

Bachelor Art of Fashion Design Second Year Examination Papers.

Sr. No.	Paper No.	Title of Paper	Marks	Periods per week	Duration of Examination
1	As per B.A. pattern	Compulsory English	100 80+20 (Int)	04	03
2	As per B.A. pattern	Second Language / Hindi	100 80+20 (Int)	04	03
		Optional			
	VII	Business Marketing Management	100 80+20 (Int)	04	03
	VIII	Fashion Illustration	100	05	03
	IX	History of World Costume	100 80+20 (Int)	04	03
	X	Pattern Making Construction	100	05	03
	XI	Textiles From India	100 80+20 (Int)	04	03
	XII	Indian Textile Art	100	05	03

Note :- Term work assessment i.e. assessment of practical & / drawing and other assignment including progressive test shall be done internally & periodically by the concern lecturer & practical exam conducted by University Examiner.

Theory

Subject Title : Business Marketing Management

Class 2nd year

Hours of Instructions /week – 4 Period

Theory:-80 Marks

Unit 1) The concept, nature of Fashion Merchandising.

- Intro. To fashion Marketing
- The environment of fashion
- The movement of fashion
- The business of fashion

Unit 2) From Design concept to consumer

Fashion change & Consumer Acceptance

- Line development
- Planning the line presentation.
- Design inspiration
- Consumer Demand
- Fashion marketing strategy

Unit 3) fashion communication

- Fashion ,clothing categories
- Distribution marketing procedures
- Advertising, publicity
- Sales promotion

Unit 4)

- Product development
- Apparel production
- The product development process
- Relationship Marketing
- Prediction of Fashion.

Unit 5) Fashion Resources

- Fashion Forecasting
- Fashion services
- Design sources
- Market Research
- New Technologies

Practical
Subject Title : Fashion Illustration

Class 2nd year
Hours of Instructions /week – 5 Period
Practical :-100 Marks

Unit 1)

- Female Croqui (12 head) – 15 poses
- Developing poses through photo & Magazine – 5 poses.
- Male Croqui – 6 poses.

Unit 2)

- Details of body
- Face – Eyes, Nose, lips, head (Realistic, Stylized)
- Arms, Hands (realistic, stylized)
- Legs & Feet (basic to action)

Unit 3)

- Inspirational Designs – 3 assignments
- Design for chain stores (swatches, flats, details)
- Designing for personality (swatches, flats, details)
- Designing for western celebrity (swatches, flats, details)

Unit 4)

- Specification Drawings
- Production Drawings
- Flats for production department
- Technical sketch.

Unit 5)

- Theme based designing – 4 themes.
- Design Development sheets
- Story Board
- Mood Board
- Preparation presentation Drawings.

Theory

Subject Title : History of World Costume

Class 2nd year
Hours of Instructions /week – 4 Period
Theory :-80 Marks

Unit :-1)

- A) Beginning of the clothing
- B) Origin of costume
- C) Importance of Clothing
- D) Purpose of Clothing Protection Modesty attraction etc.

Unit :- 2)

- A) History of Cloths
- B) Study of Indian Costume & Traditional typical jewellery & India other accessories of the following state of men & woman.
 - a) Kashmir
 - b) Uttar Pradesh , Himachal Pradesh
 - c) Gujrat

Unit :- 3)

- a) Maharashtra, Karanataka,
- b) Rajasthan, Punjab, Keral
- c) West Bengal

Unit :- 4)

- A) Ancient design of the costumes through the ages of era.
 - a) Moriyana & Sunga Period 321-72 BC
 - b) Satwaha 200 BC - AD 250
 - c) Kushan Period 130 BC - AD 185
 - d) Gupta Period Early Fourth to Mid eighth Century

Unit :- 5)

- A) History Indian Costume 1900
- B) History Indian Costume 1950
- C) History Indian Costume 1960
- D) Modern Contemporary Fashion

Practical
Subject Title : Pattern making Construction

Class 2nd year
Hours of Instructions /week – 5 Period
Practical :-100 Marks

Unit 1)

- Draped skirt with cascade warp
- Gore Graduated Flare.
- A symmetric Radiating gathers
- Godets
- Uneven hemlines
- Circles Peplums, cascades

Unit 2)

- Pant Derivatives
- Shorts
- Jamaicas
- Bermudas
- Pedal Pushers
- Toreadors
- Capri, Design Variations.

Unit 3)

- Indian formal wear.
- One-piece dress.
- Strapless princess bodices
- Bra-top Torso Foundation
- Bias-cut Dresses.

Unit 4)

- Shirt variations.
- Shirt & Blouse Foundations.
- Pleasant Blouse.
- Body suit.

Unit 5)

- Twist designs top
- Cowl top-high, mid, low, deep.
- Bias cut cowl exaggerated
- Pleated cowl back, armhole

Practical
Subject Title : Pattern Drafting & Making

Class 2nd year
Hours of Instructions /week – 5 Period
Practical :-100 Marks

Unit 1)

- Standard women's size charts
- Different Block Patterns.
- Draft of basic bodice
- Basic sleeve draft

Unit 2)

- Dart Manipulation
- Designing with darts
- Fullness added
- Contouring principle
- Torso Empire foundation

Unit 3)

- Lingerie-Petticoats, Brassieres, panties
- Kimono block pattern
- The Raglan

Unit 4)

- Shirt waists (Women's) yoke variation
- Collars stand, shirt open etc.
- Tab-opening cuffs
- Indian lowers/ bifurcates, salwar, churidar and variations.
- Pattern development, Variations new design of kurtas.

Theory

Subject Title : Textiles From India

Class 2nd year

Hours of Instructions /week – 4 Period

Theory :-80 Marks

Unit1) Definition of Textile

- History of textile
- Material
- Modern Materials

Unit 2)

- The un usual textile Trade in India
- Block prints& chintz 1550-1900
- Silk Brocade

Unit3)

- Ikat textile in Gujarat
- Wrap Ikat, Weft Ikat
- Compound ,Double ikat

Unit 4)Bengal goods for America in the 19th century

- Cotton piece Goods
- Bandannas
- Jute

Unit5)

Preparation &decoration of Indian textiles

- Patoola,Gold ,zari work
- Textile of Assam
- Textile of Maharashtra

Practical
Subject Title : Traditional Textile Art

Class 2nd year
Hours of Instructions /week – 5 Period
Practical :-100 Marks

Unit 1)

- Stain Removal using Chemicals
- Stiffening of various fabrics
- Desiring & scouring of cotton processes.
- Belaching.

Unit 2)

- Dyeing different techniques of fabrics
- Leheria & Mothara
- Warp ikat, Weft iket
- Compound & Double ikat

Use some recent dyes (Acid reactive & dispense dyes)

Unit 3) Traditional Regional Indian Embroidery

- Kantha of Bengal
- Kashida of Karnataka
- Sindhu kutch Emboidery
- Phulkari of Punjab, Embroidary of Manipur.
- Chaba Rumal, Ciknkari, M. Pradesh, Orissa

Unit 4) Painted And Printed Textiles IOO

- Woodblock printing
- Stenciling
- Pen work, Sewing, Applique, Patch work quilts

Unit 5) EMBELLISHMENT

- Metal thread, Mirrors, Shells.
- Bead embroidery
- Feathers, Fringes, Tassels