

University of Mumbai



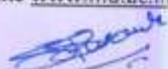
No. AAMS (UG) /149 of 2021

**CIRCULAR:-**

Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in Faculty of Science and Technology.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in **Home Science** at its meeting held on 20<sup>th</sup> March, 2021 **vide** item No. 1(viii) and subsequently passed by the Board of Deans at its meeting held on 11<sup>th</sup> June, 2021 **vide** item No. 8.9 have been accepted by the Academic Council at its meeting held on 29<sup>th</sup> June, 2021, **vide** item No. 8.9 and subsequently approved by the Management Council at its meeting held on 29<sup>th</sup> July, 2021 **vide** item No. 16 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinance 6689 & 6690 Regulations 9432 & 9433 and the syllabus of **Advance Diploma in Fashion Designing** has been introduced and the same have been brought into force with effect from the academic year **2022-23**, accordingly. (The same is available on the University's website [www.mu.ac.in](http://www.mu.ac.in)).

MUMBAI - 400 032  
25<sup>th</sup> October, 2021  
To,

  
(Sudhir S. Puranik)  
REGISTRAR

The Principals of the Affiliated Colleges and Directors of the recognized Institutions in Faculty of Science and Technology. (Circular No. UG/334 of 2017-18 dated 9<sup>th</sup> January, 2018.)

A.C/8.9/29/06/2021  
M.C/16/29/07/2021

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No. AAMS (UG) /149-A of 2021

MUMBAI-400 032

25<sup>th</sup> October, 2021

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean Faculty of Science and Technology,
- 3) The Chairman, Ad-hoc Board of Studies in Home Science,
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Board of Students Development,
- 6) The Co-ordinator, University Computerization Centre,

  
(Sudhir S. Puranik)  
REGISTRAR

**Copy to :-**

- 1. The Deputy Registrar, Academic Authorities Meetings and Services (AAMS),**
- 2. The Deputy Registrar, College Affiliations & Development Department (CAD),**
- 3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),**
- 4. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),**
- 5. The Deputy Registrar, Executive Authorities Section (EA),**
- 6. The Deputy Registrar, PRO, Fort, (Publication Section),**
- 7. The Deputy Registrar, (Special Cell),**
- 8. The Deputy Registrar, Fort/ Vidyanagari Administration Department (FAD) (VAD), Record Section,**
- 9. The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,**

**They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that on separate Action Taken Report will be sent in this connection.**

- 1. P.A to Hon'ble Vice-Chancellor,**
- 2. P.A Pro-Vice-Chancellor,**
- 3. P.A to Registrar,**
- 4. All Deans of all Faculties,**
- 5. P.A to Finance & Account Officers, (F.& A.O),**
- 6. P.A to Director, Board of Examinations and Evaluation,**
- 7. P.A to Director, Innovation, Incubation and Linkages,**
- 8. P.A to Director, Board of Lifelong Learning and Extension (BLLE),**
- 9. The Director, Dept. of Information and Communication Technology (DICT) (CCF & UCC), Vidyanagari,**
- 10. The Director of Board of Student Development,**
- 11. The Director, Department of Students Welfare (DSD),**
- 12. All Deputy Registrar, Examination House,**
- 13. The Deputy Registrars, Finance & Accounts Section,**
- 14. The Assistant Registrar, Administrative sub-Campus Thane,**
- 15. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,**
- 16. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,**
- 17. The Assistant Registrar, Constituent Colleges Unit,**
- 18. BUCTU,**
- 19. The Receptionist,**
- 20. The Telephone Operator,**
- 21. The Secretary MUASA**

**for information.**

**New ordinances 6689 & 6690 relating to the  
Advance Diploma in Fashion Designing .**

**1. Necessity of starting this course:**

The popularity of fashion designing is increasing more and more and consequently the demand of fashion designing sources is rising. The huge requirement makes fashion designing as an ideal career option for many aspirants. There are lots of students who choose traditional study courses in order to develop their fashion designing skills.

The fashion designing industry also brings qualified fashion designers lots of employment opportunities. The course outlined here, offers to bring out the best in the students both natural and acquired skills. The focus is also on entrepreneurship with the student acquiring in depth knowledge of fabrics, garments, trends in fashion and business ideas.

The main thrust of this course is to give the student the best of the knowledge and experience to enter into the business world of fashion designing as a fully qualified and well-equipped person to be a part of the fashion industry.

Being a part of a reputed, accredited institution puts students at an advantage so that in addition to a well-rounded education we can give them the best possible, once they step into the working world, giving them a strong foundation on which to build their careers. Furthermore, it will open doors unprecedented for our students. Conferring diplomas attached to an accredited institution thereby providing potential recruiters with an assurance of quality of education and skill.

**2. The UGC has recommended to start this course.**

Yes. The UGC has made a strong recommendation for Skill based courses, keeping in tune with the Government of India initiative of a National Design Policy. Such a course visualizes a design enabled industry and aim to have a positive impact on the quality of life and in tune to the national economy.

**3. This course has not commenced in 2019-2020.**

**4. This is a proposed course, and it will be self financed.**

5. **This is a one-year certificate course.** The course is designed to provide professional training for the fashion designing industry, and encompasses all the advanced skills needed to work in the industry. It would not be possible to compress this course

6. **The intake capacity for this course is 30 students**

**7. Job opportunities:**

- Assistant designer
- Sample / garment co-ordinator
- Fashion Designer
- Visual Merchandiser
- Design co-ordinator
- Fashion Illustrator
- Freelance Designer
- Accessory Designer
- Garment or Textile export firms
- Textile or fabric manufacturing firms
- Independent, self-employed fashion designer
- Designers for :
  - Retails chains
    - Boutiques
    - Television + film industry
    - Branded fashion showroom
- Other creative crafts professional in the fashion industry

AC- 29/06/2021  
Item No.- 8.9 (N)

# UNIVERSITY OF MUMBAI



## **ADVANCE DIPLOMA IN FASHION DESIGNING**

(to be introduced with effect from the academic year 2022-23)

# UNIVERSITY OF MUMBAI



## Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course <b>O. 6689</b>	Advanced Diploma in Fashion Designing
2	Eligibility for Admission <b>O. 6690</b>	Std. XII or Equivalent
3	Passing Marks <b>R - 9432</b>	40%
4	Ordinances / Regulations ( if any)	
5	No. of Years / Semesters <b>R - 9433</b>	1 year / 2 Semesters
6	Level	<del>P.G.</del> / <del>U.G.</del> / Diploma / <del>Certificate</del> ( Strike out which is not applicable)
7	Pattern	<del>Yearly</del> / Semester ( Strike out which is not applicable)
8	Status	New / <del>Revised</del> ( Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2022-23

Name & Signature of BOS Chairperson :  
Name & Signature of Dean:

Dr. (Mrs.) Geeta Ibrahim

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## **ADVANCE DIPLOMA IN FASHION DESIGNING**

### **Medium of Instruction : English**

The popularity of fashion designing is increasing more and more and consequently the demand of fashion designing sources is rising. The huge requirement makes fashion designing as an ideal career option for many aspirants. There are lots of students chose the traditional study courses in order to develop their fashion designing skills.

The fashion designing industry also brings qualified fashion designers lots of employment opportunities. The course outlined here, offers to bring out the best in the students both natural and acquired skills. The focus is also on entrepreneurship with the student acquiring in depth knowledge of fabrics, garments, trends in fashion and business ideas.

The main thrust of this course is to give the student the best of the knowledge and experience to enter into the business world of fashion designing as a fully qualified and well equipped person to be a part of the fashion industry.

**Eligibility** : Std XII pass or equivalent, with a basic diploma in fashion designing

**Fees** : **Rs. 75,000/- + GST Applicable**

**Duration** : 1 year

## SEMESTER – I

<b>UNIT</b>	<b>SUBJECTS</b>	<b>INTERNAL MARKS</b>	<b>SEMESTER END EXAMINATION</b>	<b>TOTAL MARKS</b>	<b>TOTAL HOURS</b>	<b>CREDITS</b>
<b>1.</b>	History of Fashion – (Theory)	<b>40</b>	<b>60</b>	<b>100</b>	<b>45</b>	<b>3</b>
<b>2.</b>	Fashion Merchandising and Apparel Testing– (THEORY)	<b>40</b>	<b>60</b>	<b>100</b>	<b>45</b>	<b>3</b>
<b>3.</b>	Pattern Drafting and Advance Clothing - (PRACTICAL)	<b>40</b>	<b>60</b>	<b>100</b>	<b>45</b>	<b>3</b>
<b>4.</b>	Basic Illustration and Basic Draping - (PRACTICAL)	<b>40</b>	<b>60</b>	<b>100</b>	<b>45</b>	<b>3</b>
<b>5.</b>	Creative Craft and Fashion Styling - (PRACTICAL)	<b>40</b>	<b>60</b>	<b>100</b>	<b>45</b>	<b>3</b>
<b>6.</b>	Computer Applications	<b>40</b>	<b>60</b>	<b>100</b>	<b>45</b>	<b>3</b>



SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
1.	History of Fashion – (Theory)	3	100	3

❖ **OBJECTIVES:-**

- To discover the significant style through the ages and its impact on styling and fashion.

COURSE CONTENT		HOURS
UNIT 1	Origin of Fashion Evolution of Fashion Costumes of the Ancient World:- <ul style="list-style-type: none"> <li>• Egyptian</li> <li>• Babylonia,</li> <li>• Cretans</li> <li>• Assyrians</li> <li>• Greeks</li> <li>• Byzantine</li> </ul>	15
UNIT 2	<b>Costumes of the western countries:-</b> <ul style="list-style-type: none"> <li>• France</li> <li>• Germany</li> <li>• England</li> <li>• Spain</li> </ul> <b>World War – 2:-</b> <ul style="list-style-type: none"> <li>• Pre- and Post-era               <ul style="list-style-type: none"> <li>▪ Braoque Styles</li> <li>▪ Renaissance and Reformations</li> <li>▪ Industrial Revolution</li> </ul> </li> </ul>	15
UNIT 3	<b>Ancient Indian:-</b> <ul style="list-style-type: none"> <li>• Indus valley civilization</li> <li>• Harappan civilization</li> <li>• Gupta and Maurya era.</li> </ul> <b>Pre-independence:-</b> <ul style="list-style-type: none"> <li>• Swadeshi, - Khaddi movement,</li> <li>• British and Foreign influence on clothing.</li> </ul> <b>Post independence:-</b> <ul style="list-style-type: none"> <li>• Fashions of 50s, 60s, upto present day modern trends.</li> </ul>	15

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
2.	Fashion Merchandising and Apparel Testing – (Theory)	3	100	3

❖ **OBJECTIVES:-**

- To gain knowledge of apparel ranges and trends.
- To give insight of the industry and develop a commercial understanding.

COURSE CONTENT		HOURS
<b>UNIT 1</b>	<b>Fashion Merchandising:-</b> <ul style="list-style-type: none"> <li>• The Fashion Industry</li> <li>• Goals and Functions of a Merchandiser</li> </ul> <b>Design Development:-</b> <ul style="list-style-type: none"> <li>• Design development</li> <li>• Designing a successful garment.</li> </ul>	<b>15</b>
<b>UNIT 2</b>	<ul style="list-style-type: none"> <li>• Global Merchandising</li> <li>• Marketing concepts &amp; understanding the consumer</li> <li>• Retailing</li> <li>• Fabricating a line</li> <li>• Types of Business organization.</li> <li>• Fashion Advertising.</li> </ul>	<b>15</b>
<b>UNIT 3</b>	<b>Apparel Testing:-</b> <ul style="list-style-type: none"> <li>• Quality Control</li> <li>• Product Design development</li> <li>• Sample marketing plan</li> </ul>	<b>15</b>

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
3.	Pattern Drafting and Advance clothing - (PRACTICAL)	3	100	3

❖ **OBJECTIVES:-**

- To enhance pattern making skills using different techniques in drafting.
- To create designer clothes for adults

COURSE CONTENT		HOURS
UNIT 1	<b>Creative Pattern Drafting :-</b> <ul style="list-style-type: none"> <li>• Dart manipulations</li> <li>• Non set in sleeves</li> <li>• Working on bias</li> </ul>	15
UNIT 2	<b>Advance Clothing:-</b> <ul style="list-style-type: none"> <li>• Fancy Kids wear</li> <li>• Western Casual / Formal Garment</li> </ul>	15
UNIT 3	<b>Advance Clothing:-</b> Ethnic / Indo Western Garment	15

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
4.	Advance Illustration and Basic Draping - (PRACTICAL)	3	100	3

❖ **OBJECTIVES:-**

- To gain information and learn techniques to help display design features.
- To learn to develop a basic block and use it to create better fitting garments.

COURSE CONTENT		HOURS
UNIT 1	<b>Advance Illustration:-</b> <ul style="list-style-type: none"> <li>• Complex rendering techniques</li> <li>• Mixed Media techniques</li> </ul>	15
UNIT 2	<b>Advance Illustration:-</b> <ul style="list-style-type: none"> <li>• Mood Boards + Design Development</li> </ul>	15
UNIT 3	Basic Draping <ul style="list-style-type: none"> <li>• Basic Block</li> <li>• Displacements and Concealments</li> <li>• Bodices and Skirts</li> </ul>	15

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
5.	Creative Craft and Fashion Styling - (PRACTICAL)	3	100	3

❖ **OBJECTIVES:-**

- To develop the ability to use techniques for creative design.
- To develop the art of creating a complete look for the created design.

COURSE CONTENT		HOURS
UNIT 1	<b>Creative Crafts :-</b> <ul style="list-style-type: none"> <li>• Knitting and Crochet</li> </ul> Stitchcraft:- Quilting, Cordwork, Applique work, Cutwork, Hand Quilting, Smocking, Couching.	15
UNIT 2	<b>Creative Crafts :-</b> <ul style="list-style-type: none"> <li>• 3 articles</li> </ul>	15
UNIT 3	<b>Fashion Styling:-</b> <ul style="list-style-type: none"> <li>• Co-ordinating garment styles</li> <li>• Thematic looks</li> <li>• Hair, Make-up Accessories</li> </ul>	15

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
6.	Computer Applications	3	100	3

❖ **OBJECTIVES:-**

- To assist in the planning and creating of designs.
- To introduce a broad range of effects in the practice of fashion design.
- To learn how to translate ideas into good designs.

COURSE CONTENT		HOURS
UNIT 1	<ul style="list-style-type: none"> <li>• Colour shading – basics</li> <li>• 3D drawing and shadow creation</li> <li>• Croquis colour and shading</li> <li>• Colour shading by Hue and saturation</li> </ul>	15
UNIT 2	<ul style="list-style-type: none"> <li>• Brush advance settings</li> <li>• Nature Drawing and colouring</li> <li>• Portrait drawing and colouring</li> <li>• Retouching images</li> </ul>	15
UNIT 3	<ul style="list-style-type: none"> <li>• Improving quality of images</li> <li>• Converting images into pencil drawings</li> <li>• Logo designs</li> <li>• Light effects</li> <li>• Projects</li> </ul>	15

**EVALUATION:**

**All subjects will be evaluated through**

- Continuous assessment of sessional work in the form of assignments, drawings and tutorials

## SEM – 1 – REFERENCE BOOKS

<b>1</b>	Tate, Sharon Lee & Edwards, Mona, Shafer: The Complete Book Of Fashion Illustration. New York. Harper & Row Publishers, 1987.
<b>2</b>	Prakash, K.: Indian Fashion Designs. Mumbai. English Editions Publishes & Dist.(India) Pvt. Ltd., 2004.
<b>3</b>	Drudi, Elisabetta & Paci, Tiziana: Figure Drawing for Men's Fashion.
<b>4</b>	Amsterdam . Pepin Press , 2011. Kohler, Carl: History Of Costume. New York. Dover Publications Inc.
<b>5</b>	Wilcox, R. Turner: Folk And Festival Costumes Of The World. London. B.T. Batsford Ltd.
<b>6</b>	Peacock, John.: Costume : 1066-1990s - A Complete Guide To English Costume Design And History. London. Thames And Hudson Ltd., 1994.
<b>7</b>	Rouse, E.: Understanding Fashion. Oxford. Blackwell Science Ltd., 1999.
<b>8</b>	Tate, Sharon Lee & Edwards, Mona, Shafer (Ill.): Inside Fashion Design. Delhi. Pearson Education (Singapore) Pte, Ltd., 2004.
<b>9</b>	Lehnert, Gertrud.: A History Of Fashion In The 20th Century. Cologne. Konemann Verlagsgesellschaft Mbh., 2000.
<b>10</b>	Gioello, Debbie Ann & Berke, Beverly: Fashion Production Terms. New York. Fairchild Publication/ A Divn. Of Abc Media Inc.,, 2004.
<b>11</b>	Amaden-crawford, Connie.: The Art Of Fashion Draping. New Delhi. Fairchild Publications Inc./ Om Books International., 2005.
<b>12</b>	Armstrong, Helen Joseph: Draping For Apparel Design. New York. Fairchild Publications Inc., 2000.
<b>13</b>	McKeluey, Kathryn & Munslow, Janine : Fashion Design : Process, Innovation and Practice. Oxford . Blackwell Publishing , 2010.

<b>14</b>	Jaffe, Hilde & Relis, Nurie: Draping for Fashion Design. New Jersey. Prentice Hall , 2005.
<b>15</b>	McKerver Kathryn: Fashion Design : Process, innovation and Practice. New Delhi . Wiley India Pvt. Ltd , 2010.
<b>16</b>	Drudi, Elisabetta Kuky: Fashion Prints : How to Design and Draw. Amsterdam. Pepin Press, 2008.
<b>17</b>	Meadows, Toby: How to setup and run fashion label.



## SEMESTER – II

<b>UNIT</b>	<b>SUBJECTS</b>	<b>INTERNAL MARKS</b>	<b>SEMESTER END EXAMINATION</b>	<b>TOTAL MARKS</b>	<b>TOTAL HOURS</b>	<b>CREDITS</b>
<b>1.</b>	History of Costume – (Theory)	<b>40</b>	<b>60</b>	<b>100</b>	<b>45</b>	<b>3</b>
<b>2.</b>	Fashion Management and Entrepreneurship – (Theory)	<b>40</b>	<b>60</b>	<b>100</b>	<b>45</b>	<b>3</b>
<b>3.</b>	Creative Pattern Drafting and Advance Draping - (PRACTICAL)	<b>40</b>	<b>60</b>	<b>100</b>	<b>45</b>	<b>3</b>
<b>4.</b>	Designer Collection and Portfolio Development - (PRACTICAL)	<b>40</b>	<b>60</b>	<b>100</b>	<b>45</b>	<b>3</b>
<b>5.</b>	Creative Crafts and Soft Skills needed in the Fashion Industry - (PRACTICAL)	<b>40</b>	<b>60</b>	<b>100</b>	<b>45</b>	<b>3</b>
<b>6.</b>	Computer Applications	<b>40</b>	<b>60</b>	<b>100</b>	<b>45</b>	<b>3</b>

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
1.	History of Costume – (Theory)	3	100	3

❖ **OBJECTIVES:-**

- To learn about the historical periods and clothing.
- To learn to identify costume history by placing it in historical context.
- To understand how modern fashion is influenced by historical costume.

COURSE CONTENT		HOURS
UNIT 1	<p><b>Costumes of the modern world:-</b> World Costumes</p> <ul style="list-style-type: none"> <li>• Middle East</li> <li>• Europe</li> <li>• Israel</li> </ul> <p><b>International Fashion Designers:-</b> YSL, Gucci, Cardin, Valentino, Dior</p>	15
UNIT 2	<ul style="list-style-type: none"> <li>• Social, psychological factors related to costumes in each historical period.</li> <li>• <b>National Fashion Designers:-</b> Neeta Lulla, Ritu Beri, Anita Dongre, Manish Malhotra, etc.</li> </ul>	15
UNIT 3	<ul style="list-style-type: none"> <li>• <b>Costumes in Modern India</b> Indian Regional Costumes and Dance costumes</li> </ul>	15

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
2.	Fashion Management and Entrepreneurship – (Theory)	3	100	3

❖ **OBJECTIVES:-**

- To enable students to develop managerial skills
- To identify entrepreneurial opportunities.
- To assist student to start their own brand or label.

_COURSE CONTENT		HOURS
<b>UNIT 1</b>	<b>Fashion Management and Entrepreneurship</b> <ul style="list-style-type: none"> <li>• Organising a line</li> <li>• Bespoke Clothing</li> <li>• Fashion forecast</li> <li>• Wardrobe palnning</li> <li>• Organisation of Apparel Industry</li> <li>• Industrial technology</li> <li>• Clothing Manufacture</li> </ul>	<b>15</b>
<b>UNIT 2</b>	<ul style="list-style-type: none"> <li>• Source Boards</li> <li>• Sources of Inspiration</li> <li>• Fashion Calendar</li> <li>• Role of a Buyer</li> <li>• Visual Merchandising</li> <li>• Exports + Documentation</li> <li>• Fashion Research and Design</li> <li>• Branding and Boutique Management</li> </ul>	<b>15</b>
<b>UNIT 3</b>	<ul style="list-style-type: none"> <li>• Creative Fashion Presentation</li> <li>• Fabric and garment sourcing</li> <li>• Entrepreneurship skills</li> <li>• Financing in business plan</li> <li>• Market research</li> </ul>	<b>15</b>

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
3.	Creative Pattern Drafting and Advance Draping - (PRACTICAL)	3	100	3

❖ **OBJECTIVES:-**

- To enhance pattern making skills using different techniques in drafting.
- To learn to develop a basic block and use it to create better fitting garments.

COURSE CONTENT		HOURS
UNIT 1	<b>Creative Pattern Drafting 2:-</b> <ul style="list-style-type: none"> <li>• Application of Drafting techniques for creating a High fashion designer collection – (Women’s Garment)</li> </ul>	15
UNIT 2	<b>Creative Pattern Drafting 2:-</b> <ul style="list-style-type: none"> <li>• Application of Drafting techniques for creating a High fashion designer collection – (Men’s Garment)</li> </ul>	15
UNIT 3	<b>Advance Draping:-</b> <ul style="list-style-type: none"> <li>• Asymmetric patterns</li> <li>• Garment installation</li> </ul>	15

<b>.NO</b>	<b>TITLE OF THE COURSE</b>	<b>HOURS PER WEEK</b>	<b>MARKS ALLOTTED</b>	<b>CREDITS</b>
<b>4.</b>	Designer Collection and Portfolio Development - (PRACTICAL)	3	100	3

❖ **OBJECTIVES:-**

- To gain knowledge about creating a collection of garments for men and women
- To have the ability to create a portfolio of the design garments.

<b>COURSE CONTENT</b>		<b>HOURS</b>
<b>UNIT 1</b>	<b>Designer Collection:-</b> <ul style="list-style-type: none"> <li>• Understanding designing for Men's wear</li> <li>• Theme / concept garment – designing + stitching a collection</li> </ul>	<b>15</b>
<b>UNIT 2</b>	<b>Designer Collection:-</b> <ul style="list-style-type: none"> <li>• Understanding designing for Women's wear</li> <li>• Theme / concept garment – designing + stitching a collection</li> </ul>	<b>15</b>
<b>UNIT 3</b>	<b>Portfolio Development:-</b> <ul style="list-style-type: none"> <li>• Stylisation of fashion croqui.</li> <li>• Research – story boarding + concept based designing</li> </ul>	<b>15</b>

<b>SR.NO</b>	<b>TITLE OF THE COURSE</b>	<b>HOURS PER WEEK</b>	<b>MARKS ALLOTTED</b>	<b>CREDITS</b>
<b>5.</b>	Creative Crafts and Soft Skills needed in the Fashion Industry - (PRACTICAL)	3	100	3

❖ **OBJECTIVES:-**

- To develop the ability to use techniques for creative design.
- To learn basic skills for communication, to facilitate employment.

<b>COURSE CONTENT</b>		<b>HOURS</b>
<b>UNIT 1</b>	<b>Creative Crafts – II:-</b> <ul style="list-style-type: none"> <li>• Fabric textures x 5</li> <li>• Fabric dyeing</li> <li>• Fabric paintings</li> </ul>	<b>15</b>
<b>UNIT 2</b>	4 Creative articles using the techniques mentioned in the above Unit	<b>15</b>
<b>UNIT 3</b>	<b>Soft skills:-</b> <ul style="list-style-type: none"> <li>• Writing a Resume</li> <li>• Facing an interview</li> <li>• Formal/Business letter writing</li> <li>• Mock Interviews</li> </ul>	<b>15</b>

<b>SR.NO</b>	<b>TITLE OF THE COURSE</b>	<b>HOURS PER WEEK</b>	<b>MARKS ALLOTTED</b>	<b>CREDITS</b>
<b>6.</b>	Computer Applications	3	100	3

❖ **OBJECTIVES:-**

- ❖ To assist in the planning and creating of designs.
- ❖ To introduce a broad range of effects in the practice of fashion design.
- ❖ To learn how to translate ideas into good designs.

<b>COURSE CONTENT</b>		<b>HOURS</b>
<b>UNIT 1</b>	<ul style="list-style-type: none"> <li>• Shape Drawing</li> <li>• Shape combinations</li> </ul>	<b>15</b>
<b>UNIT 2</b>	<ul style="list-style-type: none"> <li>• Animations</li> <li>• Fashion shows presentations</li> </ul>	<b>15</b>
<b>UNIT 3</b>	<ul style="list-style-type: none"> <li>• Character Designing</li> <li>• Projects</li> </ul>	<b>15</b>

## **SEM – 2 – REFERENCE BOOKS**

<b>1</b>	Abling, B.: Fashion Rendering With Color. New Jersey. Prentice-hall, Inc., 2000.
<b>2</b>	Szkutnicker, Basia: Technical Drawing for Fashion . London. Laurence King Publishing , 2015.
<b>3</b>	Kohler, Carl: History Of Costume. New York. Dover Publications Inc.
<b>4</b>	Sones, Melissa: Getting Into Fashion. New York. Ballantine Books (Divn. Of Random House), 1984.
<b>5</b>	Yarwood, Doreen.: Fashion In The Western World, 1500-1990. London. B.T. Batsford Ltd., 1992.
<b>6</b>	Peacock, John.: The Chronicle Of Western Costume. London. Thames And Hudson Ltd., 1991.
<b>7</b>	Carr, Harold. & Pomeroy, John.: Fashion Design And Product Development.
<b>8</b>	Oxford. Blackwell Science Ltd., 1992. Rs. 625--(746.92CAR/POM) Peacock,
<b>9</b>	John.: Fashion Source Book - The 1920s. London. Thames And Hudson Ltd., 1997.
<b>10</b>	Peacock, John.: Fashion Source Book - 1970s. London. Thames And Hudson Ltd., 1997.
<b>11</b>	Brooke, Iris. & Laver, James.: English Costume From Seventeenth Through The Nineteenth Century. New York. Dover Publications Inc., 2000.
<b>12</b>	Rothstein, Natalie. (Ed.). & Ginsburg, Avril Hart.: Four Hundred Years Of Fashion. London. V & A Publications., 1984.
<b>13</b>	Amaden-crawford, Connie.: The Art Of Fashion Draping. New Delhi. Fairchild Publications Inc./ Om Books International., 2005.
<b>14</b>	Armstrong, Helen Joseph: Draping For Apparel Design. New York. Fairchild Publications Inc., 2000.
<b>15</b>	Kyoto, Costume Institute: Fashion : A History from the 18th to the 20th Century Vol. I & II. Hongkong ND. Taschen , 2010.



<b>16</b>	Roy, Anmol: Sustainable Fashion and Textile Design. New Delhi . Sonali Publication , 2011.
<b>17</b>	Jaffe, Hilde & Relis, Nurie: Draping for Fashion Design. New Jersey. Prentice Hall , 2005.
<b>18</b>	Drudi, Elisabetta Kuky: Fashion Prints : How to Design and Draw. Amsterdam. Pepin Press, 2008.

- ✓ Students to make presentations on selected topics which will be marked.
- ✓ **Internship:-** 90 working days with a registered business firm.
- ✓ Teaching inputs include field visits, seminars, market surveys, study tour, assignments and presentations in the above mentioned subjects.
- ✓ Students showcase their collection at an annual exhibition / fashion show which will be judged by eminent personalities from the field of fashion.
- ✓ Students will work on interesting concepts and create a window displays.
- ✓ Participation in design competitions and fashion shows.

❖ **Job opportunities:**

- Assistant designer
- Sample / garment co-ordinator
- Fashion Designer
- Visual Merchandiser
- Design co-ordinator
- Fashion Illustrator
- Freelance Designer
- Accessory Designer
- Garment or Textile export firms
- Textile or fabric manufacturing firms
- Independent, self-employed fashion designer
- Retails chains
- Boutiques
- Television + film industry
- Branded fashion showroom
- And other creative professional in the allied industry

### ❖ Scheme of Examination:-

The performance of the learners shall be evaluated into 2 parts.

The learner's performance shall be assessed by internal assessment with 40% marks in the first part, by conducting the semester end examination with 60% marks in the second part.

The allocation of marks for the internal assessment and the semester end examinations are shown as below:

#### **Theory:**

Internal assessment 40%

<b>Sr. No.</b>	<b>Evaluation Type</b>	<b>Marks</b>
<b>1</b>	Curriculum based assignments A)Presentation with the use of ICT (10 marks) B)Project based assignments (20 marks)	<b>30</b>
<b>2.</b>	Active participation in routine class instructional deliveries	<b>5</b>
<b>3.</b>	Overall conduct as a responsible learner, communication and leadership qualities in organizing related academic activities.	<b>5</b>

#### **Semester end theory examination: 60%**

(Theory Exam will be of 2hr duration.)

Theory Question Paper Pattern:

There shall be 5 questions each of 12 marks. On each unit there will be 1 question. Question1 will be based on the entire syllabus.

All questions shall be compulsory with internal choice within the questions.

Questions will be subdivided into sub-questions a), b), c).....and the allocation of marks will depend on the weightage of the topic.

**Practicals:**

Internal assessment 40%

<b>Sr. No.</b>	<b>Evaluation Type</b>	<b>Marks</b>
<b>1</b>	Project based assignments based on the application of syllabus. (10 marks each)	30
<b>2.</b>	Journal/Portfolio	10

Semester end examination: 60%

(Practical Exam will be of 3hr. duration)

<b>Sr. No</b>	<b>Evaluation Type</b>	<b>Marks</b>
<b>1</b>	Design Studio work: Syllabus based (1 question)	25
<b>2</b>	Design Studio work: Application based on syllabus (1 question)	30
<b>3</b>	Viva	5