

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY
UTTAR PRADESH, LUCKNOW**



**Study & Evaluation Scheme with Syllabus
for**

**Bachelor of Fashion And Apparel
Design (BFAD)
I, II, III & IV Year**

On

**Choice Based Credit System
(From the year 2020-21 onwards)***

1st Year I-SEMESTER

S. N	Subject Code	SubjectName	L-T-P	ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	KFD101	Introduction to Textile & Apparel Industry	2-1-0	70	20	10	100	3
2.	KFD102	Cultural Studies	2-1-0	70	20	10	100	3
3.	KFD103	Professional Communication	2-1-0	70	20	10	100	2
4.	KFD151	BasicDrawing	0-0-5	50	30	20	100	3
5.	KFD152	Material Studies-I	0-0-5	50	30	20	100	3
6.	KFD153	BasicDesign	0-0-5	50	30	20	100	3
7.	KFD154	Computer Applications CorelDraw)	0-1-3	50	30	20	100	3
8.	KFD155	Craft Appreciation (Modular)	0-1-3	50	30	20	100	2
9.	KFD156	Research Skill For Design	0-1-2	50	30	20	100	2
10.	KFD157	Socio Cultural Environment and Enterprises (Modular)	0-1-1		50	50	100	0
Total							1000	24

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

1st Year II-SEMESTER

S. N	SubjectCode	SubjectName	L-T-P	ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	KFD201	Textiles-I	2-1-0	70	20	10	100	3
2.	KFD202	Art Appreciation	2-1-0	70	20	10	100	2
3.	KFD203	Historic Costume Indian	2-1-0	70	20	10	100	2
4.	KFD204	Elements of Fashion	2-1-0	70	20	10	100	3
5.	KFD251	Fashion Model Drawing	0-1-3	50	30	20	100	3
6.	KFD252	Material Studies-II	0-1-3	50	30	20	100	2
7.	KFD253	Communicating Fashion (Modular)	0-1-2	50	30	20	100	2
8.	KFD254	CAD - I (Photoshop)	0-1-3	50	30	20	100	3
9.	KFD255	Photography	0-1-3	50	30	20	100	2
10.	KFD256	DesignProcess	0-1-3	50	30	20	100	2
Total							1000	24

CT: Class Test

TA: Teacher Assessment

L/T/P :Lecture/ Tutorial/ Practical

2ndYear III-SEMESTER

S. No	Subject Code	SubjectName	L-T-P	Th/Lab ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	KHV301	Universal Human Values & Professional Ethics	3-0-0	70	20	10	100	3
2.	KFD301	Textiles-II	2-1-0	70	20	10	100	3
3.	KFD302	Historic Costumes-Western	2-1-0	70	20	10	100	3
4.	KFD303	Traditional Indian Textiles	2-1-0	70	20	10	100	3
5.	KFD351	Fashion Illustration-I	0-1-3	50	30	20	100	2
6.	KFD352	Computer Aided Design – II (Adobe Illustrator)	0-1-3	50	30	20	100	2
7.	KFD353	Elementary Pattern Making	0-1-5	50	30	20	100	3
8.	KFD354	Garment Construction Techniques	0-1-3	50	30	20	100	2
9.	KFD355	Dyeing And Printing	0-0-2	25	15	10	50	1
10.	KFD356	Market Survey	0-0-2	25	15	10	50	1
11.	KFD357	Integrated Design Project-I	0-1-3	50	30	20	100	2
Total							1000	25

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

CT: Class Test

2ndYear IV-SEMESTER

S. No	Subject Code	SubjectName	L-T-P	ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	KFD401	Textiles-III	2-1-0	70	20	10	100	3
2..	KFD402	Contemporary Art Appreciation	2-1-0	70	20	10	100	3
3.	KFD403	Contemporary Fashion Studies	2-1-0	70	20	10	100	3
4.	KFD404	Fashion and Sustainability	3-0-0	70	20	10	100	3
5.	KFD451	Fashion Illustration-II	0-1-3	50	30	20	100	2
6.	KFD452	Pattern Making-II	0-1-3	50	30	20	100	2
7.	KFD453	Advanced Garment Construction	0-1-3	50	30	20	100	2
8.	KFD454	Fabric Ornamentation-I	0-0-3	25	15	10	50	2
9.	KFD455	Introduction To Draping	0-1-3	50	30	20	100	2
10.	KFD456	Fabric Studies	0-0-2	25	15	10	50	1
11.	KFD457	Integrated Design Project–II	0-1-3	50	30	20	100	2
Total							1000	25

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

3rd Year V-SEMESTER

S. N	Subject Code	Subject Name	L-T-P	ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	KFD501	Quality Control in Garments	2-1-0	70	20	10	100	3
2.	KFD502	Production Techniques	2-1-0	70	20	10	100	3
3.	KFD551	Fashion Illustration-III	0-1-3	50	30	20	100	2
4.	KFD552	Pattern Making and Construction of Kids wear & Menswear	0-1-3	50	30	20	100	3
5.	KFD553	Design and Development of Kids	0-1-3	50	30	20	100	2
6.	KFD554	Design and Development of Menswear	0-1-3	50	30	20	100	2
7.	KFD555	Advanced Draping	0-1-3	50	30	20	100	3
8.	KFD556	Fabric Ornamentation-II	0-1-3	50	30	20	100	2
9.	KFD557	CAD PROJECT (TUKATECH)	0-1-3	50	30	20	100	2
10.	KFD558	Integrated Design Project-III	0-1-3	50	30	20	100	2
11.	KUC002	Cyber Security	2-1-0	50	15	10	75*	-
Total							1000	24

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

*Cyber Security will be offered as a compulsory audit course for which passing marks are 30% in End Semester Examination and 40% in aggregate

3rd Year VI-SEMESTER

S. N	Subject Code	Subject Name	L/T/P	ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	KFD601	Knitting Technology	2-1-0	70	20	10	100	3
2.	KFD602	Fashion Merchandising & Management	2-1-0	70	20	10	100	3
3.	KFD651	Pattern Grading	0-1-3	50	30	20	100	2
4.	KFD652	Pattern Making and Construction of Indian Wear	0-1-3	50	30	20	100	3
5.	KFD653	Design and Development of Indian Wear	0-1-3	50	30	20	100	2
6.	KFD654	Leather Sourcing & Development of Leather	0-1-3	50	30	20	100	2
7.	KFD655	Advanced Photography and Styling	0-1-3	50	30	20	100	2
8.	KFD656	Design and Development of Knitwear Products	0-1-3	50	30	20	100	2
9.	KFD657	Integrated Design Project-IV	0-1-3	50	30	20	100	3
10.	KFD658	Educational Tour	0-0-0	50	-	50	100	2
Total							1000	24

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

4th Year VII SEMESTER

S. N	Subject Code	Subject Name	L-T-P	ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	KFD701	World Textiles	2-1-0	70	20	10	100	3
2.	KFD702	Consumer Behavior & Fashion Marketing	2-1-0	70	20	10	100	3
3.	KFD751	Choice Based Elective (Any 2)*						
		1. Choice Based Elective One*	0-1-3	50	30	20	100	3
		2. Choice Based Elective Two*	0-1-3	50	30	20	100	3
4.	KFD752	Mandatory Elective (Any One)						
		1. Business of Fashion Luxury	0-1-3	50	30	20	100	3
		2. Corporate Designs and fashion Industry						
		3. Fashion Forecast for Indian retail						
5.	KFD753	Bridal Wear : Design and Development	0-1-4	100	30	20	150	3
6.	KFD754	Integrated Design & Development	0-1-4	100	30	20	150	3
7.	KFD755	Internship	0-0-6	100	50	50	200	3
Total							1000	24

CT: Class Test

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L/T/P: Lecture/ Tutorial/Practical

<p>*Choice Based Elective (Any 2)</p> <p>KFD751-1 Fashion Accessories KFD751-2 Creative Pattern Making KFD751-3 Visual Merchandising KFD751-4 Digitization in the Fashion Industry</p>	<p>Mandatory Elective (Any One)</p> <p>KFD752-1 Business of Fashion Luxury KFD752-2 Corporate Designs and fashion Industry KFD752-3 Fashion Forecast for Indian Retail</p>
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4thYear VIII SEMESTER

S. N	Subject Code	Subject Name	L-T-P	ESE Marks	Sessional		Total	Credit	
					CT	TA			
1.	KFD801	Entrepreneurship and Design	2-1-0	70	20	10	100	3	
2.	KFD851	Choice Based Elective (Any 2)*						3	
		1. Choice Based Elective One*	0-1-3	50	30	20	100	3	
		2. Choice Based Elective Two*	0-1-3	50	30	20	100		
3.	KFD852	Mandatory Elective (Any One)							
		1. Business of Fashion Luxury	0-1-3	50	30	20	100	3	
		2. Corporate Designs and fashion Industry							
		3. Fashion Forecast for Indian retail							
4.	KFD853	Art Portfolio	0-0-9	100	50	50	200	4	
5.	KFD854	Design Collection	0-3-12	200	100	100	400	8	
Total							1000	24	

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/Practical

<p>*Choice Based Elective (Will Continue same as Sem VII)</p> <p>KFD851-1 Fashion Accessories KFD851-2 Creative Pattern Making KFD851-3 Visual Merchandising KFD851-4 Digitization in the Fashion Industry</p>	<p>Mandatory Elective Will Continue same as Sem VII)</p> <p>KFD852-1 Business of Fashion Luxury KFD852-2 Corporate Designs and fashion Industry KFD852-3 Fashion Forecast for Indian Retail</p>
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KFD101:INTRODUCTION TO TEXTILE & APPAREL INDUSTRY

Objectives

- To provide a comprehensive overview of the textile, apparel and fashion industry
- To understand the evolution and growth of the textile and apparel industry
- To understand the importance of the textile and apparel industry and its segments
- To evaluate the employment prospects in the textile and apparel industry
- To understand the global trade in the industry
- To understand and appreciate the role of various supportive institutions and organizations in the development of the industry

Learning Outcomes

- Become aware of history and development of global and Indian textile and apparel industry
- Understand the characteristics, structure and trade avenues in the apparel and textile industry
- Be able to understand the functioning of the apparel manufacturing industry
- Become aware of trade in terms of domestic, retail, export and import of Indian textiles and apparel
- Be able to understand the role of small and medium scale enterprises in the industry
- Be able to appreciate the support of trade promotion organizations, government and non-governmental organizations, various institutes and research organizations in the development of the industry

COURSE CONTENT

UNIT-I

OVERVIEW OF THE TEXTILES INDUSTRY: Overview of global and Indian textile industry. Nature, size, structure and trade of various sectors of the industry. Evolution and Growth. Employment prospects

UNIT-II

MAJOR SEGMENTS OF THE TEXTILE INDUSTRY: Organized textile sector. Decentralized sector. Handloom and power loom sector. Cotton and man-made filament yarn industry. Woollen textile industry. Sericulture. Other fibres

UNIT-III

APPAREL INDUSTRY IN INDIA: Overview of global and Indian apparel industry. History and its development in recent years. Size and nature of the industry. Regional features and structure of the industry. Small and medium scale enterprises- design studios, boutiques, organized sector

UNIT-IV

FASHION INDUSTRY: Fashion overview. Fashion trade. Nature and sectoral overview of the fashion industry. Fashion retailing- retail stores, department stores, boutiques, chain stores, discount stores, factory outlets, e-tailing etc. Role of professionals in the fashion industry

UNIT-V

TRADE IN APPAREL AND TEXTILES: Opportunities and Challenges. Export and Import. Indian apparel export and important product category. Domestic market and domestic brands. Export Promotion Councils of India

UNIT-IV

SUPPORTING INSTITUTIONS AND ORGANIZATIONS: Trade promotion services (AEPC, CMAI, PEXCIL, etc). Government and Non-Government. Testing laboratories. Handloom and Handicrafts Development Corporation, Silk Board, KVIC, CCIC, NIFT, IIT, NID, etc. Textile research associations- NITRA, BTRA, CIRCOT.

Suggested Assignments

Assignment 1: Collection of current news regarding textiles and apparel industry- a report.

Assignment 2: Comparative study of major players of textiles and apparel industry- a document.

Assignment 3: Schemes and initiatives taken by any research organization- a report.

Assignment 4: Role of garment fairs in generating business- a report.

Suggested Visits

Garment fairs organized by AEPC (held twice at New

Delhi) Trade fairs

Fashion shows

Retail stores

Textile research association

Production units – textile and apparel

Textbooks

Bheda, R., Managing Productivity in the Textile Industry, CBS Publisher and Distributors, New Delhi, 2003.

Fringes, G. S., Fashion from Concept to Consumer, Prentice Hall, 9th Edition, 2007.

Reference Material

1. Annual Report, Ministry of Textiles
2. Apparel Online
3. Clothesline
4. Compendium of Textiles Statistics, Textile Commissioner, Govt. of India.
5. Dickerson, K., Textile and Apparel in the Global Economy, Prentice Hall, Englewood Cliffs, NJ, 1995.
6. Express Textile
7. Han, H. and the Staff of Vault, Vault Career Guide to the Fashion Industry: Step into a fashionable career with insider advice, 2nd Edition, Vault Inc., USA, 2003. Indian Textile Journal
8. Jarnow, J. A., Guerreiro, M. & Judelle, B., Inside the Fashion Business, John
9. Wiley, USA, 1981.
10. Koshi, D. O., Garment Exports- Winning Strategies trade Magazines
11. Textile View
12. Trade Reports, (Textile Committee, AEPC, CMAI)

Web Sources

1. <http://www.bharattextile.com/features/research-brief/#3>
2. <http://texmin.nic.in/annualrep/arep.htm>

3. www.cci.in/pdf/surveys_reports/indian-textile-industry.pdf
4. www.india-exports.com/apparel.html
5. www.ediindia.org/DSR/BANGALORE%20DS.pdf
6. <http://www.epch.in/>
7. <http://www.btraindia.com/>
8. www.nitratextile.org/
9. www.sitra.org.in/

KFD102: CULTURAL STUDIES

Objectives

- To create awareness about the Indian and global civilizations and their evolution
- To understand the interrelation of clothing with different cultures
- To understand human behavior viz-a-viz clothing
- To become aware of various tribes around the world
- To understand the reasons leading to universalization of modern civilizations

Learning Outcomes

- Understand the correlation of various factors leading to the evolution of civilizations
- Be able to appreciate the interrelationship of clothing with different cultures and human behavior
- Be aware of the various tribal communities across the world and understand their evolution, existence and lifestyles
- Understand the reasons for increasing similarities between the modern civilizations of the world
- Be able to use the knowledge of civilizations and cultures across the world for subsequent design development

COURSE CONTENT

UNIT-I

EVOLUTION OF CIVILIZATIONS AND CULTURE: In terms of Food, Clothing, Shelter, Religions, Rituals, Customs. Difference between religion, ritual and custom, Interrelationship within societies, Symbolism – religious and cultural, Culture- material and symbolic. Elements of culture- Language, shelter, clothing, economy, religion, education, values, climate, Government/ laws, Recreation/ entertainment.

UNIT-II

INTERRELATIONSHIP OF CLOTHING AND CULTURE: Patterns of culture. Relation to the material culture. Folkways, customs and laws. Clothes, attitudes and values. Cultural change and fashion change

UNIT-III

CLOTHING AND HUMAN BEHAVIOUR: Clothes and self-concept. Conformity and individuality in dress. Clothing symbolism. Clothes, roles and status. Differentiation in the mass society

UNIT-IV

CULTURES OF VARIOUS COMMUNITIES: Evolution. Famous communities– Indian and International. Cultures. Religions and rituals. Costumes. Isolation and related problems.

UNIT-V

UNIVERSALIZATION OF MODERN CIVILIZATIONS: With reference to Travel, Media, Food, Entertainment, Clothing, Lifestyle etc.

Suggested Assignments

- Make a group presentation (atleast three students in a group) on any one civilization from across the world studying in detail their origin, food, clothing, shelter, religion, rituals, customs, symbolism– religious and cultural etc.
- Make a group presentation (four students) on any Indian or International tribe
- studying in detail about their evolution, culture, religion, rituals, costumes and isolation and related problems
- To do a comparative study of two families viz-a-viz their origin, culture and rituals for important landmarks in life

Suggested Movies

To expose the students to the cultural influences, lifestyles, social interaction rituals, customs, clothing etc.

Mirch
masala
Manthan

BenHur

God Must Be Crazy

Harishchandrachi
Factory Achhut Kanya
DoBigha

Zameen
Persepolis

Mamma Mia

Babette's Feast etc.

Suggested Visits

- Tribal section of a local museum
- History section of a nearby museum
- Cultural centers in the near vicinity

Textbooks

1. Horn, Marilyn, J., The Second Skin :An Interdisciplinary Study of Clothing, HoughtonMifflin Co., 1975

Reference Material

1. Sharma, Ram Sharan, Material Culture & Social Formations in Ancient India, Macmillan India Ltd., 2007
2. Bose, M. L., Social and Cultural History of Ancient India, Concept Publishing Co., 1998
3. Fisher, Nora, Mud, Mirror and Thread :Folk Traditions of Rural India, Grantha Corporation, 2007
4. Ganguly-Scrase, Ruchira and Scrase, Timothy J., Globalization and the Middle Classes in India: The Social and Cultural Impact of Neoliberal Reforms

5. Srinivas, Mysore Narasimhachar and Srinivas, M. N., Social Change In Modern India (Rev Edn.), Orient Longman Pvt. Ltd., 2005

Web Sources

1. http://www.indianetzone.com/37/indian_tribal_people.htm
2. <http://en.wikipedia.org/wiki/Tribe>
3. <http://historymatters.gmu.edu/mse/film/socialhist.html>
4. http://en.wikipedia.org/wiki/Culture_of_India
5. <http://www.globalpolitician.com/print.asp?id=3502>
6. <http://asiasociety.org/countries/traditions/indian-society-and-ways-living>

KFD103: PROFESSIONAL COMMUNICATION

Objectives

- To improve English language skills
- To learn effective communication skills
- To understand the nuances of spoken and written language which is essential for any student of designing, since all creative professions need the support of communication in the contemporary world
- To enable them to achieve effective language proficiency for their social, professional & inter personal communication both in speaking & writing

Learning Outcomes

- Be able to express his /her ideas and thoughts in speech or writing
- Be able to comprehend, converse, interact and participate in any day-to-day events and situation
- Be able to write grammatically correct sentences for various forms of written communication to express oneself
- Be able to read and understand professional articles and use the acquired information for further work
- Be able to understand phrases and expressions pronounced and communicate in simple everyday situations
- Be able to document any undertaken research or project

COURSE CONTENT

Key Concepts:

1. Language/Communication in context: communication as a means of sharing information, speakers-listener and reader-writer relationship, process, importance, purpose, features of communication (accuracy, brevity, clarity and appropriateness in communication), barriers to communication, personal and interpersonal communication.

2. Writing Skills: Learning words for general purpose, use through situations, sentence formation and use of given set of words in different contexts, usages of words in different tenses, aspect and moods, narrative in first, second and third person, meaning and usages of connectives, modifiers and models, phrasal verbs, connotations, various types of sentences and paragraphs, features of paragraph (cohesion and coherence).

3. **Speaking Skills:** Speech and verbal communication, articulation (pronunciation of different sounds and words i.e. vowels, consonants, diphthongs, (IPA Chart) and words), paralinguistic features, formal informal speaking, extempore, discussion and presentation.

4. **Reading Comprehension:** kinds and types of reading texts, basic steps to effective reading, abstracting, précis writing and summarizing taking example from different texts.

5. **Listening Comprehension:** process and types of listening, steps of listening, barriers to listening, Fluency & speed, impact of pronunciation on comprehension through various texts, intelligent listening.

6. **Article Writing on Issue Related to Fashion ,Style and Design:** How to begin the topic, sentence and the controlling idea , structure , coherence, description writing techniques and critical appreciation.

7. Fashion and Clothing Terminology:

Fashion terminology related to fashion trend , Forecast, new style, textile terms and designing terms, Terminology for Classes and style of basic clothing :-Contemporary ,Historic and modern Terminology related to Garments Parts ,size ,range and clothing details.

Practice exercises I: vocabulary and conversation exercises on the newly learnt words, transcription of words, understanding of tenses, enhancing conversation skills, reading & listening Comprehension of simple passages with exercises

Practice exercises II: conceptual inputs on presentation skills and conducting presentations.

Web Sources

1. <http://en.wikipedia.org/wiki/Communication>
2. <http://notesdesk.com/notes/business-communications/types-of-communication/>
3. <http://www.buzzle.com/articles/forms-of-communication.html>
4. <http://en.wikipedia.org/wiki/Noun>
5. <http://en.wikipedia.org/wiki/Pronoun>
6. <http://en.wikipedia.org/wiki/Verb>
7. <http://en.wikipedia.org/wiki/Adjective>
8. <http://grammar.ccc.commnet.edu/grammar/adverbs.htm>
9. <http://www.usingenglish.com/resources/letter-writing.php/>
10. <http://www.scribd.com/doc/12258697/How-to-Write-Informal-Letters>
11. <http://www.talkenglish.com/LessonDetails.aspx?ALID=768>
12. <http://www.effective-public-speaking.com/>
13. <http://www.slideshare.net/suniltalekar1/fashion-terminology>
14. https://en.wikipedia.org/wiki/Clothing_terminology
15. http://ahn.mnsu.edu/fcs/fashion_terminology_ppt_-_ms_krysten_dane.pdf
16. <http://www.apparesearch.com/terms/>

KFD151: BASIC DRAWING

Objectives

- To explore the new ways of thinking through drawing
- To enhance the visual language
- To develop cognitive skills by helping to distinguish between seeing and looking
- To develop observation skills through various techniques of drawings using different material
- To develop understanding of concept and ability to express ideas

Learning Outcomes

- Be able to establish cognitive skills as demonstrated by the ability to distinguish between “seeing” and “looking”
- Be able to develop observational drawing skills
- Be able to demonstrate working knowledge of a variety of drawing methods and material
- Be able to improvement the ability to express ideas both visually and orally
- Be able to sketch different elements from outdoors to develop spontaneity in drawing

COURSE CONTENT

Unit-I

FREE HAND DRAWING: Line drawing- horizontal, vertical, diagonal, circular, spiral and curved. Pencil gradation. Object drawing- drawing both manmade and natural objects (both line drawing and shading)

Unit-II

GEOMETRIC DRAWING: Drawing simple geometric objects like cubes, cylinders, cones etc. Drawing of same objects put together. Pencil shading to understand light and shade

Unit-III

STILL LIFE DRAWING: Drawing by composing different objects like flower vase, flowers, teapots, cups, bottles etc. with drapery as background. Pencil shading to understand light and shade and the three dimensional quality. Changing the object and the composition to colour rendering with different colour media (staedtler colour pencils, oil pastels, water colours and pen and ink)

Unit-IV

PERSPECTIVE DRAWING: One point perspective drawing from interior of a building. Two point perspective drawing from exterior of a building.

Unit-V

OUTDOOR DRAWING: Drawing plants, trees and flowers with pencil shading and colour rendering them with different colour media. Drawing with compositions of different elements from landscape with pencil shading. Sketching of animals in the landscape. Changing composition of landscape to colour rendering with different colour media

Suggested Assignments

- Submission of twenty detailed object drawings with shading

- Submission of ten complete compositions of still life on A3 sheet with pencil and different colour renderings of each
- Submission of five detailed drawings of one point perspective of interiors on A3 sheets
- Submission of five detailed drawings of two point perspective of exteriors on A3 sheets
- Submission of five landscape compositions using different elements and rendering with different mediums on A3 sheets

Suggested Visits

- Local monuments
- Local zoo for sketching animals

Textbooks

1. Civardi, G., Complete guide to drawing, Search Press, Limited, 2006
2. Civardi, G., Drawing light and shade, Search Press, Limited, 2006
3. Civardi, G., Drawing techniques, Search Press, Limited, 2002
4. Civardi, G., Drawing scenery, Search Press, Limited, 2002
5. Norling, E. R., Perspective made easy, Dover Publication, N. Y. 1999
6. Hamm, J., Still-life drawing and painting, Grosset & Dunlap, 1976

Reference Material

1. Hale, R. B., Drawing lessons from Great Masters: 45th Anniversary edition, Watson-Guptill Publications, 1964
2. Metzger, P. W., The Art of Perspective: The ultimate guide for Artists in every medium by North Light Book, Ohio, 2007
3. Peter A. Koenig, Design Graphics, Drawing Techniques for Design Professionals, Third Edition, Doorling Kindersley, India Pvt. Lt., 2012
4. Barber, B., The Fundamentals of Drawing, Arcturus Publishing, 2013

Web Sources

1. <http://figure-drawings.com/freedrawing.html>
2. <http://www.drawinghowtodraw.com/drawing-lessons/improve-drawing/drawing-freehand.html>
3. http://sherristakes.com/download/art/drawing%20basics_26%20free%20beginner%20drawing%20techniques.pdf
4. <http://www.dummies.com/how-to/content/drawing-geometric-perspective.html>
5. http://www.artyfactory.com/still-life/still_life_pencil.html
6. http://www.artyfactory.com/perspective_drawing/perspective_index.html
7. <http://www.drawinghowtodraw.com/drawing-lessons/nature-drawing/tips-sketching-outdoors.html>
8. <http://www.lyceum.org/summer-camps/indoor-outdoor-drawing-sketching-and-watercolor>

KFD152: MATERIAL STUDIES-I

Objectives

- To explore the materials present in our environment
- To sensitize towards the importance and usage of the materials present in the surroundings
- To develop an understanding of their behavior, characteristics, properties, physical and visual potential. This in turn will help in creative development
- To familiarize with the manufacturing processes and machine tools
- To orient towards the manipulation of materials using various hand tools. This will create an interest for the students to innovate and create
- To enhance the design skills for product development and expansion.

COURSE CONTENT

UNIT-I INTRODUCTION TO MATERIAL STUDIES

Importance of understanding material for effective designing
Classification of material and their properties
Powder - colors, dyes etc. Liquid- paints, adhesives, chemicals, GP resins
Semi liquids/ Semi Solids: adhesive, glues, fabric paints, etc.
Granular- sand, gums, grains, resins, clay, POP, plastic grains, etc.
Linear: wires, yarns, twines, ropes, ribbons, straw, tapes etc.
Plainer: paper, fabric, leather, foil, sticks
Solid: wood, metals, glass, thermocol, stone, plastics, bottle caps, wax etc.

UNIT-II INTRODUCTION TO WORKING TOOLS

Measuring tools (ruler and its types, inch tape, vernier caliper, gauge, fishing scale, analytical weighing balance, two pan balance, measuring glass/cup/spoons, spring scale, pendulum balance etc.)
Marking tools (pen, pencil, markers, sketch pens, chalk, tracing wheel, whitener, powder, thread, masking tape etc.) Work holding device (tongs, plucker, magnet etc)
Cutting tools (Scissor, cutter, knife, blade, nail cutter, punching machine, chisels)

UNIT-III

INTRODUCTION TO FINISHING TOOLS: Joining tools (stapler, all pins, paper clips, nails welding, adhesive, fasteners interlocking, brazing, soldering, riveting) .Sewing tools (needle, sewing machine: manual and electronic, thread) . Finishing tools (buffing, filing, electroplating, hardening, powder coating, painting and burning). Machine tools (Lathe, drill, loom, industrial sewing machine, block and screen printing).

UNIT IV

HANDLING OF MATERIAL (Technique and working): Granular. Linear. Plainer. Solids
UNIT V

DESIGNING WITH MATERIAL: Granular. Linear Plainer ..Solids Combination. of Material

Suggested Assignments

Students are required to maintain a scrap book of samples of different linear, solid, planar, granular material, doodles, sketches, photographs etc. and submit at the end of the semester

PROJECT– 1 (Individual activity)

Make a clay model of any fruit / vegetable

Make a pottery article on a potter's wheel

Print paper using various materials such as vegetables, threads, comb etc and develop handbags using the same

Make colorful beads of different shapes and sizes using POP

Create innovative spirals and shapes using metal wires

Create innovative yarns using different linear material

Develop textures using different materials

Make a theme based composition coordinated with accessories using different types of planar material

Develop products using paper mache technique

Make Puppets using different material

PROJECT– 2 (Group activity)

Create a 2-D surface using sand as a medium

Make flower sticks using different categories of materials (fabric, paper, chemical etc.)

Use yarns / ribbons / twines for creative hair braiding

Make 3-D geometrical shapes using metal sheets

Use thermocol to make a 3-D model of a building

Use combination of granular / linear / planar / solid mediums to create a product Use combination of more than two categories of material to create an innovative product

A theme based installation using different categories of material (at least five)

Make colored candles of various shapes

Suggested Visits

Visits are to be made under faculty guidance. Illustrated report to be submitted after each visit.

- Demonstration by local/ roadside artisans
- Visit to local artisans (potter's, blacksmith's, clay idol makers, jewelry maker, electroplating units, powder coating units, welders, chik makers etc.)
- Visit to local art village
- Visit NGO's working in the field of creative product development from yarns and fabrics

Textbooks

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2. Newman & Thelmar, Plastic as an art form, Clinton book Co., 1972
3. Budzik & Richards, Sheet metal technology, Bobbs-Merrill Educational Publishing, 1981
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8. R.K. Rajput, Material Science, Publisher, S.K. Kataria & Sons, 2009
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5. Parnes, Tair, Beaded jewellery, Sterling Publishing Co., 2007
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7. Rajput, R.K., Material Science, S.K. Kataria & Sons, 2009

Web Sources

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3. <http://woodcraft.org.uk/>
4. <http://pinterest.com/pug1/clay-crafts/>
5. <http://pinterest.com/rincklemalhotra/best-out-of-waste>

KFD153: BASIC DESIGN

Objectives

- To give detailed knowledge about understanding and usage of elements and principles for creating a good design.
- To instill exploration and innovation skills to enhance creativity.
- To develop visualization and communication skills.
- To understand elements and principles of design in context of design suitability for different apparel designs and body shapes.
- To understand application of skills and processes with different media

Learning Outcomes

- Be able to handle mediums and tools
- Understand the importance and application of design fundamentals for effective working as a designer.
- Be encouraged to think, explore and create.
- Be able to create effective visual compositions.
- Be able to correlate and apply various fundamentals to create compositions.
- Understand the nuances of the process of ideation

COURSE CONTENT

UNIT-I	BASICS OF DESIGN Introduction to design Definitions– design, types of design (structural and decorative) Visualizing design from nature and manmade references Sensitization to inner perceptions and emotions
UNIT-II	BASICS OF DESIGN Elements of Design Introduction Understanding the elements through their use in various designs –furniture, logos, graphics, fabric prints, garments, bags, shoes etc. Principles of Design Introduction Understanding the principles through their use in various designs –furniture, logos, graphics, fabric prints, garments, bags, shoes etc.
UNIT-II	ELEMENTS OF DESIGN Point Line- directing, dividing, psychological effects of line, illusion. Shape and form – geometric and organic Space– negative and positive space Texture– tactile and visual textures Understanding the elements in context of different body shapes and apparel design
UNIT-III	COLOR

Hue
Value
Saturation
Color Wheel
Color Schemes
Color Psychology
Color Interaction
Color Identification

UNIT-IV PRINCIPLES OF DESIGN

Balance– symmetric, asymmetric and radial
Proportion
Rhythm– through repetition, progression, transition, radiation and continuous line movement
Harmony
Emphasis
Understanding the principles in context of different body shapes and apparel design

UNIT-V AESTHETIC QUALITIES OF DESIGN ELEMENTS

Formal qualities
Expressive qualities

Suggested Assignments

PROJECT– 1

Collect pictures showing structural and decorative design (atleast five each)
Collect pictures of different products showing various elements and principles of design (atleast five each)
Select any simple object from the environment (leaf, flower, phone, car, stationary box, lunch box, pencil, eraser etc.) and give a name to it (proper noun) based on the visible characteristics of the object
Associate the personality of any one classmate with a color and give reasons

PROJECT - 2

Use dots and lines (individual and combination) to create compositions (atleast five) reflecting movement

Use shapes – outline and solid color, to make various compositions (atleast five) depicting movement

Create a composition and depict negative and positive space through it using black ink

Replicate different textures from the environment (fifteen)

Create different visual and tactile textures (atleast ten each) using different material (paints, crayons, oil pastels, color pencils, masking tape, fevicol, rubber solution, candle, sand, glitter, comb, toothbrush, scale, etc.)

PROJECT - 3

Make a Color Wheel

Depict the different stages of value and saturation of any hue (in five stages)

Depict a visual composition in different color schemes (one for each scheme)

Depict a visual composition in warm and cool colors (one each for both)

Color Interaction – (three exercises each)

Make two colors look alike by changing the background

Make two swatches of same color look different by changing background color

Color Identification - Depict the color range of a visual in a grid format by visually identifying the percentage of each hue in a grid box and generate the same on another sheet (one exercise)

PROJECT - 4

Create different compositions depicting individual principles (atleast two each)

Create different compositions correlating different principles (atleast two)

Suggested Visits

Visits are to be made under faculty guidance. Illustrated report to be submitted after each visit.

- Graphic / Art Exhibitions
- Photography Exhibitions
- Design Studios
- Vegetable market – to study colors
- Cloth shops – to study colors and use of elements and principles of design

Reference Material

1. Elements of Design- Space & Form, Albert W. Porter
2. Elements of Design- Line, Albert W. Porter
3. Rowland Kurt, Looking & Seeing, Vol. 1-4, Ginn and Company Ltd. London
4. Basic Principles of Design (Vol. 1-4) Manfred Maier
5. Interaction of Colors, Josef Albert, Yale University Press
6. Principles of Color, Fabersvan Birren, Nostraid Reinhold Company

7. Basic Design- The Dynamics of Visual Form, Maurice de Sansmarg, The Herbert Press, 1964
8. Terry Marks, Tina Sutton, MINE, Color Harmony Compendium: a complete color reference for designer of all types, Rockport Pub., 2009

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3. <http://art.pppst.com/elements.html>
4. <http://www.johnlovet.com/test.htm>
5. http://en.wikipedia.org/wiki/Design_elements_and_principles
6. http://en.wikipedia.org/wiki/Line_art
7. <http://pinterest.com/iamalyssa/color-board>

KFD154: COMPUTER APPLICATIONS (COREL DRAW)

Objectives

- To learn the basic knowledge of computers and its applications since it has become an integral part of fashion design
- To familiarize with the computer hardware and software, and Microsoft office package
- Be able to use internet
- Be able to create multimedia presentations
- To learn vector image formats through Corel Draw applications
- To acquire sound knowledge of the principles of graphic design
- To conceptualize design and its implementation using Corel Draw

- To incorporate in design students the ability to represent and create visuals using tools of Corel Draw
- To design and develop structural and applied design for product development

COURSE CONTENT

UNIT-I COMPUTER FUNDAMENTALS

- Introduction to Computer
- Introduction and parts of computer
- Computer Hardware (keyboard, pointing device, scanning device, voice input device)
- Output devices (printers & its types, soft copy- CRT, flat panel)
- Storage devices (hard disk, optical disk- CD's, DVD, pen drives etc.)
- Computer Software
- Working with the Internet

UNIT – II WORKING WITH MICROSOFT AND MULTIMEDIA PRESENTATIONS

- Create, open, close and save document
- Shortcut keys
- Creating new templates and layouts, formatting slides, working with text and its formatting (insert slide, indent, bullets, setting format styles & themes, font, style, effects, color, paragraph formatting, align, text direction, word art)
- Hyperlinks, Drawing tools, animations, transitions, graph and organizational chart (animation preview, slide show option, set up slide show, record narration, rehearse timings)
- Presentation view (slide show, slide sorter view, slide view, note page view etc.), Printing presentation (printing option & print preview)

UNIT-III INTRODUCTION TO COREL DRAW

- Tools and their application
- Introduction to Corel Draw software (definition and shortcut keys, RGB and CMYK color modes)
- Page layout (size, orientation, page formatting, rulers, guidelines, nudge, table formatting, setting up grids etc.)
- Menu bar, property bar, standard bar options
- Importing bitmaps and tracing bitmap
- Exporting

UNIT-IV COREL DRAW TOOLS

- Application of each tool
- Pick tool (duplicate, rotate, skew, mirror)
- Shape tool (shaping objects, shaping text)
- Bezier tool
- Eraser tool, knife tool
- Crop tool
- Zoom tool (zoom-in, zoom-out)
- Basic shapes tool and other drawing tool (circle, semi circle, 3/4th circle, rectangle, triangle, charts)
- Text tool (shaping text, lens)
- Table tool
- Special effects (eyedropper, contour, distort)
- Color eyedropper
- Outline pen tool
- Fill tool
- Power clip objects blend, drop shadow, envelope

UNIT-V ASSIGNMENTS

Application in terms of digital design

- Logos
- Visiting cards & Advertisement Poster
- Motif development
- Repeat pattern layout (clone, step and repeat)
- Fashion Illustration
 - Drawing fashion croquis
 - Draping on fashion croquis

- Suggested Assignments
- Write any fashion related article on note pad
- Make your bio-data with your personal, academic and other relevant information. Also add your photograph to it.
- Create a presentation of 10 slides on any given topic given by the faculty using power-point along with an audio and video input. Also use scanned images from various sources
- Make a workbook for a class containing the roll numbers, names, marks obtained in five main subjects, total marks, percentage, and ranks. Use formatting features to make it visually appealing
- Create an email account and send a reply to an email containing an attachment that you received from your classmate
- Practice any ten logos of different brands
- Design at least ten different logo concepts for your brand. Choose any one. Design a visiting card and incorporate the chosen logo in the same
- Develop at least two designs for the following:
Nursery prints, Floral prints, Geometrical, Polka dots, Abstract, Stripes, Checks, Stylized motifs
- Design an advertisement/poster (look board & information poster) on a topic given by the faculty concerned, using typographical tools of Corel Draw|
OR
To replicate a two page magazine layout having graphics, images and typography, for effective representation using Corel Draw software
- Create at least 5 different postures of male and female flesh croquis on Corel Draw based on five selected themes (executive wear, casual wear, beach wear, sportswear etc.) design at least two garments each and drape on an appropriate posture of a flesh croqui. Also create a suitable backdrop for the same.

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3. [8.http://windows.microsoft.com/en-us/windows-vista/Introduction-to-computers](http://windows.microsoft.com/en-us/windows-vista/Introduction-to-computers)
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3. Norton, P., Complete Guide to MS Office 2000, BPB Publications, 1999
4. Basandra, S.K., Computers Today (Galgotia, 1st Edition), 2005.
5. Kakkar, D.N. & Goyal, R., Computer Applications in Management (New Age, 1st Edition), 2009.
6. Rajaraman, V., Fundamentals of Computers, PHI, 2008.
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8. Bajpai, S., Yadav, Introduction to Computers and C Programming, DS, New Age, NewDelhi, 2008.
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1. Leon, A. & Leon, Mathews, Introduction to Computer, Vikas Publication. 2009.
2. Lawrenceville, Pr., A Guide to Microsoft office 2000 professional, Pearson.
3. Computer Fundamentals and windows with Internet Technology- SciTech Publication Pvt.Ltd.

KFD155: CRAFT APPRECIATION (MODULAR)

Objectives

- To create awareness for the Indian and global craft industry
- To encourage appreciation of the different crafts – their origins, processes, production, marketing and design development
- To create awareness for the challenges faced by craftspeople in developing and marketing their products
- To create awareness of various craft organizations and individuals working in the sector
- To understand the various Government and other organization initiatives towards betterment and improvement of the crafts

Learning Outcomes

- Sensitization to the various regional crafts in the vicinity
- Understanding of the socio-economic conditions of the related craftspeople
- Awareness of new product innovations being undertaken by some crafts
- Understanding of marketing strategies being undertaken by the artisans, craft organizations and the Government for getting better visibility to the crafts and widening the customer base for them.
- Understanding of the survival strategies being followed by craftspeople
- Understanding of the scope of improvement and intervention for development of the craft and craftspeople

COURSE CONTENT

Pre-visit lecture

Lectures for a brief regarding the craft
Introductory lectures on famous crafts
Detailed review of literature on area specific craft
Guest lectures

PROJECT – 1

The students may be taken for visits to the following mentioned places
Textile / Craft Museum / Industry
Trade Fair, (if possible)
Any craft centre in the vicinity

Local craft clusters in the vicinity

Any local craft organization / NGOs etc. and their area of work (if possible) The students will be expected to document the visits through the following—

Maintain a field diary with observations, sketches, names of participating /visited artisans and organizations etc.

Interviews and questionnaires

Photographs

Videorecordings

Collecting pamphlets / brochures / any other printed material of the participants /visited organization

The students will have to prepare an illustrated visit report and submit to the concerned faculty

PROJECT – 2

The students will conduct a survey and document any one local craft in the near vicinity

During this, the students will study the complete process of craft manufacturing, raw material procurement, preparation, production, customer profile etc.

Visual documentation will be done through field diary, photographs, videorecordings etc.

At the end of the study, the students will prepare a document compiled with complete study and visual data

The students will also prepare an audio-visual presentation for the same

For the jury evaluation the students will display the collected and sourced material as well as research undertaken for the project

Reference Material

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2. Jaitly, Jaya, *Viśvakarmā's Children: Stories of India's Craftspeople*, Concept Publishing Company, 2001
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4. Ranjan, Aditi and Ranjan, M. P. *Handmade in India: A Geographic Encyclopedia of Indian Handicrafts*, Abbeville Press, 2009
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KFD156: RESEARCH SKILL FOR DESIGN

Objectives

- To sensitize to the importance of research and data collection.
- To create awareness of the process of research.
- To develop the nature of creative thinking
- To assimilate and adapt the knowledge of research for product development

Learning Outcomes

- Understand the fundamentals of research
- Be able to use analytical and evaluative skills and techniques for data collection
- Be able to develop interpersonal skills effectively to gather information from various sources
- Be able to incorporate research and creative thinking strategies within product development methodology
- Be able to realize the importance of targeting the right customer with the right product or service

COURSE CONTENT

UNIT-I	IMPORTANCE OF RESEARCH IN DESIGN Need of research Applications of research Nature of research
UNIT-II	PROCESS OF RESEARCH Idea generation Gathering information (library, field visits, internet, interpersonal communication etc.) Analysis Synthesis Hypothesis Plan of action
UNIT-III	CONCEPT RESEARCH Data collection for a specific project Library (universities, institutes, museums, private, online) Books Magazines Journals Newspapers Research articles etc. Book Stores Internet Internet Interviews Observation

Photographs
Questionnaires etc

UNIT-IV PRODUCT RESEARCH
 Study of existing designs
 Design
 Material
 Availability
 Cost etc.
 Scope for intervention
 Processes involved
 Production technique
 Production centres
 Place of sale/ Sale outlet

UNIT-V MATERIAL RESEARCH
 Appropriate material selection
 End usage
 Cost
 Sourcing-exhaustive study of all feasible market areas
 Handling of material
 Innovation
 Substitution

UNIT-VI MARKETING RESEARCH
 Costing
 Consumer profile
 Target market
 Distribution channel

Suggested Assignments

To do an in depth research on any one of the classic fashion styles (e.g. jeans, leather jacket, cardigan, t-shirt, canvas shoes etc.). Collate data from various sources based on the process of research and product research. Market survey is mandatory. Diversify the products using the same material as well as collect various other materials for the product development. Carry forward the research to analyse the prospective market for the developed product.

Suggested Visits

As per the requirements of undertaken research

ReferenceMaterial

1. Kothari, C. R., Research Methodology: Methods and Techniques, New Age Publications, 1985
2. Bernard, H. R., Social research methods: qualitative and quantitative approaches, Sage Publications Inc., 1940
3. Gary J. Anderson, Fundamentals of educational research, Routledge, 1998
4. Kumar, R., Research Methodology: A Step-by-Step Guide for Beginners, Sage Publications Inc., 1999

KFD157: SOCIO CULTURAL ENVIRONMENT AND ENTERPRISES (MODULAR)

Objectives

- To observe and analyse the details of the micro and macro environments and their interrelationships in socio-cultural, economic, political and religious contexts
- To develop conceptual and objective perspectives in the chosen area of study
- To sensitize the students to the various tools of perception and analysis for an effective study of their immediate environment
- To learn to work in teams
- To maximize individual contributions for maximizing the outcome of the study

Learning Outcomes

- Be aware of the surrounding environment and the sub-systems coexisting in the society
- Be able to study the various aspects of community living and appreciate community inter-relationships
- Be able to bond with the other social groups
- Be able to understand the production / communication processes within diverse environmental contexts
- Be able to work in teams and mutual cooperation
- Be able to perceive and adequately formulate a problem for discussion and research

COURSE CONTENT

Introduction to the subject and its relevance to the course

Introduction to the concept of macro and micro environment, methods of spatial mapping, visual documentation, primary and secondary sources of data collection

Project 1: to study a macro environment in detail, taking every aspect of community interrelations, interactions and interdependence into account

Project 2 : to understand the variety of micro environments and their distinctive characteristics

Project 3: to understand a micro-level enterprise in the environment from the point of view of its structure, processes and interrelations therein Environmental issues

Green concept

Recycling

Waste management

Carbon footprints
Corporate Social Responsibility
Guest lectures related to different aspects of the course

PROJECT– 1: MACRO ENVIRONMENT STUDY

Methodology

Formation of groups - The class will be divided into groups of four to five students

Identification of the macro environment of the city to be studied -Bazaars, Places of worship, commuter junctions (railway stations, bus terminals, auto and taxi stands etc.), community locales and recreation zones (housing societies, parks, restaurants, cinema halls, malls, amusement parks etc.), historical monuments, service institutions (hospitals, prisons, orphanages etc.), educational institutions etc.

Selection of any one macro environments by each group and collection of secondary data (historical information, published monographs, official statistics etc.) before visiting the environment

Initial visit to the selected area and spatial mapping of the environment

Development of the relevant tools for generation of primary data (method of observation, interviews, questionnaires, group interactions etc.)

Revisiting the environment and collection of primary data

Visual documentation of the selected area (photographs, sketching, drawings –general and specific, videos etc.)

Collation of the collected information and documentation (Visual, primary and secondary data)

Analysis and group presentation of the documented information

PROJECT– 2: MICROENVIRONMENT STUDY

Methodology

Same groups of Project 1 will work on this project

Selection of any one micro environment (specific garment shop, jewellery shop, footwear shop or any other such enterprise, eatery, any specific department of the hospital, school, college, ticket counter at the railway station, bus terminal etc.) from the macro environment studied previously (individual activity) Detailed study of the selected environment

Sequential diagram of the process followed in the selected micro environment
Presentation

Visual documentation of the activity and collection of primary and secondary data

Documentation of the collected information

Individual presentation and submission of documented work

PROJECT– 3: SMALL ENTERPRISE STUDY

Methodology

Formation of groups- The class will be divided into groups of two students

Selection of any road side enterprise in the nearby locality (not a proper shop like paanwala, chaiwala, chatwala, maggiwala, cobbler, vegetable vendor, phoolwala, rikshawala, vendors on red lights, chik makers etc.)

Interaction and understanding of the enterprise and person running it – visual documentation, observation, interview etc

Understanding the enterprise on the following terms:

Rawmaterial resource

Materials and technology used for production

Production structure

Endproduct

Costumerprofile

Environmental aspects

Presentation

Maintain a field diary althrough the duration of the course, recording every detail and information observed and experienced during the course of the project.

Documentation of the process – collation of all visual and collected data

Reference Material

1. Papaneck, V., Design for the Real World: Human Ecology and Social Change, Thames and Hudson , 2000
2. Berger J, Ways of Seeing, BBC and Penguin Books, 1972
3. Balaram N., Thinking Design, National Institute of Design, Ahmedabad, 1998
4. Alexander C., The Nature of Order, Vol. 1-4
5. Koshy, Darlie Indian Design Edge: Strategies for Success in the Creative Economy, Lotus Collection, 2008

KFD201: TEXTILES-I

Objectives

- To develop an understanding of the fundamental concepts of textiles
- To accustom the students with the nature, property, behaviour and uses of various natural and man-made textile fibres
- To familiarize students to the various types of yarns, their properties and manufacturing processes
- To develop an understanding of various techniques of fabric construction
- To be able to identify different types of woven, knitted and nonwoven fabrics
- To understand calculation of yarn-count and yarn twist and their relation to fabric properties
- To impart the knowledge of some important physical and chemical tests of fabrics for better understanding of fabric properties, their performance and application
- To enable students to identify basic and decorative weaves
- To learn graphical representation of basic weaves and their variations

Learning Outcomes

- Understand the attributes of different textile fibres
- Understand yarn count and its relation to fabric properties
- Be aware of various types of looms and fabrics made from these looms
- Understand different techniques of fabric construction
- Skill development to relate textile structure and property for specific end uses
- Develop concept of the nature and behaviour of various textile material in the apparel sector

- Be able to identify basic weaves and their variations
- Be aware of various types of decorative weaves and their properties

COURSE CONTENT

UNIT-I INTRODUCTION TO TEXTILES

Terms and definition: fibres, filaments, yarns-spun yarns, filament yarns, sewing threads, fabrics- woven, knitted, non-woven

Classification of textile fibres on the basis of origin and length of fibre

UNIT-II TEXTILES FIBRES AND THEIR PROPERTIES

(Source, production and properties)

Important properties of textile fibres

Natural cellulosic fibres-cotton, flax, jute, ramie

Natural Protein fibres-wool, silk

Regenerated Fibres-viscose rayon, cuprammonium rayon and polyosonic rayon, acetate and tri-acetate, azlon

Synthetic fibres- nylon, polyester, acrylic, modacrylic, olefins, Polypropylene

Special use fibres- elastomeric fibres, aramid, carbon

Microfibres-Tencel, Modal, etc.

Innovative fibre

Fibre identification- visual test, microscopic test, burning test, chemical test

UNIT-III

YARNS

- Yarn manufacturing process

Mechanical Spinning

Chemical spinning processes- dry spinning, melt spinning,

Yarn Classification- on the basis of structure, fibre composition, effects and processing

Novelty yarns- core, eyelash, boucle, ribbon, ladder, nub, slub, chenille, corkscrew or spiral, metallic yarns, crepe yarns

Yarn numbering system- direct and indirect system

Yarn twist- direction of twist (S and Z twist), types of twist, effect of twist on fabric properties

Sewing threads

Yarn testing - Determination of staple / filament yarn, number of plies, direction of twist, measurement of twist

Fabric testing - Physical tests

Thread count: ends per inch and picks per inch

Fabric weight: fabric mass per unit area (gsm), fabric mass per unit length (weight per linear meter)

Evaluation of fabric drape

Seam/ yarn slippage

Chemical tests - Dimensional stability, mercerization, chlorination

UNIT-IV FABRIC CONSTRUCTION TECHNIQUES

Weaving

Preparation of yarns for weaving
 Loom: Parts and types of looms
 Characteristics of woven fabrics
 Classification of Weaves
 Basic weaves: plain, rib and basket, twill, satin/sateen
 Decorative weaves: dobby and jacquard
 Surface figure weaves: lappet, swivel, spot/dot
 Other weaves: pile weave, velvet, velveteen, leno, double weave
 Weave identification - Identification of basic weaves and their design interpretation on graph
 Plain weave and its variations – rib and basket weave
 Twill weave: even, uneven, right handed, left handed, pointed twill, herringbone
 Satin and sateen weave
 Identification of decorative weaves- dobby and jacquard, surface figure weaves: lappet, swivel, spot/dot, pile weave, velvet, velveteen, leno, double cloth
 Weaving defects
 Knitting
 Introduction to knitting
 Characteristic of knitted fabrics- wales and course, gauge (npi), technical face, technical back, skewing, snagging
 Warp and weft knits
 Comparison between knits and woven
 Weft knit fabrics: double knit, jersey knit, rib knit and pique
 Warp knit fabrics: tricot and raschel

UNIT-IV OTHER FABRIC CONSTRUCTION TECHNIQUES

Non-woven/bonded fabrics

Other methods of fabric construction- braids, nets, lace, taper cloth, film fabrics, coated fabrics, metallic plated, multi component fabrics

Suggested Assignments

Assignment 1: Source and prepare a portfolio of various types of yarns. Specify fibre composition, count and twist of the samples (minimum 10 samples)

Assignment 2: Conduct a market survey of fabric or clothing stores to examine the fibre content of fabrics. Note the variety of effects created by blending fibres. Explain why the different fibers were used together

Assignment 3: Prepare a portfolio of fabric swatches of different fibre content Specify fibre content and end use of the samples (minimum ten samples)

Assignment 4: Prepare a portfolio of fabric swatches of different weights and thickness. Calculate their yarn count in terms of ends per inch and picks per inch. Specify possible applications of the samples (minimum ten samples)

Assignment 5: Develop a portfolio of fabric swatches of various types of woven fabrics. Identify type of weave and provide graphical representation of basic weaves (minimum ten samples sourced by students and ten samples provided of department)

Assignment 6: Prepare a portfolio of fabric samples of different surface appearance such as fabric made of slub yarns, textured yarns, twill weave, pile weave, leno weave, etc. (minimum ten samples)

Assignment 7: Prepare a frame from hard board and make basic weaves using paper strips

Instruments Required

Pick glass Microscope, Twist counter, Crease, recovery tester, Drapometer, GSM cutter, Electronic weighing balance

Suggested Visits

- Fabric manufacturing unit- handloom / powerloom unit
- Handloom weaving units of Varanasi, Panipat, Surat, Muradabad, etc
- Indian Institute of Handloom Technology (nearest one)
- Knitwear manufacturing unit
- Nearest Weaver's Service Centre (visit the following website for list of centres http://handlooms.nic.in/cit_char_wsc.htm)
- Textile testing laboratory

Textbooks

1. Corbman, B. P., Textile Fibre to fabric, MGH International, 2003
2. Hann, M. A. and Thomas, B. G., Patterns of Culture: Decorative Weaving Techniques, Leeds 2005
3. Joseph, M.L., Essentials of Textiles (6th Edition), Holt, Rinehart and Winston Inc., Florida, 1988
4. Kadolph Sara J., Quality Assurance of Textiles and Apparel, Fairchild publication, 1998
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6. Raul, Jewel, Textile Testing, APH Pub. Corp., 2005
7. Saville, B.P., Physical Testing of Textiles, Textiles Institute, 2000
8. Sekhri, S., Textbook of Fabric Science, Fundamentals to Finishing, PHI Learning Pvt. Ltd., 2011

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1. Bhardwaj, S.K. and Mehta, P.V., Managing Quality in the Apparel Industry, New Delhi, New Age International, 1998
2. Brackenbury, T., Knitting Clothing Technology, Blackwell Science Publishers, 2005
3. Express Textile Journal
4. Field, A., The Ashford Book of Weaving, Shoal Bay Press, 1991
5. Grayson, M., Encyclopedia of Textile, Fiber and Nonwoving Fabrics. New York: John Wiley & Sons, 1984
6. Hallett, C., and Johnston, A., Fabric for Fashion, The Swatch book, Laurence King Publishing, London, 2010
7. Hollen, N. & Saddler, J., Textiles (6th Ed.), New York: Macmillan, 1988
8. Horrock & Anand, Handbook of Technical Textiles, Woodhead Publishers, 2000
9. Huphairs, M., Fabric Reference, 4th Edition, Pearson Education, Inc, 2009
10. Joseph, M.L., Essentials of Textiles, 6th edition, Holt, Rinehart and Winston Inc., Florida, 1988
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14. Murphy W.S., Handbook of weaving, Abhishekh Publications, 2000
15. Seiler, A., Textiles Classification of Techniques, Crawford House Press, 1994
16. Sekhri, S., Textbook of Fabric Science: Fundamentals to Finishing, PHI Learning, Delhi, 2011
17. Shaikh, I. A., Pocket Weaving Expert- A practical handbook on textile weaving, Lahore, Pakistan

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1. <http://www.scribd.com/doc/15570324/Textile-Fibres-Classificationppt>
2. <http://www.swicofil.com/soybeanproteinfiberproperties.html>
3. http://en.wikipedia.org/wiki/Synthetic_fiber
4. http://www.excellup.com/Notes/8_Science_SyntheticFibres.pdf
5. [http://en.wikipedia.org/wiki/Warp_\(weaving\)](http://en.wikipedia.org/wiki/Warp_(weaving))

KFD202: ART APPRECIATION

Objectives

- To get the basic understanding of art through the ages
- To appreciate the other fields of arts along with the drawing, painting, calligraphy, architecture, sculpture, etc.
- To understand the effect of personal, political, sociological and religious factors behind each creation
- To stimulate students to create their own creations by learning history of art

Learning Outcomes

- Understand how social, political, cultural and religious conditions influence art
- Understand the elements of design
- Understand how the visual elements are used and how they affect a work of art
- Be able to decide and develop their own style
- Be able to develop a subject/ theme/ content for their creation

COURSE CONTENT

UNIT-I	ANCIENT PERIOD Indus Valley Civilization- Art and artifacts of the time, city planning etc. Mauryan period Sungaperiod Kushan period Gandharaperiod Gupta period
UNIT-II	SOUTHERN AND NORTHERN INDIA Pallavaperiod Cholaperiod Chalukyaperiod Rashtrakuta period Hoysalaperiod Vijayanagarperiod Chandelaperiod Orissan
UNIT-III	LATE MEDIEVAL AND EARLY MODERN AGE Islamic Sultanate Delhi- Mughalperiod

UNIT-IV WESTERN ART – ANCIENT TO MIDDLE AGES

- Ancient world
 - Prehistoric Art- Old Stone Age & New Stone Age
 - Egyptian Art and Architecture
- Classical period
 - Greek Art and Architecture
 - Roman Art and Architecture
- The middle ages
 - Byzantine
 - Romanesque
 - Gothic

UNIT-V FIFTEENTH – EIGHTEENTH CENTURY

- Renaissance
- Baroque
- Rococo

UNIT-VI THE MODERN WORLD

- Neo classicism, Romanticism, Realism
- Impressionism , Post- Impressionism
- Fauvism, Cubism
- Expressionism
- Dadaism, Surrealism
- Bauhaus

Suggested Assignments

- Make a presentation on Indus Valley civilization , elaborating on the city planning, pottery and other artifacts of the time
- Make a presentation on the influence of Buddhism on art and architecture of Mauryan and Sunga periods
- Discuss the stylization of Buddha in both Gandhara and Mathura schools with illustrated examples from the both
- Make a presentation on the Hindu temple architecture and art of Southern India with visual illustration
- Make a first hand documentation with photographs on the architectures of Delhi Sultanate
- Make a visual presentation supported by text on miniature paintings of the Mughal period
- Collect information on art and architecture of the classical period and make a power point presentation.
- Make a power point presentation on the architecture of the different phases of Middle ages with examples of how stained glasses are used in them.

- Make an illustrated project on any artist from Renaissance period, discussing how his works reflect the spirit of the time. Submit in a form of portfolio.
- Develop your own designs of fashion or accessories inspired by baroque or rococo period and present in a portfolio.
- Collect information on different “isms” of 19th and early 20th Century and present in a form of power point presentation.

Suggested Visits

- Libraries, museums and the galleries in the vicinity
- National Gallery of Modern Art (New Delhi)

Textbooks

1. Partha Mitter, Indian Art(Oxford History of Art), Oxford Univ.Press,2001
2. Roy C.Cavern, Indian Art:A Concise History, Thames & Hudson,1976
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5. Mortimer Wheeler, Indus Valley Civilization, Penguin, 1966
6. Duane and Preble, S., Art Forms, Harper Collins, 1989
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2. Stella Kramrisch, The Art Of India
3. Ananda Coomaraswamy, The Transformation of Nature in Art
4. Rajan k.Ghose, Aesthetic theory and art, Ajanta Publishing Co.,1979
5. Dar, S.N., Costumes of India and Pakistan, D.B. Taraporewala Sons & Co. Private Ltd., 1982
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7. Boardman, J., Greek art and architecture, H.N. Abrams, 1967
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13. Milam, J. D., Historical Dictionary of Rococo Art, Scarecrow Inc., 2011.
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4. http://www.indianetzone.com/42/art_under_sunga_period.htm
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6. <https://www.boundless.com/art-history/prehistoric-art/stone-age/art-stone-age/>

7. http://en.wikipedia.org/wiki/Prehistoric_art
8. http://en.wikipedia.org/wiki/Art_of_ancient_Egypt
9. https://en.wikipedia.org/wiki/Ancient_Greek_art
10. <http://www.ancientgreece.com/s/Art/>
11. http://en.wikipedia.org/wiki/Roman_art
12. <http://www.scholastic.com/browse/article.jsp?id=3753873>
13. http://en.wikipedia.org/wiki/Byzantine_art
14. <http://education.yahoo.com/reference/encyclopedia/entry/ByzantinANA>
15. http://en.wikipedia.org/wiki/Romanesque_art
16. <http://www.britannica.com/EBchecked/topic/508431/Romanesque-art>
17. http://en.wikipedia.org/wiki/Gothic_art
18. http://en.wikipedia.org/wiki/Gothic_architecture
19. <http://www.britannica.com/EBchecked/topic/239728/Gothic-art>
20. http://en.wikipedia.org/wiki/Renaissance_art
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22. <http://loki.stockton.edu/~fergusoc/lesson7/lect7.htm>
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25. <http://people.uncw.edu/myersj/ARH%20202%20SUMMARY%207%20-NEO-CLASSICISM.pdf>
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27. <http://en.wikipedia.org/wiki/Post-Impressionism>
28. http://www.metmuseum.org/toah/hd/poim/hd_poim.htm
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30. <http://www.mam.paris.fr/en/node/271>
31. <http://www.osnatfineart.com/expressionism.jsp>
32. <http://msuweb.montclair.edu/~nielsenw/dada.html>
33. <http://www.smashingmagazine.com/2009/08/02/bauhaus-ninety-years-of-inspiration/>

KFD203: HISTORIC COSTUME INDIAN

Objectives

- To understand the evolution, changes and developments in clothing with the evolution of human race
- To understand the evolution, changes and developments in clothing in the Indian context
- To appreciate the social and political life of various periods of Indian history
- To identify the costumes, headdresses and accessories of various periods in the Indian history
- To understand the socio-cultural influences over dressing styles of population in any period

Learning Outcomes

- Be aware of the chronology of various dynasties and rulers in the political history of India
- Get introduced to the world of costumes and lifestyles in the socio-cultural context of India from ancient times
- Understand various factors affecting the costumes, jewellery and headdresses of any given period
- Understand design inspirations and past influences over current fashion trends
- Understand the historic costumes, jewellery and surface designs as a source of inspiration for new design developments

COURSE CONTENT

UNIT-I	ORIGIN OF CLOTHING
	Evolution of clothing
	Origin and development of costumes
	Functions of clothing
	Theories of clothing

- UNIT-II NORTHERN AND NORTH WESTERN INDIA
Indus valley civilization
Vedic period
The Maurya and Sunga periods
Satvahan period
Kushan period
Gupta period
Post-Gupta period
- UNIT-III SOUTHERN INDIA
The Pallavas
The Cholas
The Rajputs
The Vijayanagara Empire
- UNIT-IV THE MEDIEVAL INDIA
Ghurid dynasty
Slave dynasty
Khalji dynasty
Tughlaq dynasty
Timur and Sayyid dynasty
Lodi dynasty
Pre-Mughal period
Mughal period
The Post-Mughals
British period
- UNIT-V THE PRESENT DAY DRESS
Northern India
Eastern and Northeastern India
Western and Central India
Southern India

Suggested Assignments

Find a list of three movies where the costumes have been influenced by any given period in the Indian history and make a presentation of visuals from the movies depicting the same.

Collect pictures (at least eight) and make a catalogue of different lifestyle products – furniture, daily use articles, kitchen utensils, mirrors, hookahs, paandaans, fans, bolsters and pillows, canopies, mosquito nets, candle stands, oil lamps etc. from various periods of Indian history.

Design an apparel for wearing in present times inspired from the historical styles of costumes of medieval men/women.

Suggested Movies

For better visual understanding of the costumes of earlier periods, the students should be shown at least five of the following (or similar kind) movies:

Siddhartha

Amrapali

Utsav

Agnivarsha

Mughal-e-azam

Umrao jaan

Pakeezah

Razia sultan

Chaudhvi ka chand

Gandhi

Shatranj ke khiladi

Lagan

Mangalpandey etc.

TV Serials

Bharat ek khoj

Chanakya

Chandragupta Maurya

Suggested Visits

Visits are to be made under faculty guidance. Illustrated report to be submitted after each visit

- Costume section of any local museums
- Dolls Museum, New Delhi
- Educational tour to a museum of a bigger city

Textbooks

1. Pathak, Anamika, Indian Costumes, Roli Books, 2006
2. Alkazi, Roshan, Ancient Indian Costumes, Art Heritage Book Publications, New Delhi, 2006
3. Alkazi, Roshan, Medieval Indian Costumes : India and Central Asia, Art Heritage Book Publications, New Delhi, 2008
4. Fringes G.S., Fashion from Concept to Consumer, 4th Edition, Prentice Hall Career & Technology, 1994

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2. Mohapatra, Ramesh Prasad, Fashion Styles of Ancient India, B.R. Publishing Corporation, 1992
3. Chandra Moti, Costumes, Textiles, Cosmetics and Coiffure in Ancient and Medieval India, Delhi
4. Biawas, A., Indian Costumes, Publications Division, Ministry of Information and Broadcasting, Government of India, 2003
5. Marshal, J., Mohanjo-Daro and the Indus Civilization, Vol-III, London, 1993
6. Treasure of Indian Textiles History, Marg Publications, Mumbai
7. Fabri, Charles Louis, Indian Dress :A Brief History, Disha Books, 1994
8. Bhatnagar, P., Traditional Indian Costumes and Textiles, Abhishek Publications, Chandigarh
9. Tortora, Phyllis G. and Eubank, Keith, Survey of Historic Costumes – Fifth Edition, Fairchild Books, New York, 2010
10. Bhavnani, Enakshi, Decorative Designs And Craftsmanship of India, D.B. Taraporewala Sons & Company, 1974

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4. http://en.wikipedia.org/wiki/Clothing_in_India
5. <http://ancientwonders.wordpress.com/2009/02/25/ancient-clothing-of-india-women/>
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7. <http://histclo.com/chron/ancient/india/indus.html>
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9. <http://www.scribd.com/doc/49592033/The-costume-of-Mughal-women>

KFD204: ELEMENTS OF FASHION

Objectives

- To familiarize with fashion concepts and terminology
- To appreciate the relevance of fashion forecast
- To realize the multidimensional factors influencing fashion
- To provide comprehensive understanding of the development of fashion
- To understand the scope of job prospects in the fashion industry
- To familiarize students with various apparel categories- men, women, kids

Learning Outcomes

- Be able to understand and use the common terms used in fashion industry
- Be familiarized with the psychology of fashion and the factors associated with it
- Understand the acceptance of fashion as an outcome of lifestyle influences
- Be aware of national and international fashion trends, brands and designers
- Be able to visualize design concepts based on seasonal fashion forecasts

COURSE CONTENT

UNIT-I FASHION VOCABULARY

Fashion terminology (fashion, style, couture, haute couture, accessories, Avant garde, classic, collection, fad, fashion cycle, fashion forecast, haute couture, knock-off, bridge fashion, line, mark up or mark on, pre-a-porter, style, trend, motifs, blends, trimmings, details, toile, boutique, atelier, silhouette, fashion forecasting, grading, draping, ready-to-wear, retailer, visual merchandising, merchandiser, stylist, hue, value, intensity, texture, repeat, proportion, balance, rhythm, CAD, pattern, pattern making etc)

Design terminology (elements and principles of design)

Colour terminology (dimensions, colour psychology, colour wheel, colour schemes) Fabric terms (fibre, yarn, fabric, weaving, warp, weft, thread count, balance, grain line, selvedge, knits, etc.)

Fashion accessory terminology (footwear, jewellery, gloves, hats, belts, scarves, umbrellas, hand bags, sunglasses etc)

Common sewing terms (alter, seam allowance, backing, back stitch, bias, fray, facing, lining, puckering etc.)

UNIT-II FASHIONFORECASTING

Introduction

Forecasting for colours, fabrics, style, embellishment & accessories

Promotion

Fairs (Heimtextil, Premier Vision etc)

Journals and magazines (The Wall Street Journal, Apparel India, Couture Asia, Id, Face, Apparel online, Fashion newsletter, WWD, Wall Paper, Sportswear International, Fashion Forecast International, Inside fashion, International textiles, Promostyl, Here and there, Textile View, Trends Collezioni, Vogue, Cosmopolitan, ELLE, GQ magazine, Allure, Grazia etc.)

Websites (www.fashioncenter.com, www.fgi.com, www.wgsn.com, www.vogue.com, www.wwd.cometc)

UNIT-III FASHIONDEVELOPMENT

Fashion cycles (introduction , acceptance, peak, decline and obsolete, waxing and waning of fashion)

Consumer groups (fashion leaders and fashion followers)

Adoption of fashion (traditional fashion adoption, reverse adoption and mass dissemination)

Consumer buying (motives, fashion selection on the basis of styling features and practical considerations)

Fashion categories (women's wear, men's wear, children's wear, sportswear, resort wear, sleepwear, casual wear, formal wear etc.)

UNIT-IV INTERNATIONAL FASHION

Fashion Education

Milan-Domus Academy

New York- Fashion Institute of Technology

London-London School of Fashion, Royal College of Art

Fashion capitals of the world – Tokyo, Paris, Milan, London, Germany (exclusivity and five top designers from each capital)

Designers (Coco Chanel, Christian Dior, Yves Saint Laurent, Ralph Lauren, Donatella Versace and Valentino, Karl Lagerfeld, Dolce & Gabbana)

Fashion Weeks (Paris, Milan, New York, London)

Fashion Brands

High fashion (Tommy Hilfiger, Christian Dior, Calvin Klein, Versace etc.)

Ready-to-wear (H&M, Ralph Lauren Polo brands, CK by Calvin Klein, DKNY, Versus by Versace etc)

Retail stores (Marks and Spencers, Target, JC penny, Neiman Marcus, Harrods, Zara International and many more)

UNIT-V FASHION IN INDIA

Major fashion cities in India (Delhi, Mumbai, Pune, Bangalore)
Designers (Ritu Kumar, Manish Malhotra, Rohit Bal, J.J. Valaya, Tarun Tahiliani, Manish Arora, J.J. Vallaya, Ritu Beri, Manish Arora, Rina Dhaka, Hemant Trivedi, Rana Gill etc)
Fashion Weeks (WIFW, Lakme Fashion Week etc)
Fashion Brands
Designers brands (Satya Paul, Sabyasachi etc.) & Corporate brands (Zodiac, Grasim, Park Avenue, Parx, Van Heusen, Allen Solly, ColorPlus, Frank Jefferson etc.)
Retail stores (Lifestyle, Pantaloons, Shoppers Stop, Raymond, Park Avenue, Colour Plus, Globus, Westside, Reliance Trends, Big Bazaar, etc)

Unit-VI CAREERS IN FASHION

Fashion designers, product developers, creative pattern makers, fashion coordinators, fashion stylists, design merchandisers, fashion educators, fashion illustrators, costume designers

Suggested Assignments

From current fashion magazines, collect five examples of each of the following

- High fashion
- Mass fashion
- Classic
- Fad

Collect at least ten pictures of ensembles from various magazines, newspapers etc. depicting different colour schemes.

Collect pictures of different accessories from any seven different domestic and international brands.

Identify and write a brief profile (one paragraph) of five renowned brands in different apparel categories (men wear, women's wear, kids wear etc.)

Identify your favourite fashion designer and analyse the exclusivity of his/her work with reference to work, design, silhouette, colours, etc. Presentation on careers in fashion.

Textbooks

1. Fringes G. S., Fashion From Costumes to Consumer, 4th Edition, Prentice Hall Career & Tech, 1982
2. Carr H., & Latham B. , The Technology of Clothing Manufacture, 2nd edition, Blackwell Sc., 1994
3. Tate, S.L. and Edwards, M.S., The Complete Book of Fashion Design, New York, Harper & Row Publication, 1982
4. Tortora, P. & Calasibetta, C.M., Dictionary of Fashion, Om Book International, 2005
5. Brannon, E. L., Fashion Forecasting, Fairchild Publication, 2010
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7. Seeling, C., Fashion-The Century of the Designers, Konemann Publisher, May 2000
8. Ireland, P. J., Encyclopedia of Fashion, B.T. Batsford Ltd., 1995
9. Thames & Hudson, Dictionary of Fashion & fashion Designers, T & H Ltd., London, 2008

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1. Nancy Mccarthy Folse, Careers in fashion Industry, Barnes & Noble, 1981
2. Hidalgo, M. R., The Sourcebook of Contemporary Fashion Design, Collins Design, 2010
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5. www.fgi.com
6. www.vogue.com
7. <http://www.allure.com/>
8. <http://www.grazia.it/>

KFD251:FASHION MODEL DRAWING

Objectives

- To understand the fundamental structure of a human body by beginning with figure drawing, emphasizing anatomical details
- To draw figures with normal human proportion to get the actual knowledge of human scale
- To understand the development of fashion figures by enlargement of proportions and balancing of postures etc. in a normal figure drawing
- To learn to convert flat croquies to flesh croquies

Learning Outcomes

- Be able to develop visual thinking and creativity as a fundamental to all art, craft and design
- Be able to use knowledge of human anatomy for developing illustrations
- Be able to develop skills for drawing fashion figures free-hand
- Be able to use the study of body parts to play with postures and expressions
- Be able to convert flat figure drawings to flesh fashion figures
- Be able to use the understanding of clothed figure for depicting folds and pleats

COURSE CONTENT

FIGURE DRAWING (Normal Proportion)

Live drawing from model
Proportion and anatomy
Study of head, hands and feet
Study of eyes, ears, nose and mouth
Study of different postures and movements
Drawing of different age group figures

DRAWING FASHION FIGURES (Stylization)

Ten head female croqui
Front view
Back view
 $\frac{1}{2}$ Profile view
 $\frac{3}{4}$ Turned view
 $\frac{1}{2}$ Profile view
 $\frac{3}{4}$ Turned view

UNIT-III ANALYSIS OF BODYPARTS
Face analysis with hairstyles
Hand analysis
Feet analysis

UNIT-IV FLESHING OF FEMALE AND MALE CROQUIES
Front View
Back view
 $\frac{1}{2}$ Profile view
 $\frac{3}{4}$ Turned view

Suggested Assignments

PROJECT-1

Make thirty freehand sketches of live models from your surroundings
Draw fifty free hand sketches of different body parts of various age groups showing details in different positions and angles
Draw fifty sketches of people with different postures and movements
Draw ten detailed sketches of people from different age groups

PROJECT-2

Make four sketches each of male and female ten head croquis (front, 3/4th, profile and back view)

Draw sketches of ten faces with different hairstyles

PROJECT-3
Make four sketches each of male and female flesh croquis (front, 3/4th, profile and back view)

Note: All work to be presented in a portfolio with proper mounting and due labelling.

Textbooks

1. Rowlands, I., Life Drawing, Octopus Books, 2005
2. Giovanni, C., Complete guide to drawings, Search Press, Limited, 2006
3. Giovanni Civardi, Drawing Hands and Feet, Search Press Limited, 2006
4. Giovanni Civardi, Drawing Clothed Figure, Search Press Limited, 2006
5. Ireland, P. J., Introduction to Fashion Design, Wiley, 1970
6. Ireland, P. J., Fashion Design Drawing & Presentation, Wiley, 1970
7. Ireland, P. J., Fashion Design Illustration For Women, Wiley, 1970
8. Ireland, P. J., Fashion Design Illustration for Men, Wiley, 1970
9. Ireland, P. J., Fashion Design Illustration For Children, Wiley, 1970
10. Mckelvey, K., & Janine, M., Illustrating Fashion, Blackwell Pub.Ltd, 1970

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2. Talham, C., & Julian S., Fashion Design, Barron's Educational Series, Incorporated, 2011
3. James, L., Costume and Fashion: A Concise History, T&H Pub, 2002
4. Barcsay, J., Anatomy for the Artist,
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2. www.ligedrawingsocietu.co.uk
3. www.fashionillustration.or.kr
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5. www.fashion-era.com

KFD252: MATERIAL STUDIES-II

Objectives

- To explore different fibres, yarns and other unconventional material towards handcrafted garments and accessories
- To sensitize to the importance and usage of various textile materials
- To develop an understanding of their behaviour, characteristics, properties, physical and visual potential
- To impart knowledge of various yarn craft, fabric craft techniques
- To explore and adapt the techniques to create innovative surfaces
- To enhance the design skills for product development and expansion

Learning Outcomes

- Be able to explore and manipulate material
- Be able to handle various textile material
- Be able to apply comprehensive knowledge to the material and design
- Be able to use various kinds of textile material for innovative design development
- Be able to explore and adapt different fibres, yarns and other unconventional material for handcrafted fabrics and accessories
- Be able to construct end product which could range from an accessory to a trimming, details or a fully finished garment

COURSE CONTENT

UNIT-I	INTRODUCTION TO TEXTILE MATERIAL
	Yarns study
	Fabrics study
	Loom study

UNIT-II YARNCRAFT

(Exploration, adaptation and improvisation of the techniques to create innovative surfaces / products using yarns, vegetable fibres, threads, ropes, ribbons, braids, wires etc. and combining them with other non-textile material)

Macramé
Knotting
Crochet
Braiding
Tasselling
Twining

UNIT-III FABRIC CRAFT

(Exploration, adaptation and improvisation in using the material to create innovative surfaces / products using different kinds of fabrics)

Deconstruction
Addition on the surface
Addition to the structure
Converting flat fabrics to 3-D surfaces (quilting, ruffling etc.)

UNIT-IV WEAVING]

(Using the loom to develop fabric surfaces with different types of yarns and creative addition of non-textile material for enhancing the aesthetics of the fabrics)

Basicweaves – plain, basket, rib, twill & its variations, satin,
Advancedweaves – colour & weave effects, pile, block drafts, extra weft
Creativeweaving

Suggested Assignments

- Projects
- Collection of various materials which can be used as weft for creative weave development
- Develop innovative yarns using various textile and non-textile material

- Develop innovative products using various techniques mentioned in Unit-II
- Develop a product using any one technique from Unit-II
- Develop at least eight interesting fabric surfaces using the techniques mentioned in Unit-III
- Develop a 3-D product using different fabrics
- Develop swatches of basic weaves on a table loom using different types of textile material
- Develop swatches of advanced weaves on a table loom using different types of textile material

- Develop swatches of creative weaves using non-textile material for weft in a yarn warp

Suggested Visits

- Visits are to be made under faculty guidance. Illustrated report to be submitted after each visit
- Visit local artisans (chik makers, floors/chattai makers etc.)
- Visit the nearest Weavers Service Centre (Ministry of Textiles, Government of India) or a handloom weaving unit/weaver/dari unit.
- Visit NGO's working in the field of creative product development from yarns and fabrics.

Textbooks

Fashion Show- selected by Trends: Milan, Paris, Madrid, Gap Japan Co. Ltd., 1991
Thwaites, G., Indian Inspiration, Traplet Publications Ltd., 2003

Reference Material

1. Ewy, Jane, Art to Wear, North Light Books, 2005
2. Braddock, Sarah E., Techno Textiles, Thames & Hudson, 1999
3. Sommer, Elyse, Inventive Fiber Crafts, Prentice Hall, 1977
4. King, Heidi, Peruvian Featherworks: Art of the Precolumbian Era, Metropolitan Museum of Art, New York, 2012
5. Chandler, Deborah, Learning to Weave, Interweave Press, 2009
6. Crockett, Candace, Card Weaving, Watson-Guption Publications, 1991

Web Sources

1. <http://www.raysofcolor.com/colour/definition.html>
2. www.yarn-craft.co.uk/
3. pinterest.com/lionbrand yarn/crafts-with-yarn/
4. www.marthastewart.com› Crafts
5. www.cutoutandkeep.net› Bustle ›Becca Kordas
6. www.incredibleart.org/lessons/middle/weave.htm

KFD253: COMMUNICATING FASHION (MODULAR)

Objectives

- To expose to various aspects of the fashion industry
- To understand the fashion world from the perspective of designers and film makers
- To get an insight into the lives, inspirations and working styles of the popular national and international fashion designers
- To understand the realities of functioning of the fashion and related industries from experts involved within the field

Learning Outcomes

- Be sensitized to the working environment of fashion and related industries
- Be aware of the lives and working styles of popular designers
- Understand fashion and fashion industry from the grass root level
- Face-to-face interaction with experts from the fashion industry

COURSE CONTENT

UNIT-I	POPULAR INTERNATIONAL DESIGNERS Clippings of fashion shows of the designers Movies based on the lives of some designers (Andy Warhol, Coco Chanel, Valentino, Giorgio Armani etc.) Signe Chanel - Documentary on process of making haute couture collection in the House of Chanel
UNIT-II	POPULAR INDIAN DESIGNERS Clippings of fashion shows of the designers
UNIT-III	MOVIES ON FASHION Devil Wears Prada My Fair Lady Bill Cunningham New York Sex And The City It Started in Paradise Unzipped Fashion Page 3 etc.
UNIT-IV	GUEST LECTURES The institute can invite speakers from any of the below mentioned categories for a session with the students to expose them to the various facets of the fashion industry Designers NGOs Fashion magazine editors Fashion photographers

Styl
ists

Page 3 reporters – print and electronic media

Suggested Assignments

There will be a group discussion of faculty and students to discuss the various details of the movies / videos / documentaries shown / sessions held

Give a hand written brief summary of about 150 - 200 words (along with visuals) about the review of the movies / videos / documentaries / sessions attended (after each session)

KFD254: CAD-II

Objectives

- To develop an understanding of the tools of PageMaker
- To learn raster image format through Adobe applications
- To make students understand tools which help to rectify and add minute details in designs and visuals
- To incorporate in design students the ability to represent and create visuals and designs using image editing and object creation/manipulation capabilities of Adobe Photoshop

Learning Outcomes

- Be able to document research work on PageMaker
- Understand the skills of raster graphics software
- Understand presentation techniques
- Be able to integrate design skills with the technology of the graphical software
- Be able to apply Adobe Photoshop to fashion or print media

SYLLABUS

UNIT I

PAGEMAKER: Introduction, tools and their applications. Introduction to Page Maker (about Page Maker, opening and navigating publications). Building single and multi-page publications (creating single and multi-page publication, working with text blocks, modifying text, managing text-flow, working with pages, character formatting & spacing, applying effects to text). Including graphics and objects (include drawing objects, adding colour, adding graphics, arranging text around graphics, merging text & graphics). Working with layers, tables and long documents (applying and exploring layers, adding tables, enhancing tables, working with linked tables, adding a table of content, creating an index).

UNIT II

ADOBE PHOTOSHOP: Introduction to Photoshop (about Photoshop, bitmap vs. vector graphics, setting up new document, image size, saving files, saving new and existing images, reverting files, export, import, all file formats explained, changing work canvas, rotating, flipping, cropping). Menu bar options.

UNIT III

TOOL BAR: Application of each tool. Shortcuts, tool options. Move tool, hand tool, zoom tool. Pencil and pen tool. Selections and channels (making selections with various marquee tools, modifying selection borders, inverting, feathering, using grow and similar, transforming selection, masks and channels, channel options, quick mask mode, crop tool, slice tools, magic wand, lasso and eraser tools). Type tool (editable vs. rasterised type, editing text, creating text on a path, converting type to shapes, special effects with type: painting, stroking, screening, fading, warping).

UNIT IV

COLORS, LAYERS AND FILTERS: Back ground and foreground, Eyedropper-colour sampler. Painting and colouring (painting tools, erasing, blending modes, gradients, working with brushes, creating and managing patterns, Paintbrush, History brushes, Gradient, Paint bucket, Burn-dodge-sponge, Blur-sharpen- smudge). Using layers (naming, creating, duplicating, transforming, deleting, hiding, showing, moving, merging, flattening, locking, layer styles, blending options, using layer effects and styles, setting opacity and blending options, using layer effects and styles, using adjustment, using fills, using layer masks). Applying filters (filters, modifying filter effects, filter techniques).

UNIT V

RESTORING AND ENHANCING IMAGES: Restoration of photos (red eye tool, patch tool, clone stamp pattern stamp, spot healing brush tool, retouch tool, colour replacement tool). Photo enhancement and colour correction (changing levels, changing curves, colour balance, changing brightness and contrast, changing hue saturation and brightness, desaturate, colour replace, equalize, threshold, changing background using layer compositing).

Suggested Assignments

- To create a four page fold-up on oneself – it should include profile and work description along with visuals
- Change the colour of a picture using magic wand tool

- Using a single picture create various images by applying different effect of adjustments and compare the changes. Execute the same using filter effects
- Create a print design for t-shirt
- Make a theme based collage on any given topic
- Prepare two posters (look board and information poster- A-3 size) & an invitation card (7.5”X4.5”) on the topic given by the faculty concerned. Same theme to be given to the whole class. (Themes could be exhibition, cultural events etc. Emphasis should be given on the content, image quality, layout, selection of colors & fonts, to make effective promotional material. Use of images downloaded from internet should be avoided. Images can be drawn on Corel Draw and imported)
- Create scenes using different background effects (using all the options in the tool bar and others too)
- Select a theme and create a mood board and color palette for the same
- Develop an apparel collection (atleast five designs) based on the above theme and also make three color ways for any two designs from the collection

Note: All work to be presented in the portfolio with proper mounting and due labeling.

Textbooks

- Khanna, V., Learning Photoshop CS5, Khanna Publications, 2012
- Siprut, M., Adobe Photoshop, BPB Publications, New Delhi, 2001
- Rajaraman, V., Fundamentals of Computer, PHI Learning Pvt. Ltd., 2010

Reference Material

- Respective Software Manuals (Adobe Photoshop)
- Eismann, Katrin, Simmon, Photoshop Retouching Techniques, Steve Publishers, 2001

Web Sources

1. Photoshop Tutorials

KFD255: PHOTOGRAPHY

Objectives

1. To learn the fundamentals of photography
2. To understand photography as a medium of communication and conceptual process
3. To develop basic competency in handling photography equipment
4. To develop a base for development of creative photography skills

Learning Outcomes

1. Be able to use camera as a tool
2. Understand the different peripherals and their usage
3. Understand compositions, placement of elements and interplay of light and shade in a Photographic frame
4. Be able to handle and manipulate various photography tools for effective photography
5. Be able to use photography as a tool for documentation
6. Use the knowledge of photography to click pictures of different types of subjects

COURSE CONTENT

UNIT-I INTRODUCTION TO PHOTOGRAPHY

1. The basic science of photography, orientation and scope
2. Camera Anatomy

UNIT-II WORKING OF A CAMERA

1. Exposure
 - Aperture
 - Shutter Speed
 - ISO
 - The Exposure Triangle
 - Exposure Compensation
 - Camera Exposure Modes: Automatic, Manual, etc.
2. Composition
 - The Rule of Thirds Ratio
 - Negative Space
 - Leading Lines
 - Balance & Symmetry

-Perspective & Angle
-Backgrounds

3. Focus And Of Field
 - Depth of Field & Aperture
 - Understanding Bokeh

UNIT-III CAMERAS AND CAMERA EQUIPMENTS

1. Types of camera
2. Types of camera films
3. Types of light
4. Reflectors
5. Types of filters
6. Tripod, monopod and handheld
7. Memory cards

UNIT-IV ASSIGNMENT – 1 WORKING WITH DIFFERENT SUBJECTS

1. Working with different apertures, shutter speeds, exposure values and depth of field)
2. Nature – understanding natural light and forms
3. Architecture – solid forms
4. Portraits
5. The human form – candid and designed

UNIT-V ASSIGNMENT – 2 EXPERIMENTAL PHOTOGRAPHY

1. Sports & Action Photography
2. Time Lapse Photography
3. Artistic Aspect of Photography

UNIT-VI ASSIGNMENT – 3 FASHION PHOTOGRAPHY

1. The garment
2. The model
3. Props
4. Posing
5. Make-up
6. Accessories
7. Hair

Suggested Assignments

All assignments will be continued in extra time apart from the class Lectures. The practical classes will be majorly used by the faculty to assess and discuss each student's work with the concerned student and the rest of the class.

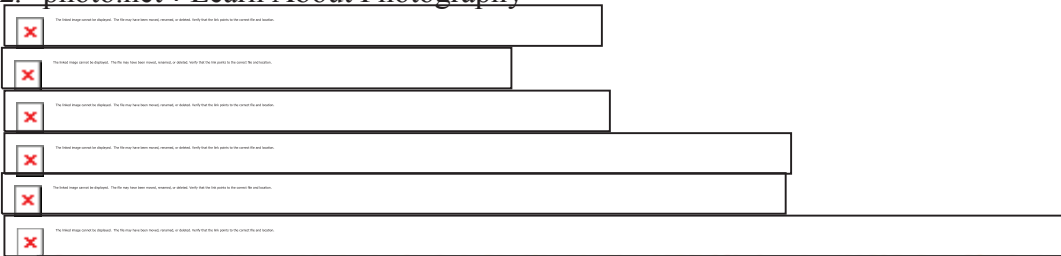
The students can collate all the work done during the course and present as a combined portfolio, or in a creative digital way at the end of the semester.

Reference Material

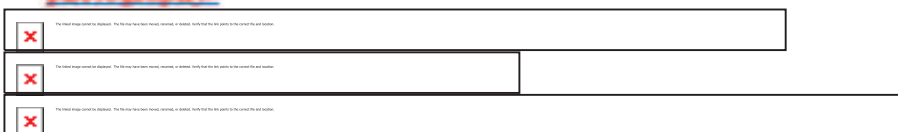
1. Langford, Michael, Basic Photography – 7th Edition, Focal Press, 2000
2. Grimm, Tom and Grimm Michele, The Basic Book of Digital Photography, Penguin Group US, 2009Langford’s Basic Photography – The Guide For Serious Photographers (9th Edition), Focal Press, 2010
3. Stroebel Leslie D., Zakia Richard Donald, Basic Photographic Material and Processes, Elsevier Science & Technology Books, 2009
4. Eggers, Ron, Basic Digital Photography: A Comprehensive Step-By-Step Guide to Selecting and Using Digital Cameras, Scanners and Software, Amherst Media, 2000
5. Modrak, Rebekkah and Anthes, Bill, Reframing Photography : Theory and Practice, Routledge, 2011
6. Gernsheim, Helmut, Creative Photography : Aesthetic Trends, Dover Publications Inc., 1991
7. Praker, David, The Fundamentals of Creative Photography, Ava Publishing SA, 2010
8. Webb, Jeremy, Basic Creative Photography 01 : Design Principles, Ava Publishing SA, 2010
9. Shinkle, Eugénie, Fashion As Photograph: Viewing and Reviewing Images of Fashion, Aubenas, Sylvie and Demange, Xavier, Elegance: The Seeberger Brothers and the Birth of Fashion Photography, Chronicle Books LLC, 2007
10. Harnischmacher, Cyrill, Closeup Shooting: A Guide to Closeup, Tabletop and Macro Photography, O'Reilly Media, Inc. 2012
11. Harnischmacher, Cyrill, Tabletop Photography: Using Compact Flashes and Low
12. Cost Tricks to Create Professional Looking Studio Shots, Rocky Nook Inc., 2012

Web Sources

1. [http:// learnbasicphotography.com/](http://learnbasicphotography.com/)
2. photo.net > Learn About Photography



9. <http://www.thephotomag.com/inspirations/40-stunning-examples-of-abstract-photography/>



KFD256:DESIGN PROCESS

Objectives

- To understand the stepwise process to be followed while developing a design
- To get sensitized to the use of design process to create designs at various levels of product development
- To learn the development of theme board, colour palette, story board etc. for design inspiration
- To develop a product using the design process
- To understand the documentation and presentation of any design project

Learning Outcomes

- Be able to research, analyse and use collected data for ideation and concept development
- Be able to develop, interpret and use mood boards, theme boards, colour palettes or storyboards to create designs based on a particular theme.
- Be able to develop designs / products using the design process
- Be able to collect, collate and present all work done for the project systematically and appropriately
- Be able to understand appropriate presentation and display required for any particular product

COURSE CONTENT

UNIT-I STEPS IN DESIGN PROCESS

Research, problem of Identification ■
Analysis and Planning Design
Concept Development Detailed
Design Development
Final Implementation

UNIT-II DESIGN DEVELOPMENT

Introduction to Mood Board / Theme Board / Inspiration Board.
Introduction to Colour Palette
Introduction to Look Board, Design Board and Story Board

UNIT-III DESIGN CONCEPTION

(Conception of a product using any single or combination of material – refer to Material Studies – Syllabus)

Select any product for development (fashion accessory – shoes, bag, scarf, jewellery, caps, hats etc., table accessory – pen stand, file folder, napkin holder, photo frames, pots, fruit basket, napkin rings etc., lifestyle product – keychain, magazine holder, newspaper rack, umbrella, pocket mirror, storage pouch, display shelves etc.)

Select an appropriate theme for design development

Research on theme, colours, product design and other components before design development

Make a theme board, colour palette and story board based on the selected theme and product

Use the tools of Units – I and II to develop initial concepts of product design based on the selected theme

UNIT-IV DESIGN DEVELOPMENT

(Development of a product using any single or combination of material – refer to Material Studies – Syllabus)

Work in detail on the final selected product concept for final prototype development

Create a detailed illustration of the designed product in a suitable surrounding (drape the fashion accessory on a fashion model against appropriate background / place the table top accessory on a table in a suitable room etc.)

UNIT-V DOCUMENTATION, PORTFOLIO AND PRESENTATION

Document the complete concept development process through appropriate scrap book, pictures, material swatches / samples, research material etc.

Also, record the stepwise design development process through photography
Compile a portfolio of the theme board, colour palette, storyboard, all doodles, initial concepts, detailed illustration of the final selected design with specifications, proper mounting and appropriate labelling and the detailed product illustration in suitable surroundings

Submit all initial product samples and final prototype with all other documentation and portfolio for evaluation

Suggested Visits

- Fashion accessory and lifestyle product stores
- Table top accessory stores
- Design studios in near vicinity
- Local product designers
- Local markets

Reference Material

1. Stone, Terry Lee, Managing the Design Process - Concept Development: An Essential Manual for the Working Designer, Rockport Publishers, 2010
2. Lawson, Bryan, How Designers Think: The Design Process Demystified, Routledge, 2006
3. Stone, Terry Lee, Managing the Design Process: Implementing Design: An Essential Manual for the Working Designer, Rockport Publishers, 2010
4. McKelvey, Kathryn, Munslow, Janine, Fashion Design: Process, Innovation and Practice, John Wiley & Sons, 2011
5. Product Design and Development, Tata McGraw-Hill Education, 2003

Web Sources

1. <http://inspirationfeed.com/articles/design-articles/design-process-flowchart-that-all-freelancers-designers-must-have/>
2. http://www.google.co.in/url?sa=t&rct=j&q=design%20process%20steps&source=web&cd=10&cad=rja&ved=0CFgQFjAJ&url=http%3A%2F%2Fwww.engr.uconn.edu%2F~abboud%2FLect-2.ppt&ei=PPZbUdToIIuSrgeUmoDwCw&usg=AFQjCNH3IVN9IE9y8UxlvV6DDp8_k0mRFA&bvm=bv.44697112,d.bmk
3. http://www.academia.edu/561522/Layout_for_different_Textile_design_prints

