

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY,
NANDED.

**SYLLABUS FOR B. A. FASHION DESIGN- 3RD
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

Total 10 Marks

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 20th Century
 - Fashion of 1900-1920
 - Fashion of 1921-1940
 - Fashion of 1941-1960
 - Fashion of 1961-1990
- UNIT 3 - Important designers of the 20th Century & their impact on fashion
 - Popular looks of the 20th 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.
