

॥ सा विद्या या विमुक्तये ॥



स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

“ज्ञानतीर्थ” परिसर, विष्णुपुरी, नांदेड - ४३१६०६ (महाराष्ट्र)

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY NANDED

“Dnyanteerth”, Vishnupuri, Nanded - 431606 Maharashtra State (INDIA)

Established on 17th September 1994 – Recognized by the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'A' Grade

ACADEMIC (1-BOARD OF STUDIES) SECTION

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आंतर-विद्याशाखीय अभ्यास विद्याशाखेतील
विविध पदवी विषयांचे सी.बी.सी.एस.
पॅटर्नचे अभ्यासक्रम शैक्षणिक वर्ष २०-२१
पासून लागू करण्याबाबत.

परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक २० जून २०२० रोजी संपन्न झालेल्या ४७ व्या मा. विद्या परिषद बैठकीतील विषय क्र. १३/४७-२०२० च्या ठरावानुसार प्रस्तुत विद्यापीठाच्या संलग्नित महाविद्यालयांतील आंतर-विद्याशाखीय अभ्यास विद्याशाखेतील पदवी स्तरावरील खालील विषयांचे **C.B.C.S. (Choice Based Credit System) Pattern** नुसारचे अभ्यासक्रम शैक्षणिक वर्ष २०-२१ पासून लागू करण्यात येत आहेत.

- 1) B.A.-II Year Physical Education
- 2) B.A-I Year Education
- 3) B.A- II Year Library and Information
- 4) B.A.-II Year-Music)
- 5) B. Lib. and Information
- 6) B.A- II Year- Fashion Design
- 7) B.A.-I Year-Journalism & Mass Communication) (Optional I, II, III)
- 8) B.A.-II Year-Home Science
- 9) B.A.- II Year-Computer Animation and Web Designing
- 10) Bachelor of Journalism (B.J. Yearly Pattern.
- 11) B.S.W.-III Year

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी.

‘ज्ञानतीर्थ’ परिसर,
विष्णुपुरी, नांदेड - ४३१ ६०६.
जा.क्र.: शैक्षणिक-०१/परिपत्रक/पदवी सीबीसीएस
अभ्यासक्रम/२०२०-२१/६६६.

दिनांक : ०१.०९.२०२०.

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. संचालक, परीक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
- ३) प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
- ४) उपकुलसचिव, पदव्युत्तर विभाग, प्रस्तुत विद्यापीठ.
- ५) साहाय्यक कुलसचिव, पात्रता विभाग, प्रस्तुत विद्यापीठ.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.



स्वाक्षरित / -
उपकुलसचिव
शैक्षणिक (१-अभ्यासमंडळ विभाग)



**SWAMI RAMANAND TEERTH
MARATHWADA
UNIVERSITY, NANDED**

NEW SYLLABUS

FASHION DESIGN

Faculty of

Interdisciplinary studies

**CHOICE BASED CREDIT SYSTEM (CBCS)
SECOND YEAR**

SEMESTER PATTERN {Semester III&IV}

B.A.F.D. (UG) Program

With Effect from Academic Year 2020-21

Page 1 to 41

B.A Fashion Design (BAFD):

It is an Under Graduate (UG) Program of 3 Years (6 Semesters) duration degree course.

Eligibility for Admission:

A candidate for being eligible for admission to the first year Degree in B.A Fashion Designing must have passed the Higher Secondary Examination (10+2) of Maharashtra State Board or any Examination of any Statutory University with Science, Arts, Commerce or Vocational streams.

Candidate with Diploma in Textile Technology in Costume and Fashion Design conducted by the Department of Technical Education of any State (10+3 Pattern Diploma in fashion design of any state) Diploma in Dress Design & garment Manufacturing MSBTE Technical board are eligible for Admission directly in the Second year of the BA.FD degree course.

Candidate with Diploma in Handloom Technology and Diploma in Handloom And Textiles conducted by the Ministry of Textiles, Government of India are Also eligible for admission directly in the Second year B.AFD degree course.

Program Learning Outcomes

The student is able to encourage learning & developing sensitivity to take the challenges & make the designs for global level. Utilize their advanced knowledge creativity as well as good technical understanding of the production process for clothing.

NOTE

Total Credit for second Year: 52
Internal Marks for Theory CA 35 Marks
End of Semester Examination ESE 40 Marks
Each Theory paper 75 marks
Each Theory Is Of 3 Credits

Each Practical paper 75 marks
End of Semester practical examination 75 marks
Each Practical Is Of 3 Credits

Compulsory English First& Second Year syllabus of SRTMUN will applicable asper B.A.to B.A. Fashion Design

Other rules for A.T.K.T., grace, class, applicable to B.A degree will be applicable to B.A.F.D

Weightage - 60% for Practical
40% for Theory

CC FD - CORE COURSE OF FASHION DESIGN
PR - PRACTICAL
TH - THEORY
CA - CONTINUE ASSESSMENT
ESE - END SEMESTER EXAMINATION

EXAMINATION PATTERN 2020-21

Theory paper – 75 Marks

CA - 35 marks

Mark Distribution

- Tutorial 25 marks
- Test oral / written 10 marks

ESE – 40 Marks

- Question no 1 solve any 2 questions = 10 marks
- Question no 2,3,4,5 solve any 3 questions = 30 marks
- Each question carries equal marks
- Note - If any changes occur in examination pattern as per Humanities the exam pattern will be applicable as per BA to BAFD

Practical Paper – 75 marks

Mark distribution

- Record book 25 marks
- Seminar / PPT Presentation 10 Marks
- Examination - 40 Marks
Solve any two of 1 to 3
Each question carries 20 marks

Second Year (Semester Third)

SR. NO	course Code	PAPER NO	Subject Name	weekly Lectures	Total Lectures	CA	ESE	PRACTICAL	Total Marks	Credits
1	CCFD TH	17	Compulsory English(TH)	5	60	35	40	-	75	3
2	CCFD TH	18	Fashion Business Marketing(TH)	4	48	35	40	-	75	3
3	CCFD TH	19	History of Indian textile art(TH)	4	48	35	40	-	75	3
4	CCFD PR	20	Advance Pattern Drafting (pr)	6	72	-	-	75	75	3
5	CCFD PR	21	Garment construction (PR)	6	72	-	-	75	75	3
6	CCFD PR	22	Traditional Textile Art (PR)	6	72	-	-	75	75	3
7	CCFD PR	23	Fashion illustration (PR)	6	72	-	-	75	75	3
8	CCFD PR	24	Computer Aided Fashion Design(PR)	6	72	-	-	75	75	3
9	CCFD PR	25	Skill Enhancement I	4	48	25	25		50	2
			Total IIIrdsem	47	564	130	145	375	650	26

Secondyear semester Fourth

No	COR E course	Pap er	Subject Name	Lectur es	Total Lectur es	CA	ESE	PRA CTI CAL	Total Mark s	Credit s
		NO.								
1	CCFD	26	Compulsory English (TH)	5	60	35	40	-	75	3
	TH									
2	CCFD	27	Fashion Business Merchandising (Th)	4	48	35	40	-	75	3
	TH									
3	CCFD	28	History of Indian Textile Art (TH)	4	48	35	40	-	75	3
	TH									
4	CCFD	29	Advance Pattern Drafting (PR)	6	72	-	-	75	75	3
	PR									
5	CCFD	30	Traditional Textile Art(PR)	6	72	-	-	75	75	3
	PR									
6	CCFD	31	Garment construction(PR)	6	72	-	-	75	75	3
	PR									
7	CCFD	32	Fashion illustration (PR)	6	72	-	-	75	75	3
	PR									
8	CCFD	33	Computer Aided Fashion Design(PR)	6	72	-	-	75	75	3
	PR									
9	CCFD PR	34	Skill enhancement II	4	48	25	25		50	2
			Total – IV semester	47	564	130	145	375	650	26
			Grand total of IIIrdand Ivthsemester	94	1128	260	290	750	1300	52

**SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY,
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Fashion design

(With Effective from 2020-21)

B.A.F.D Second Year

SEMESTER - III

B.A Fashion design Theory Paper No-17

Compulsory English

Credits: 03

Periods: 60

Marks: 75

CA	ESE	Total
35	40	75

NOTE –Compulsory English for Second year syllabus will applicable for as per BA to BA Fashion Design

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**Fashion design
(With Effective from 2020-21)**

B.A.F.D Second Year

SEMESTER - III

B.A Fashion design Theory Paper No - 18

Fashion Business Marketing

Credits: 03

Periods: 48

Marks: 75

CA	ESE	Total
35	40	75

Objectives:

- To introduce students Business marketing skill and advertising process Knowledge
- Fashion Environment in our life as it gives a good knowledge to the latest style, to develop understanding of elements of design (point, line, pattern, shape, color form & Space. To understand & analyze the effective use of elements / principle of design & fashion in the garment design process.

Pre-Requisites Student should have known about business skill and marketing change in fashion industry and Designer role

Unit I Introduction to fashion business market

Introduction of market

- Types of market
- product
- selling
- production
- societal market

Fashion business Levels

- Scope of Fashion Business
- Fashion Business Level - primary, secondary, Retail, Auxiliary
- Consumer group –need, want etc.

Unit II

Fashion Business segments

The Environmental influence on fashion

- **Introduction of environment factor.**
- **Sociological environment**
- **Economic environment**
- **Geographic environment**
- **Psychological environments**
- **Technological environment**

Unit III

- **Fashion Business Marketing Mix**
- **Definition and introduction of marketing mix**
- **Seven PS of marketing mix**

(Product, price, promotion, place, packaging, positioning, people)

Nature scope of advertising

- **Importance of advertising in fashion**
- **Types of Advertising**
- **Advertising media**

Unit IV Fashion Services

- **Fashion Services and Resources –collection reports, color Style and services ,video services ,magazines ,trade publication ,fashion show, Role of fashion brand and study famous five Indian Fashion Designer Brand**
- **Design services --- Historic, arts, travel, museums, natural object etc.**

Learning Outcomes:

Fashion occupies the center stage in popular understanding of modern culture.

To impart knowledge on fashion Business and its importance

Describe the Fashion business; Designer, and Designing Process

References: Dynamic of Fashion edition first/second edition publisher Elaine Stone

Concept to consumer publisher philvaker

1] Helen L. B. 'The Theory of Fashion Design'.

2] Neims I. B. (1976), 'Fashion and Clothing Technology', Holton Education

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**Fashion design
(With Effective from 2020-21)**

B.A.F.D Second Year

SEMESTER - III

B.A Fashion design Theory Paper No- 19

History of Indian Textile Art

Credits: 03

Periods: 48

Marks: 75

CA	ESE	Total
35	40	75

Objectives:

To introduce the Indian costumes, textile, and jewelry for value addition

To create awareness about the different textile of India indicate identification of regional textiles developed by various communities

Understand the origin of clothing and textile with reference of color, motif, and region

To learn about the evaluation of textile over a period

Pre-Requisites Student should have known about region, culture and history of India

Unit-1

Introduction and beginning of clothing

- Origin and history of clothing
- Importance of clothing
- Purpose of clothing

Unit-2

Study of Indian costumes during following periods

- Vedic period
- Maura period
- Sung and astrakhan period

Unit-3 Study on period

- **Kush an period**
- **Mughal period**
- **Modern period and after independence of India**

Unit-4

Fabric tour of India and history of textile art

- **Know about all the unique handloom heritage of 29 different Indian state**
- **For example -- Assam- mugs silk, Maharashtra—paithani ,Andhra Pradesh- kalamkari ,Goa—kunbi etc**
- **Major trimmings and decoration different methods for developing costume painting**
- **Make a PPT or diagram of India map indicate all state with their famous textile**

Learning Outcomes:

Students able to, information about historical periods of clothing and classification of regional textile of India

Reference Books:

- 1. The fabric of India -- Rosemary crill, Textile from India –The global trade rosemary crill**
- 2. Textiles by: Sara J. Kadolph**
- 3. Textile Science by: Gohl&Vilensky**
- 4. Fabric Science by: Joseph Pizzut**

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**Fashion design
(With Effective from 2020-21)**

B.A.F.D Second Year

SEMESTER - III

B.A Fashion design Practical Paper No - 20

Advance Pattern drafting

Credits: 03

Periods: 72

Marks: 75

Practical	Total
75	75

Objectives:

To impart skills in advance techniques of pattern making
To provide the knowledge of different types of drafting's and cutting.

Pre-Requisites Student should have known about Drafting skill & neatness of drawing

Unit - I Draft of different Basic Blocks (Women's)

- Basic bodice
- Basic sleeve
- Basic trouser block
- Torso foundation
- Basic jacket foundation

Unit – II

- Dart Manipulation slash spread method pivotal method
- Designing with Dart
- Dart equivalents and dart cluster
- waist cluster, shoulder cluster, dart cluster pleat cluster
- Graduated and radiating dart
- Parallel Dart --- French parallel ,neck parallel
- Asymmetric Dart--- curved, radiating
- Intersecting Dart

Unit III

Draft the diagram of Trousers

- Pant derivatives
- Draft the diagram of types of pants --- Baggy pant,hip hop ,clown,dungaree

Unit IV

Draft the Diagram for western outfits

- Princess styling , halter ,off shoulder designs ,cascade ,strapless foundation one shoulder,poncho ,high neck, cowl, bias cut dress
- Circle ,peplum, uneven hemline ,added fullness
- Make a lay out of any one pattern and estimate the fabric

Learning Outcomes:

To Develop Paper Pattern in Work room

Introduction to pattern cutting and drafting with advance techniques to be used in pattern drafting & making

Work room Aware of pattern making tools,equipment'sin Industrial set-up

. Pattern Making is the art of controlling, shaping and molding a piece of fabric to comply with one or more curves of the human figure. It is the major bridge between design and production. It deals with patterns, gains and different formulas to make pieces of clothing for various body sizes.

References:

1. "Pattern making for fashion design", Helen Joseph Armstrong, Harper Collins, LA.
2. "Pattern making and making up-the professional approach"; Marten Shoben and Janet Upward, Butterworth Heinman, Oxford.
3. "Modern sizing for women and children"; P.Kunick, Philip Kunik Publication London.
4. "Dress Fitting"; Natalie Bray, Black well science Ltd London.
5. "Dress Patten Designing" Natalie Bray, Black well science Ltd London.
6. 'Readers Digest Complete Guide to Sewing', (1993), Pleasant Ville – NU Gail L, Search Press Ltd.,

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**Fashion design
(With Effective from 2020-21)**

B.A.F.D Second Year

SEMESTER - III

B.A Fashion design Practical Paper - 21

GARMENT CONSTRUCTION

Credits: 03

Periods: 72

Marks: 75

Practical	Total
75	75

Objective

- To understand and appreciate different kinds of Indian pattern
- To develop the skills of operating various kind of sewing machine, industrial machine
- To understand the utility of designer pattern etc. as used in garment both for construction and designer features
- To gain knowledge about draping and western garments and developing designing skill

Pre-Requisites Student should have known about garment sewing techniques and designer pattern, industrial machine operating and creative skill designing

Unit I Develop pattern by using Dart Manipulation Techniques

- Cowls Making pattern for front ,back, armhole cowl
- Pleated exaggerated cowls insect cowl
- Stitch any one pattern
-

Unit II Draft and stitch Ladies top with length variation

- Ladies Top-Torso basic, sheath, shift dress,tent,twist
- Stitch any one
- Princess style line- classic ,armhole princess style line
- Stich any one variation
- Panel style line
- With yoke, sleeve ,collar, length variation

Unit III Draft and stitch Ladies pant and salwar

- Waist band ,zip attachment, yoke
- Basic trouser,cigarette,parallel pants ,Dhoti

Patiyala, Hip hop

- **Stitch any one salwar and pant type with design variation**
- **Pant derivatives with decoration**
-

UnitIV Ladies Blouse

- **Four tucks ,katori and variation**
- **With yoke,sleeve,neck,length**
- **Stitch any one**

Learning Outcomes:

1. **Developing the knowledge of different pattern ,finishing and designing skill**
2. **Demonstrate practical skills of garment making and draping**
3. **Develop the draping skills with practical making draped designer garments which can give a professional look**
4. **Demonstrate professional skill of garment finishing techniques with practical knowledge**

Reference Books:

1. **The Practical Encyclopedia of Sewing: By-Dorothy Wood: Lorenz Books**
2. **The Complete Book of Sewing: Dorling Kindersley**
3. **Sewing and Knitting: A Reader's Digest step –by-step guide**
4. **Comparative Construction Techniques Clothing Construction:SherieDoongaji Sewing Manual:Singer**
5. **Stitch World**
6. **Apparel Views**
- 7.**Alien B., 'Flat Pattern Design', USA, McGraw Hill Pub.**
- 8.**Win fad Aldrich, 'Metric Pattern Cutting', UK Black well Science.**
9. **Gerry Conklin, (1991), 'Introduction to clothing manufacture', UK Blckwell Science**

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**Fashion design
(With Effective from 2020-21)**

B.A.F.D Second Year

SEMESTER - III

B.A Fashion design Practical Paper No – 22

Traditional TextileArt Practical

Credits: 03

Periods: 72

Marks: 75

Practical	Total
75	75

Objective:

To introduce the technique of embroidery for value-addition.

To create awareness about the different embroidered textiles of India.

To initiate identification of regional embroideries developed by various communities. To understand the origin of technique and design with reference to colors, motifs, layouts of different embroidered textiles.

To learn about the evolution of embroidered textiles over a period of time

Pre-Requisites:

Student should have known about Textile and new ideas for Creativity

Unit I Introduction Making of jewelry

- Types of fancy jewelry
- Earrings, ring
- Necklace, bracelet, bangles

Unit II

Introduction to traditional embroidered textiles from different regions of India.

- Sindh kutch embroidery (Gujarat)
- Toda embroidery (Tamil Nadu)

Unit III

- Rajasthan embroidery (Gota)
- Banjara embroidery (Madhya Pradesh)

Unit IV

- **Pipli (Odessa)**
- **Kathi (Gujarat)**
- **Sujani (Bihar)**
- **Patti kakaam (Uttar Pradesh)**

Study of the above mentioned regional embroideries with reference to origin, technique, raw material, colors, motifs and layout.

Learning outcomes:

- **Appreciate the finer nuances of embroideries**
- **Classify the regional embroideries of India.**
- **Identify a specific embroidery style of India on the basis of colors, motifs and layout**
- **Identify the influencing factors for development and evolution of a specific embroidered textile.**

Reference:

Barnard, Nicholas & Gallows, John (1991), Traditional Indian Textiles (Thames & Hudson Ltd.: London)

Naik, Shailaja D (1996), Traditional Embroideries of India (APH Publishing Corporation: New Delhi)

Lathery G. (1993), 'Inspirational Ideas for Embroidery on Clothes and Accessory,'

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NANDED**

**Fashion design
(With Effective from 2020-21)**

B.A.F.D Second Year

SEMESTER - III

B.A Fashion design Practical Paper No - 23

Fashion Illustration

Credits: 03

Periods: 72

Marks: 75

Practical	Total
75	75

Objective:

Refining the student's illustration skills with special emphasis on developing a signature style of sketching by providing appropriate inputs through exposure to various artists' styles of illustration.

Introduction to various medium for stylization of croquets.

To train students in color rendering in different media keeping fabric qualities.

To gain knowledge of students color, texture, design concept of illustration

.Pre-Requisites:

Students should have known about theme designing and neatness of drawing

Unit – 1 sketching with quick Gestural Drawing

- Face Details (front view, side view, $\frac{3}{4}$ view)
- Hair Styles - Pencils (2B, HB) - Staedtler color - Poster color
- Designers idea long elongated figures to mimic the height of model
- Focus on clothes on different styles
- Styles rougher and polished

Unit – 2 Identify Figure shapes rendering in different Media

- Standing pose
- Seating pose
- Stylized pose
- Styling tricks Different looks

Unit – 3 Material developments

- Different folds
- Wrinkles and out fits
- Thin and thick clothing material transparent,upholstery ,prints
- Swatch rendering with implementation above techniques

Unit – 4drawing for photographic reference

- Real life subject or scene
- Designing for personality
- Celebrity
- Professional
- Athlete
- Politician

Personalizing looks with accessories

Learning Outcomes:

1. Apply the creative design process and evaluate outcomes. 2. Represent images of fabrics and apparel in an artistic and informative manner using a variety of techniques, computer technology and media. 3. Function independently with a forward-looking ability to promote their inventive personal design vision through the creative work they present.
- 2.

Reference:

Illustrations in Vogue Fashion Illustration- Colin Barnes Foundation in Fashion Design and Illustration- Julian Seaman, Bats ford B.T. Ltd Fashion Rendering with color - Bina A

1. Anatomy& Drawing by Victor Petard.
2. Helen L. B. ‘The Theory of Fashion Design’.
3. Nimes I. B. (1976), ‘Fashion and Clothing Technology’,
4. Holton Educational Pub.
5. Michel B. B., ‘Fashion the Mirror of History’, New York, Batter 6.BerryAriane. Greenwich House.

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**Fashion design
(With Effective from 2020-21)**

B.A.F.D Second Year

SEMESTER - III

B.A Fashion design Practical Paper No - 24

Computer Aided Fashion Design practical

Credits: 03

Periods: 72

Marks: 75

Practical	Total
75	75

Objectives

To help students to understand the fundamentals and principles of CAD.

To provide students with the knowledge of CAD and their applications.

Gain basic computer knowledge.

Understand the use of computer in fashion and apparel industry

Pre-Requisites Minimum system requirement for Photoshop (windows, processors, etc.)

Unit I

Introduction to Photoshop

- Understanding its basic tools

Unit II

- Arrange images

Working with layers

Bitmap graphic, vector graphic, color mode

Over view of tools, channels

Unit III

- Creating background with different tools and creative pattern

Background with gradient tool

Background with texture effect

Background with brush tool

Ready background

Unit IV

- **Using marquee tool**
- **Using magic wand tool**
- **Quick selection tool**

Make design casual, formal occasions

The process, boldreworking, modelboard, color pattern designing fabric idea

Learning outcomes:

- 1. Understand the Photoshopscreen,the different palettes and use the Photoshop tool to modify and adjust images and designs. 2. Prepare images for web and print output with appropriate sizing and resolution.**
- 3. To prove students the opportunity to learn garment design using various software's**

Reference

- 1. Adobe Photoshop by Lisa Lambert**
- 2. Photoshop by Brian Hicks**
- 3. Adobe Photoshop CC BIBLE by Wiley**

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**Fashion design
(With Effective from 2020-21)**

B.A.F.D Second Year

SEMESTER - III

B.A Fashion design Theory Paper No - 25

Skill Enhancement I (PR)

Credits: 02

Periods: 48

Marks: 50

Objective

Subject provide a wide array on Indian traditionalembroideries and textile of India

Understanding various NGO who work to promotelndian crafts

The crafts that empower and source of income

The subject is also helps in identifying the crafts which are to be revived and preserved

Pre-Requites

Student should have known about innovative skills and new ideas for Creativity

Unit 1 selection of the craft

- Research on the craft
- History
- Origin
- Making process
- Product cost

Unit 2 List down the challenges related to the art and craft

- Selection of the product category
- Home decoration
- Office decoration

Unit 3prepare to make a product collection

- Design brief with diagram
- Range Development

Unit 4 Production of the craft

- Advertise and promotion
- Display documentation ,exhibition
- Keep accurate records
- Documentation

Learning outcomes --- student able to start their own small business and increase their research ability

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Fashion design

(With Effective from 2020-21)

B.A.F.D Second Year

SEMESTER - IV

B.A Fashion design Theory Paper No - 26

Compulsory English

Credits: 03

Periods: 60

Marks: 75

CA	ESE	Total
35	40	75

**NOTE –Compulsory English for Second year syllabus will applicable for as per BA to BA
Fashion Design**

**SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY,
NANDED**

**Fashion design
(With Effective from 2020-201**

B.A.F.D Second Year

SEMESTER - IV

B.A Fashion design Theory Paper No - 27

Fashion Business Merchandising(TH)

Credits: 03

Periods: 48

Marks: 75

CA	ESE	Total
35	40	75

Objective:

Purpose requires well developed quantitate skill and ability to discover trends
A product planning and promotion of sells to the write market at proper time by caring
skill full advertising

Pre-Requites Student should have known about fashion trend and designing skill

Unit I Introduction to fashion merchandising

- Concept of apparel merchandising
- Role of apparel merchandiser
- Classification of apparel Merchandising
- Visual Merchandising

Unit II Organization structure of apparel firministry

- Size structure
- Manufacturing structure
- Working method
- Sub-contractor
- Retailing level
- Consumer

History of Fashion industry

Unit III Function of production merchandiser

- Planning ,sourcing ,product development, analyze changing market trend
- Tools of fashion merchandiser
- Skills for good merchandiser
- communication

UnitIV Business trends

- latest trend in fashion
- Fashion forecasting

Learning Outcomes:

Students will be able to utilize applied management, control and improve industry environment

Student will be able to demonstrate the applied skills of industry, critical thinking, and problem solving and consumer behavior

References: -

Dynamic of Fashion edition first/second publisher Elaine Stone

Concept to consumer publisher philvaker

Market structure -Tags clothing industry ([http://connection.ebscohost.com/c/articles/9610241682/market structure](http://connection.ebscohost.com/c/articles/9610241682/market%20structure))

1] Helen L. B. 'The Theory of Fashion Design'.

2] Neims I. B. (1976), 'Fashion and Clothing Technology', Holton Educational Pub.

3] Michel B. B., 'Fashion the Mirror of History', New York, Batter BerryAriane. Greenwich House.

4] Carso B., 'How to Look and Dress', McGraw Hill Book Co.

5] Color harmony

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**Fashion design
(With Effective from 2020-21)**

B.A.F.D Second Year

SEMESTER - IV

B.A Fashion design Theory Paper No - 28

History of Indian Textile Art (TH)

Credits: 03

Periods: 48

Marks: 75

CA	ESE	Total
35	40	75

Objectives:-

To enable students to:-

1. Introduction to traditional textile costume and accessories from different region in India
2. Gain knowledge of textile of India
3. Understand the various regional techniques.

Pre-Requisites Student should have known about Indian culture and history of clothing

Unit-I

- Study of Traditional costume north India
- Kashmir
- Rajasthan

Study of Traditional costume east India

- Assam
- west Bengal

Unit-II

Study of Traditional costume west India

- Maharashtra
- Gujarat

South India Traditional costume

- Karnataka
- Kerala
- Study of the above mention regional textile with reference to origin ,
men's women's costume , motif and raw material

Unit III History of apparel

- Late Twentieth century
- Mid twentieth century
- Early twentieth century
- Between the wars

Unit IV Innovative Textile product

- Breathable fabric
- Bio textile
- Protective coated textile
- Sports textile
- Interactive electronics textile
- Conductive textile

Learning Outcomes:

Students able to, information about historical costume, textile different type of fabric & their formation utilization a variety of sources to create innovative and artistic textile and apparel products

Evaluate the characteristics and performance of materials in textile/apparel products

Reference:

1. Fiber to Fabric by: Corbman
2. Textiles by: Sara J. Adolph
3. Textile Science by: Gohl&Vilensky
4. Fabric Science by: Joseph Pizzut

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY,
NANDED

Fashion design
(With Effective from 2020-21)

B.A.F.D Second Year

SEMESTER - IV

B.A Fashion design Practical Paper No - 29
Advance Pattern drafting (PR)

Credits: 03

Periods: 72

Marks: 75

Practical	Total
75	75

Objectives:

To impart skills in basic techniques of pattern making in women's drafting
To provide the knowledge of different types of drafting's and industrial profession
knowledge in apparel industry

Pre-Requisites Student should have known about Drafting skill & neatness of drawing and
difference in size chart

Unit I

- Tech pack importance
- Components of Tech pack
- Create tech pack which clearly conveys all guidelines for development of the sample
Sketches drawings and samples are used to illustrate design requirement
- To learn design maintain accurate records and documentation of the same

Unit II

Draft the diagram of sleeves

- Kimono , raglan ,bishop ,leg –of mutton ,marmalade or virago sleeve
- Design and sketch the top using anyone above sleeve and draft the diagram
- Draft the diagram of western evening gown
- With technical sketches ,spec. sheet, flow chart cost sheet

Unit III

Draft the diagram of Indian wear

- Nehru placket kurta
- Ghagra

- **Make a estimation of the required cost**

- **Unit IV**
- **draft the diagram of swim wear**
- **Bikini foundation**
- **Bra foundation**

Learning outcomes

- . **Apply technical knowledge and skills in pattern making, fit assessment, materials selection, and assembly processes to meet customer demand.**
 - . **pattern-making is one of the most crucial stages in fashion industry. A pattern prepared professionally is the predominant stage in the manufacture of product in compliance with product design.**
- Student will be able to understand grading techniques and consume the time and money for better result**

References:

1. **“Pattern making for fashion design”, Helen Joseph Armstrong, Harper Collins, LA.**
2. **“Pattern making and making up-the professional approach”; Marten Shoben and Janet P.Ward, Butterworth Heinman, Oxford.**
3. **“Modern sizing for women and children”; P.Kunick, Philip Kunik Publication London.**

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NANDED**

**Fashion design
(With Effective from 2020-21)**

B.A.F.D Second Year

SEMESTER - IV

B.A Fashion design Practical Paper - 30

GARMENT CONSTRUCTION

Credits: 03

Periods: 72

Marks: 75

Practical	Total
75	75

Objective

- To provide the knowledge of different machines used for sewing
- To impart skills in advance techniques of pattern making
- Gain the practical knowledge of designer dress making

Pre-Requisites Student should have known about sewing techniques and finishing

Unit I Tech pack sample stitching

- Shirt,jump suit,T shirt,etc. stitch any one

Unit II

Draft and stitch western wear evening gown

- Select the pattern, draw sketch
- Make a technical sketch ,paper pattern,flow chart,lay out
- Estimate and cost sheet

Unit III

Stitch the pattern

- Ghagra choli
- Indian Nehru placket kurta
- Bridal dress stitch any one

Unit IV Presentation above garments

- To prepare client brief sheet, cost sheet, garment specification sheet for stitched garment
- Final submission

Learning Outcomes:

1. understand and implement new technologies relative to design development, material choices, and the manufacture and distribution of fashion

Reference Books:

1. **The Practical Encyclopedia of Sewing: By-Dorothy Wood: Lorenz Books**
2. **The Complete Book of Sewing: Dorling Kindersley**
3. **Sewing and Knitting: A Reader's Digest step –by-step guide**
4. **Comparative Construction Techniques Clothing Construction: SherieDoongaji Sewing**

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NANDED**

**Fashion design
(With Effective from 2020-21)**

B.A.F.D Second Year

SEMESTER - IV

B.A Fashion design Practical Paper No – 31

Traditional Textile Art (PR)

Credits: 03

Periods: 72

Marks: 75

Practical	Total
75	75

Objectives:

Introduce students to the world of rich and glorious textiles and crafts of India, through an appreciation of its unfolding through the ages.

To identify the technique of textile crafts used in a region by various communities and its economics and social implication

To trace and examine the evolution of technique and design over a period of time.

Pre-Requisites

Student should have known about Textile and new ideas for Creativity

Unit I

Indian Traditional Painting

- Madhubani Painting (Bihar)
- Patta Chitra painting (Odessa)
- Calamari Painting (Andhra Pradesh)
- Kalighat Painting (West Bengal)
- Warli Painting (North Indian)
- Pithora Painting (Gujarat)

Unit II

Embellishment.

- Mirror Work
 - Thread work
 - Bead Embroidery
 - Maggam Work

Unit III

- **Study of Block Print Textile**
 - **Stenciling Printing**
 - **Study Of Fabric Painting, screen print**

Unit IV

Dyeing Techniques

Batik Techniques

Make articles frame, shopping bag, purse, cushioncover, table mats

Study of the above mentioned regional Painting, Printing with reference to origin, technique, raw material, colors, motifs and layout.

Learning outcomes:

- **Appreciate the finer nuances of embroideries**
- **Classify the regional Painting of India.**
- **Classify the regional Tie and Dyed Textile of India.**
- **Identify a specific Painting of India on the basis of colors, motifs and layout**

Reference:

Barnard, Nicholas & Gillow, John (1991), Traditional Indian Textiles (Thames & Hudson Ltd.: London) Naik, Shailaja D (1996), Traditional Embroideries of India (APH Publishing Corporation: New Delhi) Lathery G.(1993), 'Inspirational Ideas for Embroidery on Clothes and Accessory,' Traditional Fabric of India (JayshreeManchanda)

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**Fashion design
(With Effective from 2020-21)**

B.A.F.D Second Year

SEMESTER - IV

B.A Fashion design Practical Paper - 32

Fashion Illustration (PR)

Credits: 03

Periods: 72

Marks: 75

Practical	Total
75	75

Objective

Refining the student's illustration skills with special emphasis on developing a signature style of sketching by providing appropriate inputs through exposure to various artists' styles of illustration.

To train students in color rendering in different media keeping fabric qualities. –

To gain knowledge of students color, texture, design concept of illustration

To enable students to gain knowledge of figure sketching and drawing

To gain knowledge of students color, texture, design concept of illustration

Pre-Requisites Student should have known about color mixing and theme designing & neatness of drawing

.Unit – To prepare research work sheet based on selected theme

Illustrating fashion models for collection

To prepare forecasting sheet color, pattern, fabric swatch

Collections of fabric swatches lace, braids, ornamentation based on forecast existing market trend

To prepare clines brief sheet

Unit – 2 sketching with proper dressing

- corporate Dressing Designs ,for social and attire
- with proper Accessories and shoes
- focus on different colorschemes
- Inspiration Board - Mood Board
- Color Board - Swatch Board
- Specification sheet - Cost sheet

Unit – 3 Importance of proper Business

- Casual, formal ,party clothes and accessories
- By leading fashion Designer
- Make the sketches with costing

Unit –4 Portfolio presentations

- Select any theme like natural object (Ice, water, fire, natureetc.)
- Or any theme as per your choice
- Make a story board ,mood board,inspiration board ,swatch board

Describe about all look

Design two looks (Flapper look, Disco look, etc.)

Learning Outcomes:

1. Apply the creative design process and evaluate outcomes.
2. Represent images of fabrics and apparel in an artistic and informative manner using a variety of techniques, computer technology and media.
3. Function independently with a forward-looking ability to promote their inventive personal design vision through the creative work they present.

Reference:

Illustrations in Vogue Fashion Illustration- Colin Barnes Foundation in Fashion Design and Illustration- Julian Seaman, Bats ford B.T. Ltd Fashion Rendering with color - Bina Abling

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**Fashion design
(With Effective from 2020-21)**

B.A.F.D Second Year

SEMESTER - IV

**B.A Fashion design Practical Paper No - 33
Computer Aided FashionDesign (PR)**

Credits: 03

Periods: 72

Marks: 75

Practical	Total
75	75

Objectives

To help students to understand the fundamentals and principles of CAD.

To provide students with the knowledge of CAD and their applications.

Gain basic computer knowledge.

Understand the use of computer in fashion and apparel industry

Pre-Requisites Minimum system requirement for Photoshop (windows, processors, etc.)

Unit I render your own sketches using Photoshop

- Drawing with Photoshop
- Use fashion figure, templates
- Image adjustments levels, select area filter, brushes effect
- Implementing different shadow and glow effects on images or text

Unit II Fashion warping pattern fills

- Photoshop texturing and shading techniques
- Getting started with Photoshop filters
- Smart filters and effects
- Layering over lapping

Unit III create water color look

- Make arc design logo for patches
- Developing different boards with theme (any)
- Inspiration board

- **Mood board**
- **Color board**
- **Swatch board**
- **Client profile**

Unit IV Special effect to create professional

- **Looking fashion croquis and costume**
- **Creating magazine front page**
- **Advertising banner (sale banner, promotional banner etc.)**

Learning outcomes:

- 1. Understand the Photoshop screen, the different palettes and use the Photoshop tool to modify and adjust images and designs.**
- 2. Prepare images for web and print output with appropriate sizing and resolution.**
- 3. To provide students the opportunity to learn garment design using various software**

Reference

- 1. Adobe Photoshop by Lisa Lambert**
- 2. Photoshop by Brian Hicks**
- 3. Adobe Photoshop CC BIBLE by Wiley**

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Fashion design

(With Effective from 2020-21)

B.A.F.D Second Year

SEMESTER - IV

B.A Fashion design Practical Paper– 34

Grooming and Personal Development

Skill Enhancement II (Th+pr)

Credits: 02

Periods: 48

Marks: 50

Objective student will be able to start their own business

Development of new creation skill and techniques

Pre requisites student know about basic knowledge of catwalk and confidence

Unit I Introduction most useful modeling tips for business gathering or a social function

And individuals appearance and courage importance

Personal grooming

Unit II General Health and fitness

- Holistic fitness
- Print development

Unit III social etiquette

- The essential of Business etiquette

Unit IV Art of communication

- Tips of body language
- Tress management and overcoming Anxiety
- Advertise and promotion
- Display, exhibition

Unit V Most useful modeling tips

- Models turns and model walks
- Ramp walk
- Run way training
- Poses for shoots make up and photography

Learning outcomes student personal grooming and able for confident and bold attitude

Reference Women's guide personality development SeemaGupta, A beautiful Truth: The Art of grooming for women by Diana Hayden the ladies book of Etiquettes by Florence Hartley