

**SWAMI RAMANAND TEERTH
MARATHWADA UNIVERSITY,
NANDED.**

**BACHLOR OF ART FASHION DESIGN
UNDER FACULTY OF FINE ART**

**SYLLABUS & EXAMINATION SCHEME
AS PER SECOND YEAR SEMESTER PATTERN
IIIrd & IVth SEMESTER
APPLICABLE FROM JUNE 2010.**

Structure For B.A.(Fashion Designing) IIIrd Semester

Semester	Paper No.	Title of Paper	Examination Marks	Periods per week	Duration of Examination
Sem III		Compulsory English TH	50 40+10 (Int)	04	02 Hrs.
Sem III		Business Marketing Management TH	50 40+10 (Int)	04	02 Hrs.
Sem III		Textiles From India TH	50 40+10 (Int)	04	02 Hrs.
Sem III		History of World Costume TH	50 40+10 (Int)	04	02 Hrs.
Sem III		Fashion Illustration. PR	50	05	03 Hrs.
Sem III		Pattern drafting Construction.PR	50	05	03 Hrs.
Sem III		Traditional Textile Art PR	50	05	03 Hrs.
Sem III		Computer Aided Fashion Design PR	50	05	03 Hrs.

➤ **Examination 3rd sem. Theory papers only.**

B.A. (Fashion Design) under faculty of Fine Art

Semester- 3rd and 4th

Effective from June -2010

- All papers will be of 50 marks each, of which the university examination for each paper shall be of 40mrks and duration will be 3hrs. And internal assessment carries 10mrks.
- Pattern of question paper (40 marks, 3hrs)
- Internal Examination pattern: Viva- 5 marks, Tutorial- 5 marks.

There will be 5 questions carrying 10marks each as follows.

- i) 1st question will be compulsory
- ii) 2nd and 3rd questions&4th question are long answer type question, carries 10marks.

Practical Examination pattern

- Students shall not be allowed for practical examination without certified files.
- Total marks for each practical paper- 50 marks. Of which the university examination and duration will be 3hrs. And internal assessment carries 50marks.
- Practical examination will be held in second semester .on III&IV sem . syllabus.

Note:-

- i) Minimum marks for passing in all papers will be
 - a) Internal exam 4 marks (40%)
 - b) University exam 16 marks (40%)
- ii) other rules for A.T.K.T, grace, class determination etc. applicable to B.A. Degree will be applicable to B.A. F.D.

B.A (.Fashion Designing) Second Year - IIIrd Semester

SYLLABUS

MAX.MARKS=50

(Theory + Internal)

Subject Title: Business Marketing Management.

Hours of Instructions /week –4Period

Unit 1)

- Introduction Fashion Merchandising – Definition - The Core Concepts Of Marketing, ,
- Marketing functions, merchandising

Unit 2

- Consumer demand , the fashion cycle , buying motives
- Environment influences. Economical , Technological,

Unit 3

- Fashion dimensions
- Fashion terms Evolution.

Unit 4

- The scope of fashion business,
- market segments

B.A (.Fashion Designing) Second Year - IIIrd Semester

SYLLABUS
MAX.MARKS=50
(Theory + Internal)
Subject Title: Textiles From India
Hours of Instructions /week –4Period

Unit 1) Importance of textiles in various fields.

- Home textiles- Upholstery fabrics for domestic applications, Table textiles, Bed Textiles, Towels, Kitchen textiles, etc.
- Medical Textiles- Surgical textiles, Hospital textiles, Disposable drapes, Sanitary applications.
- Industry uses.

Unit 2) Different types of finishes.

- Special Finishes on garments- stoneless stone wash effects, various softening treatments, water resistant breathable finish,
- protective finishes-antimicrobial, deodorizing etc.
- Functional finishes- cool finish, thermo cat finishes, wrinkle free finishes.

Unit 3)

- Block prints and Chintz.
- Silk Brocade.
- Bengal goods for America in 19th century.

Unit 4)

- Textiles of Maharashtra
- Textiles of Assam
- Textiles of Bihar.

B.A (.Fashion Designing) Second Year - IIIrd Semester

**SYLLABUS
MAX.MARKS=50
(Theory + Internal)
Subject Title: History of World Costume**

**Hours of Instructions /week –4Period
Theory:-50Marks (40+10)**

Unit:-1)

- a) Beginning of the clothing
- b) Origin of costume
- c) Importance of Clothing
- d) Purpose of Clothing Protection Modesty attraction

Unit :- 2)

- a) Mauryan and Sungha period 321-72BC.
- b) Satwahna 200BC-Ad250
- c) Kushan period 130BC-AD185
- d) History of mughal period costumes

Unit :- 3) Study of Indian Costume , Textiles, Traditional typical jewelry other accessories of the following state of men & woman.

- a) Maharashtra
- b) Karnat

Unit4)

- a) Kashmir
- b) Uttar Pradesh

B.A (.Fashion Designing) Second Year - IIIrd Semester

SYLLABUS
MAX.MARKS=50
(Practical + Internal)
Subject Title: Pattern drafting Construction.

Practical Hours of Instructions /week –5Period

Unit 1) Draft of diff. basic blocks (Women's)

- Basic Bodice
- Basic Pant.
- Basic Skirt.
- Basic Sleeve.

Unit 2) draft and stitch any one from following

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

Unit 3)

- Dart Manipulation,Designing with darts
- Fullness addedTorso Empire foundation

Unit 4) draft and stitch any one from following

- Evening gown./One-piece dress.,Strapless princess bodices
- Bra-top Torso Foundation,Bias-cut Dresses.

B.A (.Fashion Designing) Second Year - IIIrd Semester

SYLLABUS
MAX.MARKS=50
(Practical + Internal)
Subject Title: Fashion Illustration.

Practical Hours of Instructions /week –5Period

Unit 1)

- Female Croqui (12 head)
- Developing poses through Magazine.

Unit 2)

- Details of body
- Face details
- Hair styles

Unit 3)

- Hands
- Legs
- Feets

Unit 4)

- Designing for personality (swatches, flats, details)
- Designing for stores (swatches, specification sheet)

B.A (.Fashion Designing) Second Year - IIIrd Semester

SYLLABUS
MAX.MARKS=50
(Practical + Internal)
Subject Title: Traditional Textile Art

Practical Hours of Instructions /week –5Period

Unit 1)

- Stain Removal using Chemicals
- Stiffening of various fabrics

Unit 2)

- Desiring & scouring of cotton processes.
- Bleaching.

Unit 3) Traditional Regional Indian Embroidery

- Kantha of Bengal
- Kashida of Karnataka
- Cinkari, M. Pradesh

Unit 4)

- Sindh kutch Embroidery.
- Phulkari of Punjab.
- Chaba Rumal.
- Orissa art.

B.A (.Fashion Designing) Second Year - IIIrd Semester

SYLLABUS
MAX.MARKS=50
(Practical + Internal)
Subject Title: COMPUTER AIDED FASHION DESIGN

Practical Hours of Instructions /week –5Period

Unit I PHOTO SHOP

- a) Introduction to Photoshop
- b) Understanding its basic fundamentals.

unitII) a)Bitmap Graphic, Vector graphic.

- b) Color mode.
- c) Over view of tools.
- d) Channels.

UnitIV Drawing & creating patterns, editing fashion photographs.

Make a design for a casual, formal, occasions.

Unit v assessing your work

- a) Select a source that inspires you note observational sketches select them.
- b) Adopt design from that the part to create work that in uniquely your
- c) The Process
- d) bold reworking
- e) Model board, Color Pattern
- f) Designing fabric Ideas

Presentation Board

Portfolio - Used for CAD Software where ever necessary Sources of Inspiration

Structure For B.A.(Fashion Designing) IVth Semester

Semester	Paper No.	Title of Paper	Marks	Periods per week	Duration of Examination
Sem IV		Compulsory English TH	50 40+10 (Int)	04	02 Hrs.
Sem IV		Business Marketing Management TH	50 40+10 (Int)	04	02 Hrs.
Sem IV		Textiles From India TH	50 40+10 (Int)	04	02 Hrs.
Sem IV		History of World Costume TH	50 40+10 (Int)	04	02 Hrs.
Sem IV		Pattern drafting Construction.PR	50 40+10 (Int)	05	03 Hrs.
Sem IV		Fashion Illustration.PR	50 40+10 (Int)	05	03 Hrs.
Sem IV		Computer Aided Fashion Design PR	50 40+10 (Int)	05	03 Hrs.
Sem IV		Traditional Textile Art PR	50 40+10 (Int)	05	03 Hrs.

➤ **Examination 4th sem. Theory 40marks and practical 100marks.**

B.A (.Fashion Designing) Second Year - IVth Semester

SYLLABUS

MAX.MARKS=50

(Theory + Internal)

Subject Title: Business Marketing Management.

Hours of Instructions /week –4Period

- Organizational structure of apparel companies management
- Product development sales production planning and control

Unit 2

- Advertising sales promotion
- Fashion communication methods of communication.

Unit 3

- Fashion Resources
- Design sources
- Reflection of trends

Unit 4

- Introduction
- Market Research – Definition - Types Of Market Research - Market Research Process
- Forecasting Techniques
- Forecasting – Meaning - Techniques & Check Points - Trade Show Marketing - Participation

Reference:

1. Principles Of Marketing – Philip Kotler
2. Fashion Marketing – Mike Easey (Ed), Blackwell Science
3. Journals – Clothline, Express Textiles
4. Newspapers
5. TEA & AEPC Publications

B.A (.Fashion Designing) Second Year - IVth Semester

SYLLABUS
MAX.MARKS=50
(Theory + Internal)
Subject Title: Textiles From India

Hours of Instructions /week –4Period

Unit1)

- Definition of Textile
- History of Textiles

Unit 2)

- Dyes and dyeing introduction
- Sources of dyes
- Silk Brocade

Unit3) Textiles from different regions of India

- Himrus and Amrus.
- Kashmir Shawls
- Kalamkari
- Baluchari Sarees.

Unit 4)

- Kancheepuram
- Jamdani
- Patola
- Ikat

B.A (.Fashion Designing) Second Year - IVth Semester

SYLLABUS
MAX.MARKS=50
(Theory + Internal)
Subject Title: History of World Costume
Hours of Instructions /week –4Period

Study of Indian Costume , Textiles, Traditional typical jewelry other accessories of the following state of men & women

Unit :- 1)

- a) Punjab
- b) Kerala

Unit :- 2)

- a) West Bengal
- b) Himachal Pradesh

Unit :- 3)

- a) Gujarat
- b) Rajasthan.

Unit:- 4) History of Western Costumes

- a) Costumes of 1900-1930
- b) Costumes of 1930-1960
- c) Costumes of 1960-1990

B.A (.Fashion Designing) Second Year - IVth Semester

SYLLABUS
MAX.MARKS=50
(Practical + Internal)
Subject Title: Pattern drafting Construction.

Practical Hours of Instructions /week –5Period

Unit 1) draft the following

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

Unit 2) draft and stitch the following.

- Women's Shirt - yoke variations
- Collars stand, shirt open etc.

Unit 3) draft and stitch any one of the following.

- Pant Derivatives

Unit 4) Draft and stitch the following.

- Indian Salwar-kamiz

Unit 5) Draft and stitch any one from following

- Twist designs top
- Cowl top-high, mid, low, deep.

B.A (.Fashion Designing) Second Year - IVth Semester

SYLLABUS
MAX.MARKS=50
(Practical + Internal)
Subject Title: Fashion Illustration.

Practical Hours of Instructions /week –5Period

Unit 1)

- Inspirational Designs.
- Designing for Western personality

Unit 2)

- Theme based designing
- Design Development sheets

Unit 3)

- Story Board
- Mood Board

Unit 4)

- Preparation presentation Drawings.
- Production Drawings
- Technical sketch.

Reference:

- Fashion Illustration Basic Techniques – Julian Seaman
- Fashion Illustrated Basic Technique
- The Style Source Book – Judith Miller, Stewart, Tabori& Chang, New York
- An Illustrated History Of Fashion

B.A (.Fashion Designing) Second Year - IVth Semester

SYLLABUS
MAX.MARKS=50
(Practical + Internal)
Subject Title: Traditional Textile Art

Practical Hours of Instructions /week –5Period

Unit 1)

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

Unit 2)

- Painted And Printed Textiles
- Woodblock printing
- Stenciling
- Pen work,

Unit 3) Embellishments.

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

Unit 4)

- Appliqué,
- Patch work
- Quilts

B.A (.Fashion Designing) Second Year - IVth Semester

SYLLABUS
MAX.MARKS=50
(Practical + Internal)
Subject Title: COMPUTER AIDED FASHION DESIGN

Practical Hours of Instructions /week –5Period

Unit I Adobe Illustrator CS

- a) Introduction to Toolbar
- b) Understanding its Shape, Effects..

unitII) a)Bitmap Graphic, Vector graphic.

- b) Color mode.
- c) Over view of tools.
- d) Channels.

UnitIV Drawing & creating patterns, editing fashion photographs.

Make a design for a casual, formal, occasions.

Unit V a) Port folio should ideally include presentation on 3-4 vailed themes

- b) Mood board & reflecting your themes including research
- d) Fabric swatches of the intended fabric to be used for the collection.
- d) Presentation of final design collection specification drawing of final design a write up on the design feature of the collection
- e) The accessories to be used along with your collection in to shown.

Your color schemes .Using different Soft wares.