

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY,  
NANDED.

**SYLLABUS FOR B. A. FASHION DESIGN- 3<sup>RD</sup>  
YEAR, SEMESTER PATTERN.2011**

Ad-hoc BOS Fashion Design meeting held on 25.07.2011

Chairman Prof. Anita Kulkarni & Other Members decided Third Year  
Syllabus for Semester Pattern B.A. Fashion Design Faculty.

Standard of passing class for third year student's unique subject should  
given in the Scheme.

**Standard of Passing:** As Government Poly. Diploma Student is directly  
admitted to SY B.A. F.D.

the class eg. Second, First, Distinction etc. should be awarded on the basis  
of second & third year marks. and general students are also awarded the  
class on the basis of second & third year class.

**Award of Class `:** Should be awarded on the basis of performance marks  
obtained by students in III year Class Present class.

Where as prof. Anita Kulkarni & Other Committee submitted its detailed  
report commensurate with terms of reference 25.07.2011 and was  
approved by the vice-chancellor of implementation.

1. All the papers would be of 50 marks each, of which the university examination for each Paper shall be of 40 marks and its duration, would be of two hours and internal Assessment would be of 10 marks.

2. Internal Assessment of 10 marks would be as follows

- i) Tests – Two 04 Marks
- ii) Tutorial – One 02 Marks
- iii) Seminar – One 02 Marks
- iv) Assignment – One 02 Marks

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Total 10 Marks  
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**Pattern of Question Paper (40 Marks, Two hours):**

There will be six questions carrying 10 marks each as follows.

- i) First question will be compulsory and will have seven short answer type questions carrying two marks each and of these seven questions, five are to be answered.
- ii) Question No.2, 3, 4, 5 and 6 will be broad answer type questions, and of these three are to be solved.

Note :

- i) Minimum marks for passing in all papers will be –
  - a) Internal Exam 4 marks (40%)
  - b) University Exam. (Theory) 16 marks (40%)
- ii) Other rules for ATKT, Grace, Class determination etc. applicable to BAFD Degree.

EXAMINATION –PATTERN SCHEME PRACTICAL  
Marks Distribution

Exam .Practical 60 Marks ----- Three hours.

Marks Distribution

- \* Question No 1- 10 marks
- \* Question No 2- 10marks
- \* Question No 3- 20 marks
- \* Question No 4- 20 marks

Term Work 40Marks

( Internal 20 Marks & External 20 Marks)

Internal Marks Distribution

- Attendance 4Marks
- Home Assignment 4 Marks
- Displays 4 Marks
- Practical Work 8Marks

External Marks Distribution

- \* Practical Term work 8 Marks
- \* Garment/ folder 8 Marks
- \* Viva - Voce 4 Marks

University examination practical will be conducted External and Internal Examiner Appointed

University only.

**Structure for B.A. FASHION DESIGN III Year  
(V Semester)  
Theory**

Sr.No.	Course Code	Subject	No. of periods weekly	Max Marks
1		Fashion Retail Management(TH)	4	50
2		History Of World Costume(TH)	4	50
3		Garment Technology(TH)	4	50
4		Textile Knitting (TH)	4	50
5		Research Methodology(TH)	4	50

**Structure for B.A. FASHION DESIGN III Year  
(VI Semester)  
Theory**

Sr.No.	Course Code	Subject	No. of periods weekly	Max Marks
1		Fashion Retail Management (TH)	4	50
2		History Of World Costume(TH)	4	50
3		Garment Technology(TH)	4	50
4		Textile Testing(TH)	4	50

**Structure for B.A. FASHION DESIGN III Year  
Annual Pattern  
Practical**

Sr.No.	Course Code	Subject	No. of periods weekly	Max Marks
1		Computer Aided Design	5	50
2		Portfolio	5	100
3		Construction Drapery & Grading	5	100
4		Project	5	100

**B.A. FASHION DESIGN**  
**III YEAR**  
**V Semester**  
**Sub: Fashion Retail Management (Theory)**  
**Marks-50**

An eye for style and a head for a business - these are the main criteria for a candidate interested in the Fashion Marketing and Management. The students are provided with the essential skills in sales, marketing, Retailing management, buying, merchandise presentation and product knowledge. Emphasis is placed on professional competence in the areas of fashion display, buying, selling, and management.

- Unit 1            Nature of Retailing :**
- Importance and scope of Retailing
  - The Retailers Of Fashion
  - Retailing Formats

- Unit 2**
- Retail Merchandising-
  - Corporate functions
  - Role of the Fashion Buyer.

- Unit3            Pricing Garments ,Fashion Services.**
- strategies ,policies of fashion Retailing
  - Buying for Retail Fashion.

- Unit4
- Fashion Retail Marketing Communication. Promotion.
  - Costumer Relationship Marketing
  - Fashion Marketing Planning. Sales, Inventory

B.A. FASHION DESIGN  
III YEAR  
**VI Semester**  
Sub: Fashion Retail Management (Theory)  
Marks-50

Unit 1

- Fashion Producers in Other Country
- Merchandise Resources
- Garment Sourcing.
- Brands & Private Levels

Unit 2

- Retail Pricing
- Planning sales inventory
- Purchase Terms

Unit3

- Globalization,
- Recent trends in Business  
International Market

Unit 4

- Fashion E-Business
- Mail order Fashion buying
  
- Exploring a career in fashion Retailing-

**Ref Book :-** Merchandise Buying & Management-john Donnellan  
Retail Marketing Management- David Gilbert  
Morden Retail Management-J. N.Jain.P P Singh.  
Fashion Buying-helen goworek  
Fashion Marketing-MikeEasey

B.A. FASHION DESIGN  
III YEAR  
**V Semester**  
**Sub: GARMENT TECHNOLOGY ( Theory)**  
Marks-50

- UNIT 1      - Clothing Industry  
              - Structure of the clothing Industry  
              - Sectors of the clothing Industry
- UNIT 2      - Designer & garment costs  
              - Pattern cutting & Materials Utilization  
              - Garment Trimmings
- UNIT3-      Cutting Room  
              - Fusing Technology  
              - Sewing Technology
- UNIT 4      - Pressing Tech  
              - Production Tech  
              - Ware Housing

**Ref Book –** Clothing Manufacture  
                  Garment Technology  
                  Author - Gerry Cooklin  
                  Apparel Marketing & Merchandising  
                  Author - Dr M.S Sheshadri (PhD)

B.A. FASHION DESIGN  
III YEAR  
**VI Semester**  
**Sub: GARMENT TECHNOLOGY( Theory)**  
**Marks-50**

- UNIT 1 - Garment Finishing & Inspection  
- Sample Room  
- Design Dept Operation
- UNIT 2 - Principles of Quality Control  
- Total Quality Management
- UNIT 3 - Garment Inspection & measuring guide  
- Style of Garments Exported from India
- UNIT 4 - Function Properties of Fabric  
- Fabric Defects  
- Shrinkage in Garments

**Ref Book** - Apparel Marketing & Merchandising  
Garment Technology  
Clothing Manufacture

B.A. FASHION DESIGN  
III YEAR  
SEM – V  
**Sub: History of World Costume( Theory)**

**Marks-50**

- UNIT 1
- Germanic prehistory & Early times
  - Byzantine middle Ages
  - Costumes of Greece
- UNIT 2
- Costumes of Ancient Rome
  - Costumes of Renaissance
  - Costumes of Rococo
- UNIT 3
- Romanesque
  - Neoclassicism English Fashion, Directory & Empire
  - Romanticism: Neo-rococo & Victorian Era.
- UNIT 4
- Folk Costumes
- Africa
  - Turkey & Iran
  - The Arab Peninsula

**Ref Book: Folk Costumes – Robert Harrold and Phyllida Legg.  
History Of world Costume.**

**B.A. FASHION DESIGN**  
**III YEAR**  
**SEM VI**  
**History of World Costume ( Theory)**  
**Marks-50**

- UNIT 1      - Costumes of Ancient Egypt  
                 - Costumes of Baroque
- UNIT 2      Fashions from 20<sup>th</sup> Century  
                 - Fashion of 1900-1920  
                 - Fashion of 1921-1940  
                 - Fashion of 1941-1960  
                 - Fashion of 1961-1990
- UNIT 3      - Important designers of the 20<sup>th</sup> Century & their impact on fashion  
                 - Popular looks of the 20<sup>th</sup> century
- UNIT 4      - Traditional Dance Costumes  
                 - Traditional ornaments  
                 - Fabrics & Cosmetics

**Ref Book: History Of world Costume**

B.A. FASHION DESIGN  
III YEAR  
**Semester V**  
**Subject: Knitting (Theory)**

**50 Marks**

- Unit 1. - Introduction to Knitting
- Definition of Knitting
  - Difference between Knits & woven's.
- Unit 2. - Indian Knitting industry
- Past, Present & Future
- Unit 3 - Basic Mechanical Principals of knitting technology,
- Elements of knitted loop structure.
- Unit 4 - 4 Primary base structures
- plain, rib, interlock, fuel
- Unit 5 - The Structure of a flat knitting machine
- Needle bed anembly
  - The carriage
  - yarn feeding
  - Needle brushes
  - Fabric take down

B.A. FASHION DESIGN  
III YEAR  
**Semester VI**  
**Subject - Textile testing ( Theory)**

**Marks - 50**

- Unit 1. - Terminology & definition like
- Force unit, breaking strength, strem, Specific strem, Tenacity, Elongation, Elastic recovery
  - Tensile testing machine & their working Principles
- Unit 2. - Fabric stiffens & handles definition methods of
- Measuring fabric stiffen- Shirley stiffen test
  - Drape - definition methods of measuring fabric Drape-
  - Crease recovery & crease resistance –def'n of terms, methods of measuring crease.
- Unit 3 - Def'n of Terms
- Survivability, wear durability snagging
  - Pilling- def'n, causes of pilling stage in formation of Pilling, remedies for reducing pilling
  - Abrasion – def'n, Type of abrasion, Properties Affecting abrasion resistance.
- Unit 4 - Care labeling of Apparel & Textiles
- General Introduction
  - Different care labeling System.

B.A. FASHION DESIGN  
III YEAR  
Semester V  
**Subject – Research Methodology (Theory)**  
**Marks - 50**

**Objectives of the Course**

- 1) To enable to student to understand and work methods and concepts related research.
- 2) To enable the student to develop research project and work with research problem.

- Unit I - Introduction**  
Meaning and Definition of Research - Characteristics of Research – Objectives of Research – Types of Research – Process and steps of Research.
- Unit II - Process of Selection and formulation of Research problem**  
Problem Selection / Identification of the problem – Sources of research problems – Criteria of a good research problem – Principles of research problem – Hypothesis – Meaning — Characteristics of good Hypothesis.
- Unit III - Research Design**  
Meaning of Research Design – Types of Research Design – Essential steps in preparation of Research Design – Evaluation of the Research Design – A Model Design.
- Unit IV - Data Collection and analysis and interpretation of data.**  
Main forms of Data Collection responses – Methods of data Collection – Analysis of data – Types of analysis – Statistical tools and analysis – Interpretation of data – Need and Importance – Technique of interpretation.

## PRACTICAL –SYLLABUS -PATTERN

B.A. FASHION DESIGN  
III YEAR  
Annual Pattern  
**Subject - Portfolio Presentation**  
**Marks - 100**

- Port folio should ideally include presentation on 4-5 valid themes includes
- Mood board & reflecting your themes including research considering the market for which you are designing. Initial design development sheets fabric
- Swatches of the intended fabric to be used for the collection.
- Presentation of final design collection from back view
- specification drawing of final design a write up on the design feature of the collection
- The accessories to be used along with your collection shown.
- Your color schemes

### **Presentation Board**

- 1 Sources of Inspiration
- 2 Designing a successful Garments Organizing a line

Note:-There is no Examination.

Marks for students Assignment---50marks.

Internal assessment would be of-25marks.

External assessment would be of-25marks

B.A. FASHION DESIGN  
III YEAR  
Annual Pattern  
**Subject – Computer Aided Design (Practical)**

**Marks - 50**

UNITS

- 1. Introduction**
- 2. Computer History ,Evolution.**
- 3. Internet Search Tool,Email.**

(Over view of Adobe illustrator)

4. illustrator Tool bar
5. Understanding the concept of closing the Path
6. Female mechanical croquies Development.
7. Drawing the fleshed croquies.
8. Drawing & manipulating Necklines, collars, Sleeves, Skirts & Divided Bottoms
9. Fabric & Print development
10. Use of fabric repeats.
11. Computerized fashion makeup, Hairstyling.
12. Facial expressions.
13. Themes Based Port folio
14. Portfolio - Used for CAD where ever necessary

Note:-There is no Examination only Marks for students Assements for External and Internal Examiner

**Use Fashion Related soft ware**

**Assignments-----50Marks.**

Internal assessment would be of-25marks.

External assessment would be of-25marks

**B.A. FASHION DESIGN**  
**III YEAR**  
**Annual Pattern**  
**Subject –Construction drapery grading (Practical)**

Marks – 100

- UNIT 1.      - Grading Definition, Importance, Principles  
                  - Difference Charts.  
                  - Grading of basic designs, Bodice, skirt, Trouser &  
                  Sleeve
- UNIT 2.      - Prepare commercial paper patterns of the graded  
                  blocks with details (notches, grain lines, etc)  
                  - Adaptation of basic draft for preparing 2 diff grading  
                  out fits & do the layout .  
                  - Principals of draping. Types of dress forms.
- UNIT 3.      - Draping procedure of basic bodice, basic skirt  
                  - Diff collars  
                  - Draping of 1 stylized garment using diff fabrics.  
                  - conversion of draped fabric into stitched garment
- UNIT 4.      - Designer Choli  
                  - Draft the block  
                  - Calculate & Layout the estimation of fabric  
                  - stitch the same
- UNIT 5.      - Jacket Style line  
                  - Draft the block  
                  - Calculate & layout the estimation of fabric  
                  - Stitch the same.

Examination Scheme-Annual practical -----50 Marks.

Continue Assignments Internal -----25Marks,

External -----25 Marks.

**B.A. FASHION DESIGN**  
**III YEAR**

**Annual Pattern**  
**Subject – Project (Practical)**

Marks – 100

**Teaching Assessment Scheme: Design-** Basic design skills and processes leading to conceptual skills and ideation for creative mobilization of processes and strategies for innovation. **Technology-** Production processes, tools and equipment, Material sciences. **Management and Marketing** - Research, trade and professional practices, Marketing, promotion and merchandising, Industry orientation and business management. **Liberal arts and Communication** - Socio-cultural history of fashion, art and design **Field study/Internship/Projects** Production environment, structures and processes through hands-on experience and research.

Course Contents: Students will undertake a number of elective subjects to fine tune their understanding of the industry and also an independent research based project. In the final Year, students will undertake Degree Project with an industrial client, export house, designer or a NGO. During this period the students will be required to work on the brief given by the sponsor. The program will culminate with a design collection formal were casual were at least one garment each showcased on the ramp

**To enable student:-**

- 1 Acquire the practical knowledge regarding the working procedure and the production of garments at industrial or commercial level
- 2 To study the current market trends of garments at boutique and industrial level
- 3 To get acquainted with the basic merchandising concepts related to the fashion industry

Note :- Every Student to submit bound copy of Project Report  
Every Student need to present in front to panel of Examiners Content project preferably PowerPoint presentation

**Marking Scheme**

- Project File will carry **25Marks**
- Assigmnets-----25Marks.
- Viva/ Presentation:

Project Viva/ Presentation will be conducted at the end of the academic year (VI Semester). It will carry **50 Marks**. It will be conducted by the Internal and External examiners appointed by the University authorities.

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