

U.P. Rajarshi Tandon Open University, Prayagraj
Proposed Course Structure
U.G.Programme: Subject Name: Fashion Designing

Year	Semester	Course Code	Title of paper	Credits
Core Course				
1	First Semester	UGFD- 101	Basic design and fashion illustration	4
1	Second Semester	UGFD- 102	Drafting and pattern making	4
2	Third Semester	UGFD- 103	Fashion concepts	4
2	Fourth Semester	UGFD-104	Garments fabrication	4
Discipline Centric Course				
3	Fifth Semester	DCEFD-101	Evolution of fashion	3
		DCEFD-102	Textile coloration and printing technology	3
3	Sixth Semester	DCEFD-103	Traditional textile and craft	3
		DCEFD-104	Design ideas	3

Syllabus for B.A. in Fashion Designing

Programme: Bachelor of Arts		Year: First	Semester: First
Subject: Fashion Designing			
Course Code: UGFD-101N		Course Title: Basic designs and fashion illustration	
Course Objectives:-			
<ul style="list-style-type: none"> ➤ Learners will be aware about Basics , Drafting. ➤ To study about Pattern layout, Advanced pattern layout. ➤ To study about Basic of block. 			
Course Outcomes:			
<ul style="list-style-type: none"> ➤ Learners will be able to aware about Basics , Drafting ➤ Learners will be able to Draw Pattern layout, Advanced pattern layout. ➤ Learners will be able to know about Basic of block. 			
Credits: 4		Type of Course: Core	
Max. Marks: 100		Min. Passing Marks: 36	
(Syllabi should be framed block wise/unit wise)			
Blok-1	Material of drawing, Introduction to basic of design		
UNIT- 1	Introduction to art material basic requirements, basics of sketching, definition of line, line quality, perspective drawing, illustration of sketching.		
UNIT- 2	categorisation of design, elements of design, Manmade or geometric shapes, natural or organic shapes, static shape, dynamic shape, space, colour, pattern, movement, typography, principles of design, repetition, alteration, dominance or emphasis, simplicity, variety, proportion, category texture.		
Blok-2	Colour, Sketching		
UNIT- 3	introduction to colour, making the primary colour wheel by following the pigment theory, the tertiary colour wheel, the names of the colours, psychology of colours, colour schemes, colour and dress		
UNIT-4	Compositions, still life, nature study, designs.		
Blok-3	Basics of garment drawing, Basics of garment drawing, Basics of figure garments and design		
UNIT-5	How to sketch gathers pleats etc, how to sketch collars cuffs etc, how to colour gathers pleats etc, how to colour collars cuffs etc		
UNIT-6	Stick figures block figures, quick sketches, postures.		
UNIT-7	Hand movement, leg movement, figure sketching, fashion figure		

UNIT-8	Creating designs, Creating designs for embroidery, creating designs for free hand painting batik etc, creating designs for stencil vegetable printing screen printing, creating a storyboard.
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Suggested Text Book Readings:

Suggested Readings:

- Fashions- Fiber to Fabric (6th Edition), by Corbman, P.B. (1985), published by Gregg Division/McGraw Hill Book Co., US. Joseph, M.L., (1988), 576 Pages
- Essentials of Fashions (6th Edition), by Joseph, M.L., (1988), published by Holt, Rinehart and Winston Inc., Florida, 400 pages

Suggested Digital Platform:

<https://www.ethicalfashnerd.com/journal/elements-of-a-Fashion-who-are-the-people-behind-the-fabric/>

<https://www.testexFashion.com/the-four-elements-of-Fashion-fiber-concept-form-structure-and-characteristic/>

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.

Suggested Continuous Evaluation Methods:

Seminar/ Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer

questions • Attendance

Course pre requisites: The eligibility for this paper is 10+2 with any subject

At the End of the whole syllabus any remarks/ suggestions: Students will be able to understand and learn how various

fibers and yarns are obtained and processed.

This course can be opted as an elective by the students of following subjects:- **N.A.**

Syllabus for B.A. in Fashion Designing

Programme: Bachelor of Arts		Year: First	Semester: Second
Subject: Fashion Designing			
Course Code: UGFD-102N		Course Title: DRAFTING AND PATTERN MAKING	
Course Objectives:-			
<ul style="list-style-type: none"> ➤ Learners will be aware about Basics , Drafting. ➤ To study about Pattern layout, Advanced pattern layout. ➤ To study about Basic of block. 			
Course Outcomes:			
<ul style="list-style-type: none"> ➤ Learners will be able to aware about Basics , Drafting ➤ Learners will be able to Draw Pattern layout, Advanced pattern layout. ➤ Learners will be able to know about Basic of block. 			
Credits: 4		Type of Course: Core	
Max. Marks: 100		Min. Passing Marks: 36	
(Syllabi should be framed block wise/unit wise)			
Blok-1	Basics , Drafting		
UNIT- 1	importance of drafting, paper pattern individual pattern, standard pattern, Block pattern, bodice block, trade block, Under Graduate block, pattern manipulation, drafting formula, tools used in drafting, making on professional pattern pieces, laying and cutting of fabrics, pinning, tailor tucks, removing the pattern and markings, measurements, body width, body length.		
UNIT- 2	Basic block for children, basic block for adults, collars, skirts.		
Blok-2	Pattern layout, Advanced pattern layout		
UNIT- 3	importance of pattern layout, pattern preliminaries, importance of pattern making, pattern layout for kids garments, pattern layout for ladies garments, cloth estimation and it's costino, calico patterns, printed and the patterned fabric, novelty material, off grain material, Determining the direction of nap, design for plaid material, cutting in plaid checks and striped material, matching plaid design throughout the garment, cutting twills on the bias, maximum utilisation of material, casting of garment.		
UNIT-4	Pattern making theory- lace, yokes, measurement, selvedge, gathers, Tucks and pleats, dart manipulation, relocating a basic dart, moving bodice block dart, advanced pattern making.		
Blok-3	CAD FOR FASHION		
UNIT-5	Computer Fundamentals		
UNIT-6	History of computer. Classification of Computers, How computer works,		
UNIT-7	Processing Unit, Different types, of Memory, Boolean Theory		
UNIT-8	Introduction of Input devices Introduction of Output devices		
Blok-4	Windows Operating System & Networking		

UNIT-9	Types of Software, Language and their utilities
UNIT-10	File, Disk and Display Management
UNIT-11	Networking, (Types/Command/Options)
UNIT-12	Introduction of Internet
Blok-5	Various designing & presentation software
UNIT-13	Paint (Options & Tools) CorelDraw (Options & Tools)
UNIT-14	Photoshop (Options & Tools) Word Processing & Power Point (Options & Tools) Introduction to advanced fashion designing softwares.
Blok-6	Layout & Project
UNIT-15	Shapes, Compositions, & Color Schemes Design development for fabrics- booti, border, etc
UNIT-16	Different types of Placements Samples of Prints along with colourways

Suggested Text Book Readings:

Suggested Readings:

- Fashions- Fiber to Fabric (6th Edition), by Corbman, P.B. (1985), published by Gregg Division/McGraw Hill Book Co., US. Joseph, M.L., (1988), 576 Pages
- Essentials of Fashions (6th Edition), by Joseph, M.L., (1988), published by Holt, Rinehart and Winston Inc., Florida, 400 pages

Suggested Digital Platform:

<https://www.ethicalfashnerd.com/journal/elements-of-a-Fashion-who-are-the-people-behind-the-fabric/>

<https://www.testexFashion.com/the-four-elements-of-Fashion-fiber-concept-form-structure-and-characteristic/>

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Suggested Continuous Evaluation Methods:

Seminar/ Presentation on any topic of the above syllabus · Test with multiple choice questions/ short and long answer questions · Attendance

Course pre requisites: The eligibility for this paper is 10+2 with any subject

At the End of the whole syllabus any remarks/ suggestions: Students will be able to understand and learn how various

fibers and yarns are obtained and processed.

This course can be opted as an elective by the students of following subjects:- **N.A.**

Syllabus for B.A. in Fashion Designing

Programme: Bachelor of Arts	Year: Second	Semester: Third
Subject: Fashion Designing		
Course Code: UGFD-103 N	Course Title: Fashion Concepts	
Course Objectives:-		
<ul style="list-style-type: none"> ➤ Learners will be aware about Fashion Barriers.. ➤ To study about Fiber Glossary, Identifying Fashion. ➤ Learners will be aware about fashion Industry. . 		
Course Outcomes:		
<ul style="list-style-type: none"> ➤ Learners will be able to aware about Fashion Barriers.. ➤ Learners will be able to study about Fiber Glossary, Identifying Fashion. ➤ Learners will be able to aware about fashion Industry. . 		
Credits: 4	Type of Course: Core	
Max. Marks: 100	Min. Passing Marks: 36	
(Syllabi should be framed block wise/unit wise)		
Blok-1	Fashion Barriers	
UNIT- 1	Objectives, Introduction to Fashion; Categorization of Fashion; Importance of Accessories, Types of Accessories- Belts, Jewellery, Watches, Hand bags, Footwear, Umbrellas, Bows & Neckties. Headgears & Hats. Scarves, Shawls, Muffler, Spectacles, Cosmetics, Gloves;	
UNIT- 2	Difference between hide & Skin, Types of leather, Varnished leather of Painted leather, Flanks of Shank, Recognizing leather, Preserving skins, Instruments used for leather, Threads used to stitch leather, Types of polishes.	
Blok-2	Glossary, Identifying Fashion	
UNIT- 3	Glossary of Terms used in the clothing industry A to Z	
UNIT- 4	Selection of Fashion, Personality, Clothes Styles & Body Shapes; Figure Proportions, Diagram of a normal Figure, Narrow-Shoulder, wide hip figure types, Camouflaging through optical Illusion, Compliments looks with colour, Clever use of colour, Colour & your figure; Complimentary figures, Tall & slender figures, Tall & angular, Average & well-proportioned, Petite & slender, Short & heavy, Plump; Figure problems, Maternity wear.	
Blok-3	The fashion Industry	
UNIT- 5	A Designer's responsibility, The designer's field, Skill required by a fashion designer, Working Environment; The Indian Fashion Industry, Handy-crafts, Extent & Geographical spread of craft production, Size of Domestic market, Size of Export Market; Indian Fashion Designer; Western Fashion Designe	
Suggested Text Book Readings:		
Suggested Readings:		
<ul style="list-style-type: none"> • Fashion Merchandising by James Clark. • Fashion Trends Forecasting by Gwyneth Holland. • Fashion Design: Apparel Industry by Manish Kushwaha. • Indian Apparel Industry: Challenges and opportunities by Rajendra Kumar Aneja. 		

• Fashion Forecasting by Akhil JK.

Suggested Digital Platform:

https://www.apparesearch.com/apparel_industry.html

<https://www.sciencedirect.com/topics/engineering/Fashion-and-apparel-industry>

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.

Suggested Continuous Evaluation Methods:

Seminar/ Presentation on any topic of the above syllabus/ Test with multiple choice questions/ short and long answer

questions/ Attendance

Course pre requisites: Student must have qualified Certificate Course.

At the End of the whole syllabus any remarks/ suggestions: Students will be able to study Apparel Industry and apparel

manufacturing process.

This course can be opted as an elective by the students of following subjects:- **N.A.**

Syllabus for B.A. in Fashion Designing

Programme: Bachelor of Arts	Year: Second	Semester: Fourth
Subject: Fashion Designing		
Course Code: UGFD-104 N	Course Title: GARMENT FABRICATION	
Course Objectives:- <ul style="list-style-type: none"> ➤ Learners will be aware about Fashion Barriers.. ➤ To study about Fiber Glossary, Identifying Fashion. ➤ Learners will be aware about fashion Industry. . ➤ 		
Course Outcomes: <ul style="list-style-type: none"> ➤ Learners will be able to aware about Fashion Barriers.. ➤ Learners will be able to study about Fiber Glossary, Identifying Fashion. ➤ Learners will be able to aware about fashion Industry. . ➤ To be able to open up with new approaches of design ➤ To develop skill in garment and figure drawing ➤ To be able to create advance fashion figures. 		
Credits: 4	Type of Course: Core	
Max. Marks: 100	Min. Passing Marks: 36	
(Syllabi should be framed block wise/unit wise)		
Blok-1	Basic stitching, Finishing	
UNIT- 1	tools and machine, using and maintaining a machine, basic hand and machine stitches, opening facing and pleat, types of opening, types of pleat, cuffs bands shearings and pockets.	
UNIT- 2	Fitting problems and solutions, necklines and collars, sleeves and armholes, waistbands etc.	
Blok-2	Design for ladies, Stitching of ladies garments	
UNIT- 3	Frocks and jumpsuits, skirts tops and night suits, lowers and shirts, petticoat, bloomer and pajama.	
UNIT- 4	Assembly techniques, blouses salwar kameez parallels churidar nighty gown bathing gown etc	
Blok-3	Classification of fibres, Fabric, Care of fabrics, Traditional fabrics	
UNIT- 5	importance of fabric, identify the right side, block printing screen printing or stencil, roller printing, batik, classification of fibres, natural fibres, manmade fibres, characteristics of a fibre, facility in obtaining clean fibre, the preparation of cotton, the thescutcher lap machine, the objective of the coming process, uses of cotton, natural fibres.	
UNIT- 6	structure and composition of fibre, identifying Linen, properties of wool, different types of wool, manufacture of wool in India by hand, qualities of wool, manmade fibres, thermoplastic, artificial fibres or synthetic fibres, properties of artificial cloth, properties of synthetic fibre, properties of elasticized clothes, chemical properties of acetate, mineral	

	wool, metal fibres and their importance.
UNIT- 7	fabric construction, Single yarn, fold yarn, hosiery yarns, tyre yarns, heald yarns, fish netting yarns, lace yarns, crepe yarns, voilo yarns, poplin yarns, mercerised yarns, fancy yarns, weaving pile fabrics, foam backed fabrics, two faced fabrics, lace and embroidered net, knitted fabrics, bonded fabrics, bonded interfacing, fabric types.
UNIT- 8	, properties of silk ,types of silk, countries producing silk, manufacturing of silk, identification of spun silk and reeled Silk, weighting of silk, chemical reaction, affinity to dyes, handling of silk fabric, sewing silk, types of fabric, fabric finishes, printing, roller printing, block printing, screen printing, finishes, bleaching, crabbing and decating, mercerising, scouring,and kier boiling, tentering, shearing,singeing, calendering, embossing and schreinerer, moire finishing, giggering, napping.
UNIT- 9	dyes, factors affecting the fading of dyed fabric, washing and laundering, education the consumer, honest advertising, standards and certification marks, Informative labelling, consumer Association of India, laundering of cotton and linen, treatment of woollens, laundering of silks, laundry of rayon and nylon, wardrobe planning, organising your wardrobe, care of accessories, matching your way of life, dresses and suits, colours and fabrics, sportswear, glossary.
UNIT- 10	folk art of India, division of art, the importance and peculiarities of prehistoric art, folk arts, basic printing techniques, stencil printing, fabric painting, vegetable printing, block printing, screen printing, Batik, Tie and dye, state embroidery ,history of fashion and traditional textiles.

Suggested Text Book Readings:
Suggested Readings:
• Figure Drawing for Fashion Design by Elisabetta Drudi published by The Peppin Press 2001
• Fashion Drawing in Vogue -William Packer, Thames & Hudson Ltd, 240 pages
• Figure Drawing for Fashion Design by Isao Yajima, Graphic-Sha; First Edition (stated) edition (1987), 128 Pages
Suggested Digital Platform:
<https://www.amikosimonetti.com/life/drawing-the-fashion-figure-with-9-heads-proportion-part-1>
<https://www.pinterest.com/cls1956/croquis/>
<https://www.fashionistasketch.com/draw-fashion-croquis/>
This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.
Suggested Continuous Evaluation Methods:
Class Performance/Practical Exam/Submission/Viva/Attendance
Course pre requisites: The eligibility for this paper is 10+2 with any subject

At the End of the whole syllabus any remarks/ suggestions: Students will be able to illustrate advance fashion figures, textures and drapes.

This course can be opted as an elective by the students of following subjects:- **N.A.**

Syllabus for B.A. in Fashion Designing

Programme: Bachelor of Arts		Year: Third	Semester: Fifth
Subject: Fashion Designing			
Course Code: DCEFD-101 N		Course Title: EVOLUTION OF FASHION	
Course Objectives:-			
<ul style="list-style-type: none"> ➤ Learners will be aware about introduction to Fashion. ➤ To study about Fiber Identification and Chemical Aspect of Fashion. ➤ Learners will be aware about Natural and Man Made Fivers. ➤ To study about Spinning and Manufacturing of Yarn, Fabric Construction Methods. ➤ To Study about Fashion Finishes. 			
Course Outcomes:			
<ul style="list-style-type: none"> ➤ Learners will be able to aware about introduction to Fashion. ➤ Learners will be able to study about Fiber Identification and Chemical Aspect of Fashion. ➤ Learners will be able to aware about Natural and Man Made Fivers. ➤ Learners will be able to Know about Spinning and Manufacturing of Yarn, Fabric Construction Methods. ➤ Learners will be able to Study about Fashion Finishes. 			
Credits: 3		Type of Course: Core	
Max. Marks: 100		Min. Passing Marks: 36	
(Syllabi should be framed block wise/unit wise)			
Blok-1	Ancient Indian Period, Mughal India, Medieval Indian Period		
UNIT- 1	Indus Valley Civilization 2500 B.C-1500 B.C Sketches, Vedic Period, Mauryana & Shunga Period Sketches of Mauryana & Shunga Period; Kushan Period, Gendghar Period; Gupta Period; Costumes after Gupta Period.		
UNIT- 2	Costumes during the Mughal Period; Babur Humayun and Akbar, Jehangir, Shahjahan, Aurangzeb; Post Mughal Period.		
UNIT- 3	Costumes worn by the Rajputs Royal Mughal Costumes Mughal Jewellery Indian costumes 18th -20th century		
Blok-2	Western Fashion, Post 16th Century		
UNIT- 4	Greek and Roaman Period; Italion & English Period, Italion. Medieval 11 th to 16 th A. D., Italian Renaissance 13 th to 16 th A.D.; Charles; Louis XIV.		
UNIT- 5	First Empire 1799- 1815; French Revolution; Victorian Period; Costumes during the 20 th Century.		
Blok-3	Fashion Details:		
UNIT- 6	Collars: Turtle, Tuxedo, Cape, Convertible, Shirt, Sailors, Chelsea, Coat, Cowl Neckline.		
UNIT- 7	Sleeves: Raglan, Ruffle, Dolman, Virago, lantern, Leg-O-Mutton, Bell. Bodice: Basic, Halter Style, Off shoulder, Double Breasted Skirts:		

UNIT- 8	Basic, A-Line, Flared, Fishtail, Petal, Peplum, Puffball, Divided. Trousers: Basic, Dungarees, Hipster, Capri, Bell Bottom,
UNIT- 9	Jodhpurs, Fisherman Pants, Cargo. III Pockets: Patch, Inseam, Welt, Bound and Pouch. Accessories: Bags, Belts, Caps, Bows, Jewellery, Scarves.
<p>Suggested Text Book Readings:</p> <p>Fashion Forecasting in India by Dr. Satyaki Roy, Dr Divya Hiran and Dr. Dilendra Hiran.</p> <ul style="list-style-type: none"> • Fashion Trends Forecasting by Gwyneth Holland. • Color Forecasting for Fashion by Kate Scully.. <p>Suggested Digital Platform:</p> <p>https://www.fibre2fashion.com/industry-article/83/fashion-forecasting</p> <p>https://www.masterclass.com/articles/fashion-trend-forecasting-guide</p> <p>This Major (Course Paper) can be opted by student of own faculty/Other Faculty.</p> <p>Suggested Continuous Evaluation Methods:</p> <p>Class Performance/Practical Exam/Submission/Viva/Attendance</p> <p>At the End of the whole syllabus any remarks/ suggestions: Students will be able to understand fashion forecasting process and to the working of fashion forecasting.</p>	
<p>This course can be opted as an elective by the students of following subjects:- N.A.</p>	

Syllabus for B.A. in Fashion Designing

Programme: Bachelor of Arts	Year: Third	Semester: Fifth
Subject: Fashion Designing		
Course Code: DCEFD-102 N	Course Title: Textile Coloration and Printing Technology	
Course Objectives:- <ul style="list-style-type: none"> ➤ Learners will be aware about introduction to Fashion. ➤ To study about Fiber Identification and Chemical Aspect of Fashion. ➤ Learners will be aware about Natural and Man Made Fivers. ➤ To study about Spinning and Manufacturing of Yarn, Fabric Construction Methods. ➤ To Study about Fashion Finishes. 		
Course Outcomes: <ul style="list-style-type: none"> ➤ Learners will be able to aware about introduction to Fashion. ➤ Learners will be able to study about Fiber Identification and Chemical Aspect of Fashion. ➤ Learners will be able to aware about Natural and Man Made Fivers. ➤ Learners will be able to Know about Spinning and Manufacturing of Yarn, Fabric Construction Methods. ➤ Learners will be able to Study about Fashion Finishes. 		
Credits: 3	Type of Course: Core	
Max. Marks: 100	Min. Passing Marks: 36	
(Syllabi should be framed block wise/unit wise)		
Blok-1	Basics to printing, Types of printing, Printing equipments	
UNIT- 1	Making paper patterns, making a stencil, making blocks, making screens	
UNIT- 2	Vegetable printing, fabric printing, free hand painting, embossed painting	
UNIT- 3	Tools, machine, looms, the Fashion industry.	
Blok-2	Dying and advance printing, Special treatment, Dyes-1, Dyes-2, Dyes-3	
UNIT- 6	Tie and dye, batik, photographic screen, discharge printing.	
UNIT- 7	Combination printing, texture printing, lace making, macrame	
UNIT- 9	Fashion dyes, dye source, dyes for fabrics, pigment, pigment groups, there are three basic classes of pigments, coloration chart, factors affecting colours, colour remover, Dye classification, acid or naphthol dyes, azoic or Naphthol dyes, basic dyes, direct dyes, disperse dye, mordant dyes, reactive dyes, pre metalized dyes, sulphur dyes, vat dyes, fluorescent brightness.	
UNIT- 10	Sulphur dyes, mordant dyes, vat dyes, natural dyes.	
	Synthetic dyes, mineral dyes, acetate dyes, dye fixation.	
Blok-3	Advanced Printing Techniques	
UNIT- 11	Transferring of designs, digital printing of Fashions, painting, printing, the benefits of direct printing, the benefits of heat transfer, non Fashion dyes, importance of pigments, extender pigments, types of vehicles, colour ways.	

UNIT- 12	Tie and Dye Batik Photographic Screen, Discharge Printing Combination Printing
<p>Suggested Text Book Readings:</p> <p>Suggested Readings:</p> <ul style="list-style-type: none"> • Adobe Photoshop, 12.0, • Gruman, Galen, Adobe in Design Cs2 Bible. • Adobe Illustrator, 12.0 • Lazer, Susan.H., Adobe Illustrator For Fashion Design • Golding, Mordy, Adobe Creative Suite 2 <p>Suggested Digital Platform:</p> <p>https://www.educba.com/adobe-illustrator-tool/</p> <p>https://helpx.adobe.com/in/illustrator/using/tools.html</p> <p>This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.</p> <p>Suggested Continuous Evaluation Methods: Class Performance/Practical Exam/Submission/Viva/Attendance</p> <p>Course pre requisites: The eligibility for this paper is Diploma in Fashion Designing</p> <p>At the End of the whole syllabus any remarks/ suggestions: Students will be able to create designs and patterns using adobe illustrator.</p>	
<p>This course can be opted as an elective by the students of following subjects:- N.A.</p>	

Syllabus for B.A. in Fashion Designing

Programme: Bachelor of Arts		Year: Third	Semester: Sixth
Subject: Fashion Designing			
Course Code: DCEFD-103 N		Course Title: TRADITIONAL TEXTILE AND CRAFTS	
Course Objectives:-			
<ul style="list-style-type: none"> ➤ Learners will be aware about introduction to Fashion. ➤ To study about Traditional Fashions. 			
Course Outcomes:			
<ul style="list-style-type: none"> ➤ Learners will be able to aware about introduction to Fashion. ➤ Learners will be able to study about Fiber Traditional Fashions. 			
Credits: 3		Type of Course: Core	
Max. Marks: 100		Min. Passing Marks: 36	
(Syllabi should be framed block wise/unit wise)			
Blok-1	Traditional Fashions		
UNIT- 1	Historical Background Introduction to Indian Fashions Indian Crafts Indian Folk Arts		
UNIT- 2	Introduction, Dacca muslin, Dacca Sarces, chanderi sarees, Baluchar sarces, bracade, pitamber, ptola, Bandhani, kalamdar chamba Rumal.		
UNIT- 3	Embroideries of India – Chikan kari of Utter Pradesh, Kasuti of Karnataka, Phulkari of Punjab, Kashida of Kashmir, Kantha of Bengal, Sindh Embraiderly.		
Blok-2	Design Development		
UNIT- 4	Sources of Design Design arrangement for various mediums of printing		
UNIT-5	Study of Western Traditional Designs Study of Modern Designs		
UNIT- 6	Indian Handicrafts Floor Coverings and wall decorations		
Blok-3	Designing for fabrics		
UNIT- 7	Making designs for fabrics		
UNIT- 8	Designing Checks and stripes		
UNIT- 9	Designing borders etc		
UNIT- 10	Setting of Design Repeats		
Suggested Text Book Readings:			
Suggested Readings:			
<ul style="list-style-type: none"> • 'Fashion Marketing' by Mike Easey, published by OM Book Services for Blackwell science publishing • 'Fashion Design - Process, Innovation & Practice' by Kathryn Me -keivey, published by OM Book sen/ices for Black well science publishing. • "Fashion Buying' by Helen Goworek, published by OM Book Service for Black well science. • 'Color forecasting' by Tracy Diane & Tom Cassidy. Published by Om Book International for Black well 			

publishing1.

- 'Fashion Marketing Merchandising' by manmeet sodhia published by Kalyani publisher
- 'Inside Fashion Design' by Sharon Lee Tate Published by Pearson Education (Singapore) Pvt Ltd.,'

Suggested Digital Platform:

<https://www.marketing91.com/what-is-fashion-marketing/>

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<https://www.referralcandy.com/blog/fashion-marketing-examples/>

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Suggested Continuous Evaluation Methods:

Seminar/ Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer

questions • Attendance

Course pre requisites: The eligibility for this paper is Diploma in Fashion Designing

At the End of the whole syllabus any remarks/ suggestions: Students will be able to learn about fashion marketing, fashion

supply chain and various factors related to it.

This course can be opted as an elective by the students of following subjects:- **N.A.**

Syllabus for B.A. in Fashion Designing

Programme: Bachelor of Arts		Year: Third	Semester: Sixth
Subject: Fashion Designing			
Course Code: DCEFD-104 N		Course Title: DESIGN IDEAS	
Course Objectives:-			
<ul style="list-style-type: none"> ➤ Learners will be aware about introduction to Fashion. ➤ To study about Traditional Fashions. ➤ Study various pattern making techniques for creating Ladies wear. 			
Course Outcomes:			
<ul style="list-style-type: none"> ➤ Learners will be able to aware about introduction to Fashion. ➤ Learners will be able to study about Fiber Traditional Fashions. ➤ Learners will be able to Study various pattern making techniques for creating Ladies wear. 			
Credits: 3		Type of Course: Core	
Max. Marks: 100		Min. Passing Marks: 36	
(Syllabi should be framed block wise/unit wise)			
Blok-1	BASIC DESIGN		
UNIT- 1	Design Concepts		
UNIT- 2	Elements & Principles of Design		
UNIT- 3	Rendering, Textures		
Blok-2	Generating Designs		
UNIT- 4	Designing for Vegetable printing, etc. Designing for Batik & Block		
UNIT-5	Designing for Screen		
UNIT- 6	Designs for free hand painting		
Blok-3	Design Adaptation		
UNIT- 7	Study of art forms		
UNIT- 8	Composition		
UNIT- 9	Colouring Techniques		
UNIT- 10	Placements		
Suggested Text Book Readings:			
Fashion Marketing' by Mike Easey, published by OM Book Services for Blackwell science publishing			
<ul style="list-style-type: none"> • 'Fashion Design - Process, Innovation & Practice' by Kathryn Me -keivey, published by OM Book sen/ices for Black well science publishing. • "Fashion Buying' by Helen Goworek, published by OM Book Service for Black well science. • 'Color forecasting' by Tracy Diane & Tom Cassidy. Published by Om Book International for Black well publishing1. • 'Fashion Marketing Merchandising' by manmeet sodhia published by Kalyani publisher • 'Inside Fashion Design' by' Sharon Lee Tate Published by Pearson Education (Singapore) Pvt Ltd.,' 			
Suggested Digital Platform:			
https://www.marketing91.com/what-is-fashion-marketing/			
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https://www.referralcandy.com/blog/fashion-marketing-examples/			

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Suggested Continuous Evaluation Methods:

Seminar/ Presentation on any topic of the above syllabus · Test with multiple choice questions/ short and long answer questions · Attendance

Course pre requisites: The eligibility for this paper is Diploma in Fashion Designing

At the End of the whole syllabus any remarks/ suggestions: Students will be able to learn about fashion marketing, fashion

supply chain and various factors related to it.

This course can be opted as an elective by the students of following subjects:- **N.A.**

