaptability (print, digital, and merchandise applications)
- **Mack ups & Presentation**
 - Creating professional logo mack ups
 - Presenting logo designs to clients with style guides

UNIT IV

16 hours

Final Project & Portfolio Development

- **Personalized Logo Project**

- Designing a logo for a fictional or real business/brand
- Applying learned techniques and industry standards
- **Brand Identity & Guidelines**
 - Developing a mini brand style guide
 - Logo variations, clear space rules, and usage restrictions
- **Final Portfolio & Presentation**
 - Showcasing best logo designs in a professional format
 - Peer reviews and instructor feedback for improvement

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings:

1. Alex W. White – *The Elements of Graphic Design*
2. Alina Wheeler – *Designing Brand Identity: An Essential Guide for the Whole Branding Team*
3. David Airey – *Logo Design Love: A Guide to Creating Iconic Brand Identities*
4. Michael Evamy – *Logo: The Reference Guide to Symbols and Logotypes*
5. Steven Heller & Gail Anderson – *The Logo Design Idea Book*

Course Title: Calligraphy	L	T	P	Cr.
Course Code: BFD7404	0	0	8	4

Total Hours: 60**Learning Outcomes:**

1. Understand the historical evolution and cultural significance of calligraphy across regions.
2. Demonstrate proficiency in using calligraphy tools and materials, including pens, brushes, and ink.
3. Master foundational scripts such as Roman, Gothic, Italic, and Devanagari (or regional scripts).
4. Explore creative expression through contemporary and experimental calligraphy.

Course Content**Unit 1****13hours**

: Introduction to Calligraphy Tools, Materials, and Basics

- History and development of calligraphy (East and West)
- Types of tools: dip pens, flat nibs, brush pens, reed pens
- Understanding ink flow, line weight, and pressure
- Practicing basic strokes, line consistency, rhythm, and spacing

Practical Exercises:

- Line and curve practice
- Nib angle and pressure control drills
- Exploration of historical scripts like Roman capitals

Unit 2**16hours**

: Learning Traditional Scripts

- Study and practice of classical scripts:
 - Western: Gothic, Italic, Uncial
 - Indian: Devanagari, Urdu, or regional scripts
- Proportions, spacing, and ligatures
- Consistency and refinement

Practical Exercises:

- Full alphabet execution of 2–3 scripts

- Short quotations or poems in traditional styles
- Layout planning and format exploration

Unit 3

15hours

: Experimental and Contemporary Calligraphy

- Expressive calligraphy and brush lettering
- Abstract calligraphy and mixed media integration
- Calligraphy in digital contexts (basic introduction to vectorising letters)
- Fusion of scripts and stylization

Practical Exercises:

- Personal monogram or logo design
- Calligraphic poster using expressive style
- Mixed media artwork integrating calligraphic elements

Unit 4

16hours

: Final Project and Application

- Designing a series of calligraphy-based compositions
- Final calligraphy project (quote, poem, story, or scroll)
- Presentation skills, mounting/framing, and exhibition preparation
- Artist statement and peer critique

Practical Exercises:

- Final portfolio submission (minimum 4–5 completed works)
- Final project with custom layout, border, and presentation
- Exhibition-ready presentation with artist statement

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings

- Anand R. K. Coomaraswamy – *Calligraphy in Indian Art* (for historical Indian context)
- David Harris – *The Art of Calligraphy*
- Denis Brown – *Modern Calligraphy: From Classical to Contemporary*
- Margaret Shepherd – *Learn Calligraphy: The Complete Book of Lettering and Design*
- Sheila Waters – *Foundations of Calligraphy*

Course Title: Inventory Management Skills	L	T	P	Cr.
Course Code: BFD7405	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Understand the fundamental principles and objectives of inventory management.
2. Identify and apply various inventory control techniques and systems.
3. Analyze inventory-related data to support decision-making in supply chains.
4. Evaluate inventory costs, stock levels, and reorder points for efficient operations.
5. Apply modern tools and software used for inventory tracking and control.

Course Content**Unit I****15hours****Introduction to Inventory Management**

- Definition, objectives, and importance of inventory
- Types of inventory: raw materials, WIP, finished goods, MRO
- Functions and impact of inventory in the supply chain
- Inventory management vs. materials management
- Inventory classification techniques: ABC, VED, HML, FSN

Unit II**13hours****Inventory Control Techniques**

- Economic Order Quantity (EOQ) and its applications
- Reorder point, lead time analysis, and safety stock
- Just-In-Time (JIT) and its relevance in lean inventory
- Perpetual vs. periodic inventory systems
- Inventory valuation methods: FIFO, LIFO, Weighted Average

Unit III**16hours****Inventory Planning and Optimization**

- Demand forecasting techniques for inventory planning
- Inventory turnover ratio and stock levels optimization
- Inventory budgeting and cost control
- Multi-location inventory management
- Stock audit and inventory accuracy

Unit IV**16hours****Technology and Tools in Inventory Management**

- Role of ERP and MRP systems in inventory control
- Barcode systems and RFID in inventory tracking
- Use of software tools (e.g., Tally, SAP, Zoho Inventory)
- Integration of inventory systems with procurement and sales
- Inventory challenges in e-commerce and retail sectors

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings:

- Arnold, J. R. T. & Chapman, S. N. 2016 – *Introduction to Materials Management*, 8th Ed.
- Chopra, S. & Meindl, P. 2019– *Supply Chain Management: Strategy, Planning, and Operation*, 7th Ed.
- Gopalakrishnan, P. & Sundaresan, M. 2015 – *Materials Management: An Integrated Approach*.
- Nahmias, S. 2019– *Production and Operations Analysis*, 7th Ed.
- Sharma, D. 2021– *Inventory Control and Management*.
- Telsang, M. 2018 – *Industrial Engineering and Production Management*.
- Tony Arnold, Stephen Chapman & Lloyd Clive 2020 – *Fundamentals of Inventory Management and Control*.
- Wild, T. 2017– *Best Practice in Inventory Management*, 3rd Ed.

Course Title: Apparel Supply Chain Management and Quality Control	L	T	P	Cr.
Course Code: BFD7406	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Understand the structure, components, and functions of the apparel supply chain.
2. Analyze the flow of goods and information across the apparel supply chain and its impact on production and logistics.
3. Identify and evaluate key quality control techniques and their application in the apparel industry.
4. Apply the principles of supply chain management to optimize efficiency, reduce costs, and improve product quality.
5. Understand the role of technology in enhancing supply chain management and quality control in the apparel industry.

Course Content**Unit I****16hours****Introduction to Apparel Supply Chain Management**

- Definition and components of apparel supply chain management
- Overview of the global apparel supply chain: sourcing, production, and distribution
- The role of procurement, suppliers, manufacturers, and retailers in the apparel supply chain
- Supply chain flows: product, information, and financial flows
- Supply chain strategies: centralized vs. decentralized, and push vs. pull systems

Unit II**16hours****Apparel Production and Logistics Management**

- The apparel production process: designing, sourcing, manufacturing, and distribution
- Logistics in the apparel industry: inbound and outbound logistics, transportation, warehousing
- Inventory management: managing raw materials, work-in-progress, and finished goods
- The role of forecasting and demand planning in apparel supply chains
- Key performance indicators (KPIs) for apparel logistics and production

Unit III

13hours

Quality Control in the Apparel Industry

- Definition and importance of quality control in apparel production
- Types of quality control: inspection, testing, and statistical quality control (SQC)
- Common quality standards and certifications (ISO 9001, Oeko-Tex, GOTS, etc.)
- Techniques for fabric inspection, garment inspection, and finishing quality control
- Total Quality Management (TQM) in apparel production

Unit IV

15hours

Emerging Trends in Apparel Supply Chain and Quality Control

- Role of technology in supply chain management: ERP systems, RFID, blockchain, and IoT
- Sustainable supply chain practices in the apparel industry
- Ethical sourcing and production: fair labor practices, sustainable materials
- Quality control and sustainability: integrating eco-friendly practices into quality standards
- Future trends in apparel supply chain management and quality control

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings:

- Bhardwaj, V. 2020– *Quality Control in Apparel Production*, Springer.
- Bowersox, D. J., & Closs, D. J. 2019 – *Supply Chain Logistics Management*, 5th Ed., McGraw-Hill.
- Coyle, J. J., Bardi, E. J., & Langley, C. J. 2017 – *The Management of Business Logistics: A Supply Chain Perspective*, 10th Ed., Cengage Learning.
- Gereffi, G., & Frederick, S. 2019 – *The Apparel Global Value Chain: Economic and Social Upgrading in Global Production Networks*.
- Knemeyer, A. M., & Zinn, W. 2017 – *Global Logistics and Supply Chain Management*, Wiley.
- Singh, S. 2016– *Apparel Manufacturing: The Textile Institute*, Woodhead Publishing.
- Value 2016-*Adding Networks*, 5th Ed., Pearson.

Semester-VIII

Course Title: Fashion Designers	L	T	P	Cr.
Course Code: BFD8450	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Identify and analyze the key fashion designers who shaped the global and Indian fashion industries.
2. Understand the design philosophy and signature styles of major designers and their iconic products.
3. Examine the cultural, social, and economic influences on designers' work across decades.
4. Develop critical perspectives on how designer products influence consumer trends, branding, and fashion history.
5. Apply analytical skills to study the construction, innovation, and storytelling behind fashion designer collections.

Course Content**Unit-1****16hours**

Foundations of Designer Fashion

- Introduction to the evolution of designer-led fashion
- Role of haute couture, prêt-à-porter, and luxury fashion houses
- Differences between designer fashion and commercial fashion
- The rise of the designer as a brand and influencer
- Case studies: Coco Chanel, Christian Dior, Yves Saint Laurent

Unit-II**15hours**

Global Designers and Their Signature Products

- Study of major international fashion designers:
 - Alexander McQueen – theatrical garments
 - Giorgio Armani – minimalist tailoring
 - Vivienne Westwood – punk and rebellion
 - Rei Kawakubo – conceptual fashion
 - Karl Lagerfeld – legacy at Chanel and Fendi
- Iconic products: the Chanel suit, Dior's "New Look", McQueen's skull scarf, etc.
- Influence on global fashion and media

Unit III**13hours**

Indian Fashion Designers and Their Contributions

- Evolution of Indian designer fashion post-independence
- Profiles of leading Indian designers:
 - Ritu Kumar – revival of traditional textiles
 - Manish Malhotra – Bollywood and bridal couture
 - Sabyasachi Mukherjee – heritage luxury
 - Anita Dongre – sustainability and Indian crafts
 - Abraham & Thakore – urban minimalism
- Analysis of their signature products and market impact

Unit IV

16hours

Contemporary Trends and Designer Innovations

- Designers and sustainability: Stella McCartney, Rahul Mishra
- Collaborations with mass-market brands (e.g., H&M x designers)
- Use of technology: 3D printing, digital fashion, AI
- Designer-led accessory and lifestyle brands
- Presentations, exhibitions, and fashion week showcases

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings

- “Couture India: Tradition and Innovation” – Ritu Kumar
- “Fashion Designers A-Z” – Valerie Steele (Taschen)
- Fashion documentaries & interviews: *Dior and I*, *McQueen*, *The True Cost*, *Sabyasachi: A Designer’s Canvas*
- “Fashionpedia: The Visual Dictionary of Fashion Design” – Fashionary
- Fashion Magazines & Online Archives: Vogue Runway, BOF (Business of Fashion), WGSN (if available)
- “The Fashion Designer Survival Guide” – Mary Gehlhar

Course Title: Product Line Management and Presentation	L	T	P	Cr.
Course Code: BFD8451	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Research and conceptualize a fashion product line based on market trends and consumer needs.
2. Design and develop a cohesive collection with a consistent theme, fabric story, and target audience.
3. Execute prototype development including design sketches, spec sheets, and sample products.
4. Create and curate professional presentations of their product lines using visual and oral communication skills.
5. Demonstrate understanding of branding, merchandising, and pricing strategies for the developed product line.

Course Content**Unit-I****15hours**

Concept & Line Planning

- Introduction to product lines and seasonal collections
- Understanding fashion cycles, trend research, and consumer profiling
- Collection theme, color story, mood board, and design direction
- Product category selection (e.g., resort wear, denim line, streetwear, etc.)
- Range planning, product matrix, SKU development

Unit-II**13hours**

Design Development & Technical Specifications

- Design sketching and development of garments/accessories
- Technical drawings, flat sketches, and CAD support
- Fabric and trim sourcing, cost-effective material planning
- Garment specifications, measurement sheets, and BOM (Bill of Materials)
- Sustainability and sourcing considerations

Unit-III**16hours**

Sampling and Product Realization

- Pattern making and prototype development
- Sampling and construction techniques
- Fit testing and product modifications
- Quality checks and production feasibility
- Packaging and labeling options

Unit-IV

16hours

Product Line Presentation

- Portfolio preparation: process documentation, design boards, tech packs
- Visual presentation of the line: lookbook, catalog, or digital mockup
- Oral presentation with storytelling and design rationale
- Brand identity: logo, tagline, packaging concept
- Feedback session, peer review, and self-reflection

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings

- Adobe Illustrator/Photoshop tutorials – for digital presentation support
- Case Studies – Zara, H&M, FabIndia, and emerging Indian labels
- “Developing a Fashion Collection” – Elinor Renfrew & Colin Renfrew
- “Fashion Design Process, Innovation and Practice” – Kathryn McKelvey & Janine Munslow
- “Fashion Portfolio: Design and Presentation” – Anna Kiper
- Fashion industry reports & trend forecasting services – WGSN, Fashion Snoops (if available)
- “The Fashion Designer’s Textile Directory” – Gail Baugh

Course Title: Boutique Management	L	T	P	Cr.
Course Code: BFD8452	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Understand the fundamentals of boutique setup and operations, including legal and financial aspects.
2. Analyze and apply visual merchandising and store layout techniques to enhance customer experience.
3. Develop strategies for branding, marketing, and customer relationship management specific to boutiques.
4. Manage inventory, pricing, procurement, and vendor relationships effectively.
5. Create a business plan for a boutique including budgeting, staffing, and promotional strategies.

Course Content**Unit-I****15hours**

Introduction to Boutique Management

- Definition and types of boutiques (custom, ready-to-wear, concept stores)
- Scope of boutique businesses in fashion
- Steps in setting up a boutique
- Legal formalities and licenses required
- Site selection, space planning, and interior aesthetics

Unit-II**13hours**

Merchandise Planning & Inventory Management

- Selection of product lines and customer segmentation
- Inventory classification and management techniques
- Procurement and sourcing strategies
- Vendor management and supplier relations
- Pricing strategy and profit margins

Unit-III**16hours**

Branding, Marketing & Customer Relations

- Brand identity creation: name, logo, packaging
- Boutique marketing strategies: offline and online
- Social media, influencer tie-ups, and e-commerce integration

- Customer service strategies and loyalty programs
- Handling complaints, reviews, and feedback loops

Unit-IV

16Hours

Store Operations & Business Planning

- Store layout, traffic flow, and visual merchandising
- Cash flow management, budgeting, and record keeping
- Staffing, HR planning, and boutique ethics
- Sales reporting, seasonal promotions, and markdowns
- Business plan development for a boutique (case-based/project)

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings

- “Boutique Management” – Dr. Jaya S. Anand
- Case studies of Indian and international boutiques
- Fashion business websites: BOF (Business of Fashion), Fashionista, and RetailWire
- “Fashion Retailing: From Managing to Merchandising” – Ellen Diamond
- “Retail Management” – Barry R. Berman & Joel R. Evans
- “Start and Run a Fashion Boutique” – Debbie Shore
- “Visual Merchandising and Display” – Martin M. Pegler

Course Title: Portfolio	L	T	P	Cr.
Course Code: BFD8453	0	0	8	4

Total Hours: 60**Learning Outcomes:**

1. Realize the importance of displaying their work in the best possible way.
2. Get opportunity to work in teams to create unique designs.
3. Produce original designs and dynamic illustration (for their portfolio).
4. Grab job opportunities by showcasing and explaining their talent through portfolio.

Course Content

1. 50 Sheets
2. Any Canvas
3. Any Medium (Water Colour, Oil Color, Poster Colour, Colour Pencils, Acrylic Colour)

Course Title: Craft Documentation	L	T	P	Cr.
Course Code: BFD8454	0	0	8	4

Total Hours: 60**Learning Outcomes:**

1. Identify and understand traditional Indian crafts in terms of their history, techniques, tools, and cultural relevance.
2. Conduct field research and interact with artisans to document craft processes, materials, and socio-economic contexts.
3. Document and analyze the transformation of crafts in the context of commercialization and contemporary relevance.
4. Develop detailed visual and written documentation using various media formats.
5. Present the craft study through a comprehensive report and creative visual presentation.

Course Content**Unit-I****16hours****Introduction to Indian Crafts & Research Planning**

- Overview of Indian crafts: textiles, embroidery, metalwork, pottery, wood, leather, etc.
- Importance of craft preservation and documentation
- Planning a craft study: choosing a craft, setting objectives
- Research methods: interviews, observation, surveys, photography, audio/video recording
- Preparing for field visits: permissions, ethical considerations, logistics

Unit-II**16hours****: Field Research and Data Collection**

- Visit to craft cluster/artisan community (physical or virtual)
- Collecting information: craft origin, community involvement, tools, techniques, raw materials, process flow
- Documenting challenges faced by artisans: economic, educational, sustainability, etc.
- Capturing visual content: photos/videos/sketches

Unit-III**13hours**

: Analysis and Interpretation

- Organizing collected data: text, visuals, transcripts
- Understanding traditional knowledge systems and generational skill transfer
- Mapping supply chain and marketing channels
- Assessing the role of NGOs, government support, and private enterprises
- Craft SWOT analysis: strengths, weaknesses, opportunities, threats

Unit-IV

15hours

: Final Documentation and Presentation

- Compilation of craft report: written content, visuals, charts, maps
- Layout and formatting for professional presentation (manual or digital)
- Creating infographics, timelines, and process diagrams
- Final presentation to jury: visual display, oral narrative, and report submission
- Reflection and feedback on research process

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings & References

- “Crafts of India” by Jaya Jaitly
- “Handmade in India: A Geographic Encyclopedia of Indian Handicrafts” by Aditi Ranjan & M.P. Ranjan
- “Traditional Indian Crafts” by Pupul Jayakar
- Documentaries and field recordings by NCERT, IGNCA, and other cultural organizations
- Reports and publications from Dastkari Haat Samiti, Crafts Council of India, and UNESCO

Course Title: Accessory Designing	L	T	P	Cr.
Course Code: BFD8455	0	0	8	4

Total Hours: 60**Learning Outcomes:**

1. Understand the principles and techniques of designing accessories, including jewelry, bags, footwear, and belts.
2. Develop creativity and practical skills for designing fashion accessories using a variety of materials and techniques.
3. Create prototypes and final products for various types of fashion accessories.
4. Develop skills in pattern making, model making, and manufacturing processes specific to accessory design.
5. Present accessory design projects in a professional manner, integrating concepts of market demand, trends, and consumer behavior.

Course Content**Unit I****16 hours****Introduction to Accessory Design**

- **Overview of Fashion Accessories:** Types of fashion accessories (jewelry, bags, shoes, belts, hats, scarves) and their role in fashion
- **Principles of Accessory Design:** Functionality, aesthetics, ergonomics, and trends in accessory design
- **Materials for Accessory Design:** Exploration of various materials used in accessory design, including metals, plastics, leather, fabric,
- **Accessory Design Process:** From concept to final product—idea
Accessory
beads, and stones
- Designing generation, sketching, material selection, and prototype development
- **Trend Analysis in Accessories:** Understanding current trends in accessories, including seasonal and consumer demand-driven designs

Unit II**16hours****Jewelry Designing**

- **Introduction to Jewelry Design:** Types of jewelry (necklaces, earrings,

- rings, bracelets) and their design principles
- **Sketching Jewelry Designs:** Drawing techniques for jewelry designs, from initial concept sketches to detailed technical drawings
- **Techniques of Jewelry Making:** Basic techniques such as beading, wire work, casting, and soldering for creating jewelry prototypes
- **Material Selection for Jewelry:** Understanding gemstones, metals (silver, gold, brass), beads, and other materials used in jewelry making
- **Finishing and Polishing:** Techniques for finishing jewelry pieces, including polishing, setting stones, and ensuring quality craftsmanship

Unit III**13hours****Bags, Footwear, and Belts Design**

- **Introduction to Bag and Footwear Design:** Types of bags (handbags, clutches, totes) and footwear (sandals, boots, flats) and their design considerations
- **Pattern Making for Bags and Footwear:** Basics of pattern drafting for creating bags and shoes, including material layout and stitching techniques
- **Belts and Accessories Design:** Design principles for creating belts, straps, and other small accessories
- **Prototyping and Construction:** Building prototypes of bags, footwear, and belts, including cutting, stitching, and assembly
- **Details and Embellishments :** Adding decorative elements such as embroidery, appliqué, hardware, and embellishments to bags, shoes, and belts

Unit IV**15hours****Presentation and Marketing of Accessories**

- **Creating a Portfolio for Accessories:** Compiling a professional portfolio showcasing designs, prototypes, and finished accessories
- **Packaging and Branding:** Designing packaging for accessories, including branding and logo placement
- **Marketing Strategies for Accessories:** Understanding the target market for accessories and creating marketing strategies for product promotion
- **Pricing and Selling Accessories:** Principles of pricing accessories, considering cost of materials, labor, and market competition
- **Presentation Techniques:** Effectively presenting accessory designs in front of clients, in fashion shows, or exhibitions

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings

- Bagley, P. 2015– *Fashion Accessory Design: Techniques and Creative Concepts*, 2nd Ed., Laurence King Publishing,
- Boulanger, K. 2017 – *Footwear Design and Pattern Making*, 1st Ed., Fairchild Books,
- Keller, C. 2013– *The Art of Jewelry Design: Principles of Design, Rings and Earrings*, 2nd Ed., Lark Crafts,
- Rosenblum, J. 2018– *The Complete Book of Footwear Design*, 1st Ed., Lark Crafts,
- Sampat, R. 2016– *Fashion Accessory Design*, 1st Ed., Bloomsbury Publishing,
- Sinha, A. 2017– *Accessories and Their Role in Fashion Design*, 1st Ed., Routledge,
- Tasch, J. 2014– *Jewelry Design: A Handbook for Artists, Designers, and Educators*, 1st Ed., Chelsea House Publishers,
- Vann, M. L. 2015 – *The Fashion Designer's Handbook: Jewelry and Accessories*, 1st Ed., Thames & Hudson,

Course Title: Experiential Learning in Fashion Products	L	T	P	Cr.
Course Code: BFD8456	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Apply practical knowledge of fashion product development through real-world projects and industry exposure.
2. Translate design concepts into market-ready fashion products using innovative methods.
3. Collaborate in teams to solve design and production challenges with creativity and efficiency.
4. Understand consumer needs, branding, and merchandising through experiential processes.
5. Create a prototype or collection informed by user feedback, trend analysis, and sustainable practices.

Course Content**Unit-I****15 hours**

Conceptualization and Trend Research

- Identifying user needs, market gaps, and inspirations
- Fashion forecasting and mood board creation
- Product category selection (e.g., casualwear, accessories, sustainable fashion, etc.)
- Competitor and brand benchmarking
- Defining target audience and product USP

Unit-II**13hours**

Design Development and Material Exploration

- Sketching, draping, or CAD-based product ideation
- Exploration of fabrics, trims, and sustainable materials
- Sampling and prototyping techniques
- Fit analysis and modifications
- Incorporation of functional, aesthetic, and ergonomic aspects

Unit-III**16hours**

Product Realization and Field Engagement

- Final pattern making and product construction
- Vendor/supplier interaction or local artisan collaboration (if applicable)
- Feedback from focus groups, mentors, or industry experts
- Modifications based on real-time input
- Documentation of processes and iterative development

Unit-IV

16hours

Display, Presentation and Reflection

- Product photoshoot and styling
- Portfolio preparation and visual merchandising
- Setting up a display/popup (institutional level)
- Reflection on learning outcomes, challenges, and user response
- Peer review and evaluation

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings

- “Design Thinking for Strategic Innovation” – Idris Mootee
- Fashion Business Case Studies – Business of Fashion, McKinsey Fashion reports
- “Fashion Product Development” – Leslie Davis Burns & Kathy K. Mullet
- Local field visits or collaborations – craft clusters, startups, NGOs, fashion retailers
- “The Fashion Designer’s Textile Directory” – Gail Baugh
- WGSN or Trend Union Reports (if access is available)
- YouTube channels/documentaries on prototyping and design process (e.g., *Not Just a Label*, *BOF Masterclass*)

Course Title: Visual Merchandising	L	T	P	Cr.
Course Code: BFD8457	4	0	0	4

Total Hours: 60**Learning Outcomes:**

1. Learners will be able to define visual merchandising and explain its importance in enhancing brand identity
2. Learners will effectively use color, lighting, layout, and design principles to create appealing and functional visual displays.
3. Learners will identify and plan different kinds of store displays (window, promotional, POP, etc.) and understand their strategic purposes.
4. Develop comprehensive visual merchandising strategies aligned with branding and seasonality

Course Content**Unit-I****13hours**

- Definition, scope, and objectives of visual merchandising.
- Evolution of visual merchandising in retail.
- Role of visual merchandisers.
- Impact of visual merchandising on consumer behavior and sales.
- Store image and branding.

Unit-II**15hours**

Elements and Principles of Design in Visual Merchandising

- Elements of design: Line, color, texture, shape, form, and space.
- Principles of design: Balance, contrast, rhythm, emphasis, harmony, and proportion.
- Color theory and lighting in displays.
- Psychology of colors in retail.
- Space management and fixture planning.

Unit-III**16hours**

Types and Techniques of Display

- Types of displays: Window displays, in-store displays, promotional displays, point-of-purchase (POP) displays.
- Types of props and materials used.
- Signage, graphics, and mannequins.
- Techniques for storytelling and thematic displays.
- Seasonal and event-based visual merchandising.

Unit-IV

16hours

Visual Merchandising Strategy and Technology

- Planning a visual merchandising calendar.
- Planograms and merchandise presentation techniques.
- Use of software/tools for visual merchandising (e.g., Sketch Up, Photoshop).
- Role of digital displays and interactive technologies.
- Career opportunities and industry trends.

Transaction Modes:

Group Discussions, Questions, Project Based Learning, Video Based Teaching

Suggested Readings

- “Design Thinking for Strategic Innovation” – Idris Mootee
- Fashion Business Case Studies – Business of Fashion, McKinsey Fashion reports
- "Visual Merchandising: Windows and In-Store Displays for Retail" “The Fashion Designer’s Textile Directory” – Gail Baugh
- WGSN or Trend Union Reports (if access is available)