

Course Contents

FIRST YEAR / SEMESTER ONE

DOD1301 FASHION STUDIO I

COURSE INTENT:

This course introduces students to the method of taking measurements and making the sloper along with the knowledge of sizing and Pattern Making terminologies. The method of making pattern by Drafting and Flat pattern technique would be covered, where the students will learn to sketch components of the garment and develop the same.

COURSE CONTENTS:

Introduction to pattern making - Meaning and methods of making patterns, tools required for pattern making and construction, taking measurements from body, from dress form, standard measurements.

Introduction to sewing techniques - Sewing machine and its parts, operating the sewing machines, operating power machines, sewing supplies.

Drafting slopers – Drafting of basic block and Sleeve block.

Stitches and seams - Temporary and permanent hand stitches, different machine stitches, different seams and seam finishes.

Added fullness - Construction of various elements for adding fullness to garments with tucks, pleats, gathers and darts

Collars: Types of collars, drafting collars using measurements and flat pattern technique, stitching different collar.

Necklines and Sleeves: Types of necklines, finishing necklines by binding and facing. Types of sleeves and sleeve variations

Placket and Pockets: Types of plackets, stitching different types of plackets

Project: Pattern making and stitching short kurta with simple collar.

COURSE OUTCOMES:

On the completion of this module, the students should be able to:

- Understand the basics of Pattern Making and Construction along with terminologies.
- Understand the different types of garment component finishes
- Convert two dimensional form into three dimensional form of a garment.

REFERENCES:

1. Armstrong H.G. Pattern Making for Fashion Design. Prentice Hall, New York.
2. McCunn D., Lew R. How to Make Sewing Patterns. Blue Feathers.
3. Zarapkar K.R. (2005). Zarapkar System of Cutting. Navneet Publications. India.
4. Hollen N. R., Kundel C.J. Pattern Making by Flat Pattern Method. Prentice Hall Publication.
5. Aldrich W. (2008). Metric Pattern Cutting for Women's Wear. Willey Blackwell Publication.
6. Aldrich W. (2008). Metric Pattern Cutting for Men's Wear. Willey Blackwell Publication.
7. Aldrich W. (2008). Metric Pattern Cutting for Children's Wear and Babywear. Willey Blackwell Publication.
8. Richardson K. (2007). Design and Patternmaking for Stretch Fabrics. Fairchild Publications.
9. Connie Amaden-Crawford. A Guide to Fashion Sewing. Fairchild Publications.
10. **Lynda Maynard. (2010). The Dressmaker's Handbook of Couture Sewing Techniques: Essential Step-by-Step Techniques for Professional Results. Interweave Press.**
11. Claire Shaeffer. (2008). Claire Shaeffer's Fabric Sewing Guide. Krause Publications.
12. Claire Shaeffer. High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More. Rodale Books Publisher.
13. Injoo Kim, Mykyung Uh. (2008). Apparel Making in Fashion Design. Breg Publications.
14. McCunn D., Lew R. How to Make Sewing Patterns. Blue Feathers.
15. Couch P. (2011). Illustrated Guide to Sewing: Garment Construction: A Complete Course on Making Clothing for Fit and Fashion. Fox Chapel Publishing.
16. Threads Sewing Guide: A Complete Reference from America's Best-Loved Sewing Magazine. Taunton Press.

DOD1303 FASHION ILLUSTRATION I

COURSE INTENT:

To introduce students to basic concepts of illustration of male, female and kids figures with reference to eight-head figure and elongated eight-head figures.

COURSE CONTENTS:

Human anatomy and fashion figures - Basics of human anatomy, human proportions and different body shapes.

Drawing block and robot figures (Men, women and children figures) - 9 head and 10 head drawings, stages in drawing fashion figures – block, robo, one point and wide view perspective.

Figures in details - Drawing faces, arms and hands, legs and feet, foreshortening, hair styles.

Drawing fashion figures (Men, women and children figures) - 9 head and 10 head drawings, stages in drawing fashion figures – fleshed figures, drawing profile figures, drawing $\frac{3}{4}$ figures.

Garment details - Necklines, collars, sleeves, waistlines, cuffs, skirts, trousers, yokes pockets, openings, hemlines etc.

Garment rendering - Fashion croquis and garment details rendering with light and shadow in colour pencils.

COURSE OUTCOMES:

On the completion of this course, the students should be able to:

- Exhibit hand skills of sketching fashion figures
- Draw and render different garments with detailing
- Use mediums of colours such as markers, colour pencils, collage techniques etc.

REFERENCES:

1. Abling, Bina. Fashion Sketchbook, New York: Fairchild Publications.
2. Allen, Anne & Seaman Julian. Fashion Drawing: The Basic Principles, London: Batsford Fashion Books.
3. Barnes, Colin. Fashion Illustration. Macdonald.
4. Bryant M.W. Fashion Drawing – Illustration Techniques for Fashion Designers.

DOD1305 VISUALIZATION & REPRESENTATION

COURSE INTENT:

This course intends to make the students see and appreciate the basic design concepts. The first level includes the vocabulary of design and principles of design, understand different materials and explore the use of different materials in design and to expose the students to the concept of colour and the use of colour in design.

COURSE CONTENTS:

Drawing different shapes and forms in various mediums - Drawing from nature, product drawings, perspective drawing, representing positive and negative spaces, light and dark tones with different mediums of drawing.

Exploring various mediums for rendering - Pen and ink rendering, pencil and colour pencil rendering etc. Design Elements and Principles - Dot, line, shape, form, Texture and colour. Contrast, harmony, rhythm, proportion, unity etc.

Colour wheels and colour dimensions - Primary, secondary and tertiary colours, Prang colour wheel and Munsell colour system.

Colour dimensions -Tints, tones, shades and neutral colours, Colour harmonies related and contrast colour harmonies, Colour Interaction and illusion.

COURSE OUTCOMES:

On the completion of this course, the students should be able to:

- Apply the elements and principles of design in developing designs
- Use the different rendering techniques in designing
- Use the techniques for application of colour in fashion illustrations, design concepts in designing for fashion

REFERENCES:

1. Broomer F. Gerald. (1974). Elements of Design: Space. Davis Publications Inc., Worcester, Massachusetts.
2. Wong Wucius. (1977). Principles of two dimensional Design. Van Nostrand Reinhold, NY
3. Broomer F. Gerald. (1974). Elements of Design: Space. Davis Publications Inc., Worcester, Massachusetts.
4. Dodson B. (1990). Keys to Drawing. North Light Publications, Cincinnati.

5. Mark W., Mary W. (1999). *Drawing for Absolute Beginner*. F&W Publications, Cincinnati.
6. Davis M. L. (1996). *Visual Design in Dress*, (3rd ed.). Prentice Hall, Canada.
5. Graves M. (1951). *Art of Colour and Design*, (2nd ed.). Macgraw-Hill Book Company.
7. Hayashi Studio. (1994). *Water Colour Rendering*. Graphic-Sha Publishing Co., Ltd.
8. Edwards B. *Color by Betty Edwards: A Course in Mastering the Art of Mixing Colors*. Penguin Group Inc, New York. ISBN: 1-58542-199-5
9. DAVIS M.L. (1996). *Visual Design in Dress*. Prentice Hall, Canada.
10. Robert W. Gill. (1984). *Manual of Rendering in pen and ink*. Thames and Hudson, London.
11. Wong Wucius. (1977). *Principles of three dimensional Design*. Van Nostrand Reinhold, NY.

DOD1307 HISTORY OF ART, DESIGN AND FASHION I

COURSE INTENT:

To introduce students to clothing development in India & South East Asia and the subsequent changes in the costumes of different periods. Appreciation of the traditional embroideries and crafts of India through the application of the same.

COURSE CONTENTS:

Introduction to Indian Art History and Design- Art as communication, ritual/religion, historical record and as individual's self-expression.

Early Indian civilizations - Timeline with economic and socio cultural developments. Art, Architecture, Sculpture and their Symbolism

Clothing Development in India 1- Indus, Vedic, Mauryan, Sunga, Satavahana, Gupta and Post Gupta Periods

Clothing Development in India 2 - Gupta and Post Gupta Period, Pallavas and Chola Periods

Clothing Development in India 3 - Mughal Dynasty; British Rule and its Influences

Traditional Embroideries of India -Embroideries from North, South, East and West regions of the country
Art, Design and Clothing Development in South East Asia - Fabrics and clothing development of China, Japan, Korea, Vietnam etc. with reference to influences of religion and culture.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Display an understanding of art / design forms/ movements.
- Develop an awareness of the design sources, importance of research and refinement.
- Develop knowledge of traditional embroideries and crafts and apply into product ranges across the fashion industry.

REFERENCES:

1. John Gillow. *Traditional Indian Textiles*.
2. Ghurye. *Indian Costumes*. Popular Prakashan.
3. Mohapatra. *Fashion Styles of Ancient India*. B.R. Publishing Corporation.
4. Wendell Rodricks. *Moda Goa*.
5. Antonio Finnane. *Changing Clothes in China: Fashion, History, Nation*
6. Linda Welters, Abby Lillethun *Fashion History: A Global View*

DOD1309 OVERVIEW OF FASHION INDUSTRY

COURSE INTENT:

The objective of this course is to introduce the students to the global fashion industry with emphasis on fashion consumer, markets, relate industries, fashion centers and fashion designers.

COURSE CONTENT:

Fundamentals of Fashion- Fashion terminologies, Fashion cycles, Fashion adoption theories, Fashion product categories

Fashion Market and the Consumer - Fashion consumer groups, Consumer demand and its impact.

Impact of Technology and Global Trade on the Fashion Markets

Growth of Fashion Industry - History of Couture, Impact of Industrial Revolution on Apparel industry,

Development of the fashion industry – from domestic to global

Segments of Fashion Industry - Textile industry, Apparel industry, Leather industry, Fur industry,

Accessory industry, Hosiery industry, Trimming industry

Fashion Centers of the World - Fashion industry in the following countries – France, Italy, England, Germany, Canada, and The United States. International fashion designers and their labels
Overview of Indian Fashion Industry - Nature of fashion industry in India, Size of industry, Indian fashion designers and their labels

COURSE OUTCOMES

On completion of this module, students should be able to

- Identify categories of clothing and its target market groups; fashion seasons.
- Develop a strong understanding of fashion consumer and fashion cycles.
- Relate to the impact of the works by global designers.

REFERENCES:

1. Elizabeth Rouse. *Understand Fashion* B. S. P. Books, Oxford.
2. Elizabeth Bye. *Fashion Design*. Berg Publishers.
3. Gini Stephens Frings. *Fashion From Concept to Source*. Prentice Hall, New Jersey.
4. Mc Call London – *Mc. Calls Fashion in Colour*, The Hamlyn Publishing Group Ltd., Toronto, London.
5. Sharon Lee Tate. (2007). *Inside Fashion Design* (5th ed.). Baba Barkha Nath Printers.
6. Meher Castelino. (1994). *Fashion Kaleidoscope*. Rupa and Co.

DOD1311 COMMUNICATION SKILLS

COURSE OVERVIEW

Educates the advantage of good hold over major communication & language skills of listening, speaking, reading and writing through exploring various mediums

COURSE CONTENT

Forms of communication, factors facilitating communication, communication channels-four types of language skills (LSRW)-barriers to communication, etiquettes & netiquettes

Verbal Communication - Diction, vocabulary, Body language, gestures, expressional voices, use of expressions & words, application in real life situations, Communication across cultures and generations
Written Communication - Formation of sentences, paragraph writing, essay writing, note making, summarizing.

Structuring of preamble, contents, chaptalization, bibliography, footnotes, appendices and references.

Business communication - circular, agenda and minutes, email- enquiries, quotations- placing orders- clarification and complaints, job application, cover letter with resume.

Presentation skills: meetings-conducting and attending meetings, preparing advertisements- brochures, effective presentation skills with emphasis on visual aids.

COURSE OUTCOMES:

On the completion of this course the students should be able to:

- Exhibit skills in graphic and verbal communication
- Exhibit presentation skills to communicate efficiently and effectively with clients and others.

REFERENCE BOOKS:

Geetha Jajivan, Kiranmai: *Course in listening and speaking Skills part I*, Foundation Books Pvt Ltd.
Lorven: *Enrich your communication in English*

FIRST YEAR / SEMESTER TWO

DOD1302 FASHION STUDIO II

COURSE INTENT:

This course is a continuation of Pattern Making learnt in the earlier semester and would focus on pattern making for different types of garments.

COURSE CONTENTS:

Pattern making using Flat Pattern Techniques for Drafting basic skirts and its variations (gore/Umbrella), Construction of basic skirt and Construction of any one variation of skirt (Gore or Circular).

Dart manipulation types, Slash and spread, pivot with single and double dart series.

Drafting princess line bodice (Mid shoulder and Armhole)

Drafting and construction of Princess cut blouse as per standard measurements.

Drafting and construction of Frock

COURSE OUTCOMES:

On completion of this module, students should be able to

- Learn the Pattern Making using Flat Pattern Technique and Construction of different types garments.

- Follow different methods of garment detailing/designing, construction and finishing.

REFERENCES:

1. Armstrong H.G. *Pattern Making for Fashion Design*. Prentice Hall, New York.
2. McCunn D., Lew R. *How to Make Sewing Patterns*. Blue Feathers.
3. Zarapkar K.R. (2005). *Zarapkar System of Cutting*. Navneet Publications. India.
4. Hollen N. R., Kundel C.J. *Pattern Making by Flat Pattern Method*. Prentice Hall Publication.
5. Aldrich W. (2008). *Metric Pattern Cutting for Women's Wear*. Willey Blackwell Publication.
6. Aldrich W. (2008). *Metric Pattern Cutting for Men's Wear*. Willey Blackwell Publication.
7. Aldrich W. (2008). *Metric Pattern Cutting for Children's Wear and Babywear*. Willey Blackwell Publication.
8. Richardson K. (2007). *Design and Patternmaking for Stretch Fabrics*. Fairchild Publications.
9. Connie Amaden-Crawford. *A Guide to Fashion Sewing*. Fairchild Publications.
10. **Lynda Maynard. (2010). *The Dressmaker's Handbook of Couture Sewing Techniques: Essential Step-by-Step Techniques for Professional Results*. Interweave Press.**
11. Claire Shaeffer. (2008). *Claire Shaeffer's Fabric Sewing Guide*. Krause Publications.
12. Claire Shaeffer. *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*. Rodale Books Publisher.
13. Injoo Kim, Mykyung Uh. (2008). *Apparel Making in Fashion Design*. Breg Publications.
14. Gross L.(1991). *How to Draft Basic Patterns*. Fairchild Publications.
15. Rosen L. (2004). *Patternmaking: A Comprehensive Reference for Fashion Design*. Prentice Hall Publication.
16. Price J. *Basic Pattern Skills for Fashion Design*. Fairchild Publications.
17. Rolfo V.(1991). *Designing Apparel Through the Flat Pattern*. Fairchild Publications.
18. McCunn D., Lew R. *How to Make Sewing Patterns*. Blue Feathers.

DOD1304 FASHION ILLUSTRATION II

COURSE INTENT:

This course is an extension of fashion illustration I, where the students would be encouraged to sketch fashion figure, render the fabrics and work on the fashion figures with reference to design elements.

COURSE CONTENTS:

Drawing poses - Drawing different poses of men, women figures. (Based seated, standing moving)

Rendering fashion croquis and garment details with light and shadow.

Garment Terminology - Drawing different dresses, shirts, pants, skirts, coats, Jackets.

Fabric rendering techniques - Rendering different fabrics (smooth, rough, shine fabrics on figures) understand the source of light shadow study of folds.

Fashion Accessories - Sketching accessories: Hats, gloves, bows and shawls, bags, jewellery, bracelets, watches, footwear.

Exploring various mediums for rendering - Fashion croquis, garments and accessories rendering in different mediums.

Presentation of fashion Illustration - Back ground rendering, use of collage, use of various embellishments or materials to explore different ways to present the fashion sketches.

COURSE OUTCOMES:

On completion of this course, the students should be able to:

- Exhibit design skills of rendering with attention to detailing and texture.
- Understand study of body movement and how it affects garments on the models.

REFERENCES:

1. Abling, Bina. *Fashion Sketchbook*, New York: Fairchild Publications.
2. Borelli, L. (2007). *Fashion Illustration by Fashion Designers*. Chronicle Books Ltd, US.
3. Dawber A. (2007). *Big Book of Fashion Illustration*. Batsford, London.
4. Janice Greenberg Ellinwood. *Fashion by Design*. Fairchild Publications.
5. John Ireland, Patrick. *Fashion Design Illustration: Men*, London: Batsford Fashion Books.
6. John Ireland, Patrick. *Fashion Design Illustration: Women*, London: Batsford Fashion Books.
7. John Ireland, Patrick. *Fashion Design Illustration: Children*, London: Batsford Fashion Books.
8. Tatham c., Seaman J. (2007). *Fashion Design Drawing Course*. Barron's Educational Series.
9. Estel Vilaseca. *Essential Fashion Illustration Colour+Medium*. Maomoa publications.
10. Tracy Jennings. *Creativity in Fashion Design: An Inspiration Workbook*. Fairchild Publications.

DOD1306 DESIGN PROCESS

COURSE INTENT:

To introduce students to the stages of the design process; from Inspiration to Production. To promote independent styles of design thinking and innovation. To encourage the use of digital presentation tools and techniques.

COURSE CONTENTS:

Introduction - Process of designing, different steps in designing. Combining elements and principles of design.

Design thinking - Types and styles of thinking, creative thinking, brainstorming techniques and reverse design process. Creating a design journal.

Inspiration and Identification - Inspiration meaning, sources of inspiration, inspiration: an art of creation, design constraints, sustainability in design. Introduction of Adobe Photoshop basics, inspiration/ theme board development, layouts.

Conceptualization, Exploration and Refinement - Creating sustainable concepts, Gestalt perception, analysis and presentation of concepts, refinement in terms of alchemy, observing and testing.

Definition and Modelling - Recording design development through notes and imagery. Creating prototypes. Preparing presentation content through digital medium

Communication and Production - Prototype and testing, planning and budgeting, reviewing the design process.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Identify sources of inspiration; research and develop concepts.
- Utilize manual or digital medium to explain the exploration, refinement and modelling stages.
- Work within constraints; manage time and task through planning.
- Relate to all the collaborators and their contributions to the project.

REFERENCES:

1. Karl Aspelund. (2010). *The Design Process*. Fairchild Publications.
2. Bryan Lawson. (2005). *How Designers Think: The design process demystified*. Biddles Ltd.
3. Bryan Lawson. *What Designers Know*.
4. Nigel Cross. (2011). *Design Thinking*. Breg Publishers.

DOD1308 HISTORY OF ART, DESIGN AND FASHION II

COURSE INTENT:

To introduce students to fashion changes with emphasis to the art and design of the different periods. Art and design forms in different timelines of the history would be focused with subsequent changes in the costumes of different periods.

COURSE CONTENTS:

Origin of Costumes - Classification of costumes, development of costumes from painting and tattooing.

Art and Design: Art theories, art movements, types of art and design, art as craft.

Prehistoric and Early Civilizations - Mesopotamia, Babylon, Persian, Indus Valley civilization

Art and Design - Egypt, Greece and Rome

Culture and Clothing - Egypt, Greece and Rome

Art, Design and Clothing - 3rd to 15th century Eastern Empire

Early Christian Art and Byzantine Period

COURSE OUTCOMES:

On completion of this module, students should be able to

- Display an understanding of art / design forms/ movements.
- Develop an awareness of the design sources, importance of research and refinement.
- Develop knowledge of traditional embroideries and crafts and apply into product ranges across the fashion industry.

REFERENCES:

1. Boucher L., Deslandre Y. 20,000 Years of Fashion The History of Costume and Personal Adornment
2. Cosgrave B. The Complete History of Costume & Fashion: From Ancient Egypt to the Present Day.
3. Lester K.M. *Historic Costume*. Charles and Benet Co, Illinois.

4. Evans H. *Costumes Throughout Ages*. J.B. Lipincott, New York.
5. Truner W. *The Mode in Costume*. Charles Scribners Sons Inc, New York.
6. Biglow M.S. *Fashion in History*. Burgees Publishing Co.
7. Phyllis G. Tortora, Keith Eubank. *Survey of Historic Costume*. Fairchild Publications.
8. H.W. Janson, Anthony F. Janson. *History of Art*. Harry N. Abrams, Inc.

DOD1310 FABRIC STUDIES I

COURSE INTENT:

This course helps the students to accrue basic knowledge on the characteristics and suitability of various textile fibers, yarns and fabrics. The basic knowledge of fabrics enables the budding designers to choose appropriate fabric as per season, occasion, budget and end use for the different lines created.

COURSE CONTENTS:

Textile Terminologies, Segments of the textile industry, Desirable properties of textile fibers, Classification of textile fibers, Natural fibers: Cotton, linen, wool, silk, Manmade : Rayon, nylon, polyester and spandex - Properties and their suitability for different seasons. Research on the new fibers in the international market.

Spinning spun yarn and filament yarn, Yarn numbering system, Yarn classification, properties of yarns, yarn quality requirements for weaving and knitting. Sewing threads.

Fabric construction methods: Loom: weaving, basic woven fabric structures – point paper designing of basic weaves, Knitting machines: basic knit structures, Non-woven: web formation and types of bonding.

Analysis of fibre, yarn and fabric: Fibers: microscopic, burning and chemical tests. Yarn: collection and analysis of twist, ply and end use of yarn samples. Fabric: Deconstructing and analyzing type of fibre, yarn, structure and end use of various woven, knitted and non-woven fabrics.

Appreciation of Indian Traditional textiles: Design features and characteristics of woven textiles of north, south, east and west India.

Design project: Choosing an area of interest based on traditional textiles, visiting the place and learning the traditional weaving technique and sample development.

COURSE OUTCOMES:

On the completion of this module, the students should be able to:

- Understand the process and mechanisms involved in converting fiber to yarn and fabric.
- Analyse the type of fibre, yarn and structure of the fabric using technical and non-technical tests and finding suitable end-uses.
- Appreciate and understand the richness and various techniques of Indian traditional textiles and learning a technique that inspires them.

REFERENCES:

1. Allen C. Cohen, Ingrid Johnson, Joseph J. Pizzuto (2011) *Fabric Science*, Fairchild Publications.
2. Ingrid Johnson, Allen C. Cohen and Ajoy K. Sarkar (2015) *J.J. Pizzuto's Fabric Science*, Bloomsbury Publications.
3. Kate Fletcher (2014), *Sustainable Fashion and Textiles: Design Journeys*, Routledge, Taylor and Francis group.
4. E.P.G. Gohl, L.D. Vilensky (2005) *Textile Science Explanation: An Explanation of Fibre Properties (Second Edition)*, CBS Publishers & Distributors Pvt. Ltd.
5. Simon Clarke (2011) *Textile Design*, Laurence King Publishing.
6. Bernard P. Corbman (1983) *Textile Fibre to Fabric*, McGraw Hill International Edition, New York.
7. C Hallett, A Johnston (2010) *Fabric for Fashion the Swatch Book*, Laurence King Publishing.
8. John Gillow and Nicholas Barnard (2014), *Indian Textiles*, Thames and Hudson.
9. Rta Kapur Chishti and Rahul Jain (2000), *Handcrafted Indian Textiles*, Lustre publishers.
10. Ed. Mayank Mansingh Kaul (2016) *Marg: Cloth and India: 1947-2015*, Volume 67 Number 4

DOD1312 ENVIRONMENTAL SCIENCES

COURSE INTENT:

This course addresses the environmental issues, principles, process and practice of environmental design, integration of the built environment in to the surrounding natural landscape. It looks at the relationship between environment and design, its concerns and the effects on the future.

COURSE CONTENT:

Multidisciplinary nature of environmental studies, Definition, scope and importance, need for public awareness.

Renewable and non-renewable resources: Natural resources and associated problems, role of an individual in conservation of natural resources, Equitable use of resources for sustainable lifestyles.

Ecosystems: Concept of an ecosystem, structure and function of an ecosystem, energy flow, Ecological succession, Food chains, food webs, ecological pyramids, Types of Ecosystems.

Biodiversity and its conservation: genetic, species and ecosystem diversity, Biogeographical classifications, hot-spots of biodiversity, threats to biodiversity, Conservation of biodiversity

Social Issues and the Environment: Various types of Environmental Pollution-Cause, effects and control measures, Resettlement and rehabilitation of people; its problems and concerns,

From Unsustainable to Sustainable development: problems related to energy, Water conservation & recycling, Waste recycling, Solid Waste Management, Construction waste

Environmental ethics-Issues and possible solutions: Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Wasteland reclamation, Consumerism and waste products, Disaster management

Environment Protection Act, Air (Prevention and Control of Pollution) Act., Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation and Public awareness.

Passive & Active Environmental Design: Impacts on ecology due to built environment, Control by design, historical case Studies, Mud/ Bamboo Architecture, Principles of Organic Architecture, landscaping; earth sheltered buildings, water bodies, Energy Efficient Building Design, green architecture, Bionic Architecture along with case studies of various contemporary designs done with principles of sustainability

COURSE OUTCOMES:

To develop awareness of relationship between the environment and design and sensitivity while making design choices

REFERENCE:

ErachBharucha, A Text Book of Environmental Studies for Undergraduate Courses, University Grants Commission.

SECOND YEAR/ SEMESTER THREE

DOD2301 FASHION STUDIO III

COURSE INTENT:

This course as a continuation to the earlier semester aims to develop a range of Ethnic and Casual wear. Emphasis is on the application of the embroideries, history, and material studies/textiles learnt in the earlier semester

COURSE CONTENTS:

Module 1: Ethnic wear: One ensemble for Men; One ensemble for Women

Module 2: Casual wear: One ensemble for Kids

Portfolio should include mentor details, acknowledgment, introduction, concept development, boards – theme, mood, look, customer profile (manual and digital), fabric board with fabric details (trade name, fiber, yarn, fabric structure), colour board, style derivation, Illustrations (rendering textiles). Should also include trims, spec sheet, cost sheet. The students should maintain research journal.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Demonstrate application of Design process and the techniques learnt in the previous semester like hand embroideries and history, and textiles.
- Develop different boards that includes concept board, mood board, colour palette, fabric board, look board and client profile and relate to a designer of student's choice. 30 explorations for each of the garments to be designed
- Render the finalized sketch.
- Transform and experiment the above design through garment construction

REFERENCES:

1. Armstrong H.G. Pattern Making for Fashion Design. Prentice Hall, New York.
2. McCunn D., Lew R. How to Make Sewing Patterns. Blue Feathers.

3. Hollen N. R., Kundel C.J. Pattern Making by Flat Pattern Method. Prentice Hall Publication.
4. Aldrich W. (2008). Metric Pattern Cutting for Women's Wear. Willey Blackwell Publication.
5. Aldrich W. (2008). Metric Pattern Cutting for Men's Wear. Willey Blackwell Publication.
6. Aldrich W. (2008). Metric Pattern Cutting for Children's Wear and Babywear. Willey Blackwell Publication.
7. Richardson K. (2007). Design and Patternmaking for Stretch Fabrics. Fairchild Publications.
8. Connie Amaden-Crawford. A Guide to Fashion Sewing. Fairchild Publications.

DOD2303 HISTORY OF ART, DESIGN, AND FASHION III

COURSE INTENT:

This course intends to introduce students to fashion changes with emphasis to the art and design of the different periods. Art and design forms in different timelines of the history would be focused with subsequent changes in the costumes of different periods.

COURSE CONTENTS:

Module 1: Middle Ages: Early, High and Late Middle Ages; Gothic and Romanesque period

Module 2: Renaissance: Italian and Northern Renaissance

Module 3: Baroque and Rococo period

Module 4: Directoire and Empire period

Module 5: Romantic Era

COURSE OUTCOMES:

On completion of this module, students should be able to

- Display an understanding of art / design forms/ movements.
- Display an understanding of clothing development.
- Develop an awareness of the design sources, importance of research and refinement.

REFERENCES:

1. Phyllis G. Tortora, Keith Eubank. Survey of Historic Costume. Fairchild Publications.
2. Boucher L., Deslandre Y. 20,000 Years of Fashion The History of Costume and Personal Adornment.
3. Lester K.M. Historic Costume. Charles and Benet Co, Illinois.
4. Evans H. Costumes Throughout Ages. J.B. Lipincott, New York.
5. Truner W. The Mode in Costume. Charles Scribners Sons Inc, New York.
6. Biglow M.S. Fashion in History. Burgees Publishing Co.
7. H.W. Janson, Anthony F. Janson. History of Art. Harry N. Abrams, Inc.

DOD2305 FABRIC STUDIES II

COURSE INTENT:

This course aims to introduce students to various fabric preparatory process, dyeing, printing and finishing techniques appropriate for different fibers and end uses. The students will be made aware of the types of Indian traditional textiles, which helps the students to understand the uniqueness, richness and techniques used for making traditional textiles.

COURSE CONTENTS:

Module 1: Pretreatment process: Fabric preparatory process- need, singeing, desizing, shearing and cropping, scouring, bleaching, mercerization, carbonizing wool, heat setting, ammoniating. Preparation of cellulose, protein and synthetic fibers.

Module 2: Dyes and dyeing processes for textiles: Classification of dyes, Dyes and pigments, Methods of applying direct, reactive, vat, acid, basic, chrome dyes. Dyes suitable for cellulosic material, protein material and synthetic material. Mordant, Natural dyes: extraction and application on Textiles. Dyeing methods – Stock dyeing, top dyeing, yarn dyeing, piece dyeing, dope dyeing and garment dyeing, union dyeing, cross dyeing. Dyeing machines. Effluent treatment methods. Eco standards and eco labels.

Module 3: Textile printing: Definition, ingredients in printing paste with their functions, classification of printing, styles of printing. Methods of printing-block printing, stencil printing, screen printing, duplex printing, roller printing, transfer printing, blotch printing, flock printing, tie and dye, batik printing, discharge printing.

Module 4: Fabric finishing: Objectives, Selection of Finishes, Classification of finishes - chemical finishes, mechanical finishes. Calendaring, types of calendaring, emerizing, sueding, sanforization, compacting, tentering, raising and napping, crabbing, fulling, decatizing. Functional finishes - antibacterial, anti-static, wash and wear, durable press finish, stain repellent finish, flame proof, UV retardant finish, water

repellent/proof, insect and moth control finishes, fire repellent/retardant and microencapsulated finish. Fabric and garment washes. Equipment used for finishing textiles.

Module 5: Indian traditional textiles: Resist dyed textiles- bandhani of Gujarat, bandhej and lehariya of Rajasthan, Ikat- patola of Gujarat, bandhas of Odisha, telia rumal and pochampalli ikats of Andhra Pradesh, Printed textiles- bagru prints from Rajasthan, sanganer prints from Rajasthan, kalamkari from Andhra Pradesh.

Module 6: Redefining fashion: Researching on any one area of traditional Indian textiles, learning the craft and transforming the technique to design a sustainable contemporary fashion accessory. Following design process to develop one costume using the concept of sustainable textile process (using natural materials and techniques).

COURSE OUTCOMES:

On completion of this module, students should be able to

- To understand the need for preparing fabrics before finishing according to the fiber content.
- To enable students to wisely choose the type of dyes, prints and finishes appropriate for fibre, design and end use.
- To motivate students to transform and experiment the traditional techniques to design contemporary fashion products there by passing our traditional techniques from generation to generation and supporting the craft clusters.

REFERENCES:

- 1.T. L. Vigo (2002), Textile Processing and Properties: Preparation, Dyeing, Finishing and Performance (Textile Science and Technology), Elsevier.
- 2.Koushik C. V., Antao Irwin Josico. (2004). Chemical Processing of Textiles – Grey Preparation and Dyeing. NCUTE Publication, New Delhi.
- 3.Clifton G. Overholser (2013) Chemical Processing of Textiles, Random Publications
- 4.Dominique Cardon (2007), Natural Dyes: Sources, Tradition, Technology and Science, Archetype Publications Ltd.
- 5.A.R Horrocks and S.C Anand (2000), Handbook of Technical Textiles, The Textile Institute, CRC Press.
- 6.Michael and Irene Ash (Compilers) (2001) Handbook of Textile Processing Chemicals, Synapse Information Resources, U.S.
- 7.Sara J. Kadolph and Sara B. Marcketti (2016) Textiles, Pearson Education.
- 8.Rose Sinclair (2014), Textiles and Fashion: Materials, Design and Technology, Woodhead Publishing.
- 9.Rob Thompson (2014), Manufacturing Processes for Textile and Fashion: For Design Professionals, Thames & Hudson Ltd.
10. Laurie Wisburn (2012), Mastering the Art of Fabric Printing and Design, Chronicle Books.
11. Kate Wells (2000), Fabric Dyeing and Printing, Conran Octopus Ltd.

DOD2307 OPEN ELECTIVE I

The students would be given an opportunity to choose the open elective from the courses offered by MAHE.

ELECTIVE 1* DESIGN ELECTIVES

DOD4309 CREATIVE DESIGN

COURSE INTENT:

The course intends to facilitate creative thought process in the students. Through the course, they would learn to explore the development of fashion products keeping in view the design process and using techniques such as tessellation, developing installations etc.

COURSE CONTENTS:

Module 1: Understanding and using elements and principles of design.

Module 2: Motifs – natural, geometric and abstract, ornamental motifs and its use in textile patterns.

Module 3: Fashion Product - Product development (Theme based and Problem solving based).

Module 4: Presentation boards and techniques - Inspiration, developing design options, final development and presentation (collage board, swatch board, textural effects etc.).

COURSE OUTCOMES:

On completion of this module, students should be able to

- Develop an awareness of the design sources, importance of research, refinement and prototyping.
- Creatively design from small scale motifs to complete products.

- Express their ideas through effective presentation

REFERENCES:

1. Janice Greenberg Ellinwood. Fashion by Design. Fairchild Publications.
2. Dawber A. (2007). Big Book of Fashion Illustration. Batsford, London.
3. Borelli, L. (2007). Fashion Illustration by Fashion Designers. Chronicle Books Ltd, US.
4. Tatham c., Seaman J. (2007). Fashion Design Drawing Course. Barron's Educational Series.
5. Karl Aspelund. The Design Process. Fairchild Publications.
6. Tracy Jennings. Creativity in Fashion Design: An Inspiration Workbook. Fairchild Publications.
7. Sumathi GJ. Elements of Fashion and Apparel Design. New Age International Publications.
8. Simon Travers Spencer, Zarida Zaman. The Fashion Designer's Directory of Shape and Style: Over 500 Mix-And-Match Elements for Creative Clothing Design. Barron's Educational Series.
9. Gigi Morris. (2009). Elements and Principles of Fashion Design.

DOD4311 CREATIVE TEXTILES

COURSE INTENT:

This course introduces students to fibre art movement, fibre artists and equip them to apply various fibre art techniques to produce creative textiles.

COURSE CONTENTS:

Module 1: Fiber art and artists: Definition, history, craftivism. Research on any ten Fibre artists (Denimu, Alighiero Boetti, Nick Cave, Sheila Hicks, Mascha Mioni, Faith Ringgold, Judith Scott, Anni Albers, Trude Guermonprez) – analyzing the features and characteristics of their outstanding fibre art work.

Module 2: Fibre art techniques: Airbrushing, string painting, fibre fusion, drawing with thread, felting, appliqué, textile collage, patch work, thread painting, twining, plaiting, coiling, pleating, lashing, interlacing, salting, hand knitting, crocheting, tatting.

Module 3: Material Exploration and manipulation: Fibers, fabric, embellishments- maintaining a research journal and experimenting on fibre and fabric manipulation techniques – Develop 20 swatches by applying fibre art techniques.

Module 4: Tablet weaving: Learning the technique of card weaving, punching cards and weaving narrow strips of fabric.

Module 5: Design project: Creating an installation by combining the fibre art techniques. Dyeing the material using unusual materials.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Give an insight on the fibre art movements and fibre artists.
- Work with various fibre art techniques and to apply the acquired skills to create innovative textiles and accessories.

REFERENCES:

1. Valerie Hughes (2015) Felt and Fibre Art (The Textile Artist)
2. Wendy Dolan, Layer (2015) Paint and Stitch: Create Textile Art, Search press.
3. Laurie Wisburn (2012), Mastering the Art of Fabric Printing and Design, Chronicle Books.
4. Kate Wells (2000), Fabric Dyeing and Printing, Conran Octopus Ltd.
5. Cynthia Fowler (2014) A Sign of the Times: Sheila Hicks, the Fiber Arts Movement, and the Language of Liberation, The Journal of Modern Craft, 7:1, 33-51

DOD4313 ADVANCED DRAPING

COURSE INTENT:

This course enables the students to use draping technique for making different and complicated patterns.

COURSE CONTENTS:

Module 1: Bodice Styles: Development and converting dart excess into gathers, pleats, multiple darts and tucks

Module 2: Sheath Dress: Basic sheath, princess dress with flare, empire dress

Module 3: Bias Cut Dresses: Slip dress, Bra top dress, Cowl effects at different location in dress

Module 4: Toil development: Using any 2 patterns developed in semester, construction of toil to understand fit analysis.

Module 5: Project: Out of 2 toil developed, construction of any one design using modified draping pattern with fashion fabric as per concept.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Understand the process of converting dart into various fullness giving elements.
- Transform and experiment with complicated high fashion apparel patterns.

REFERENCES:

1. Amaden Connie and Crawford. (2005). The Art of Fashion Draping. Om Book Service.
2. Sallie D Marco. (2005). Draping Basics. Fairchild Publications.
3. Armstrong H J. (2008). Draping for Apparel Design. Fairchild Publications.
4. Rodgers J., Doyel M. (2008). Fundamentals of Draping and Pattern Drafting. Hanover Phist Inc.
5. Bina Abling, Kathleen Maggio. (2008). Integrating Draping, Drafting, and Drawing. Fairchild Publications.

DOD4315 CRAFT DOCUMENTATION**COURSE INTENT:**

The objective of this course is to develop the student's ability to identify art culture and critically study the symbols, colours, art form used.

COURSE CONTENTS:

The students would be encouraged to choose any area of craft like traditional dyeing, printing, textile or embroidery, art and architecture. The students need to document the information and submit a report. Develop a range of garments using the craft form documented and submit the portfolio.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Appreciate the traditional art form of our country and use it in developing contemporary costumes.
- Apply the design process to decipher the traditional art form to the contemporary requirement.

ELECTIVE 2* (ATELIER ELECTIVES)**DOD4317 BESPOKE CLOTHING****COURSE INTENT:**

The course is designed to inculcate the skills of making patterns and stitching with custom made clothing techniques for Women's wear.

COURSE CONTENTS:

Making patterns and stitching an ensemble for Women's wear (Shirt/top, Trouser/Skirt, and Blazer). Portfolio should include mentor details, acknowledgment, introduction, concept development, boards – theme, mood, look, customer profile (manual and digital), fabric board with fabric details (trade name, fiber, yarn, fabric structure, GSM), colour board, style derivation, Illustrations (rendering textiles). Should also include trims, spec sheet, cost sheet. The students should maintain research journal.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Application of Design process and constructing with bespoke tailoring techniques.
- Understanding custom made tailored finishing.

REFERENCES:

1. Mc Cunn D., Lew R. How to Make Sewing Patterns. Blue Feathers.
2. Aldrich W. (2008). Metric Pattern Cutting for Women's Wear. Willey Blackwell Publication.
3. Connie Amaden-Crawford. A Guide to Fashion Sewing. Fairchild Publications.

DOD4319 THEATRICAL COSTUMES**COURSE INTENT:**

The course is designed to inculcate the skills of developing the Theatrical costumes.

COURSE CONTENTS:

Develop conceptual sketches for different characters of the script. Making patterns and stitching an ensemble based on the character in given script.

Portfolio should include mentor details, acknowledgment, introduction, concept development, boards – theme, mood, look, customer profile (manual and digital), fabric board with fabric details (trade name, fiber, yarn, fabric structure, GSM), colour board, style derivation, Illustrations (rendering textiles). Should also include trims, spec sheet, cost sheet. The students should maintain research journal.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Exhibit design thinking and construction of the Theatrical costumes

DOD4321 COUTURE DESIGN**COURSE INTENT:**

The course is designed to inculcate the skills of developing the Couture garment.

COURSE CONTENTS:

Making patterns, preparing toiles and stitching a garment based on the finalized design with focus on garment and design detailing

Portfolio should include mentor details, acknowledgment, introduction, concept development, boards – theme, mood, look, customer profile (manual and digital), fabric board with fabric details (trade name, fiber, yarn, fabric structure, GSM), colour board, style derivation, Illustrations (rendering textiles). Should also include trims, spec sheet, cost sheet. The students should maintain research journal.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Apply design process, fabric surface ornamentation/fabric manipulation and constructing the Couture garment

DOD4323 UNIFORM DESIGN**COURSE INTENT:**

The course is designed to inculcate the skills of developing functional clothing.

COURSE CONTENTS:

Module 1: Selection of sectors for developing uniforms

Research on the work profile for the selected sector.

Module 2: Design Process

Development of boards and prototypes.

Module 3: Execution of finalized design

Making patterns and stitching a garments (male and female) based on the finalized design with focus on garment and design detailing.

Portfolio should include mentor details, acknowledgment, introduction, concept development, boards – theme, mood, look, customer profile (manual and digital), fabric board with fabric details (trade name, fiber, yarn, fabric structure, GSM), colour board, style derivation, Illustrations (rendering textiles). Should also include trims, spec sheet, cost sheet. The students should maintain research journal.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Exhibit design thinking and construction of the Uniforms (Male and female) based on the sector chosen.

ELECTIVE 3* (ADVANCED STUDIO COURSES)**DOD4325 ADVANCED FASHION ILLUSTRATION****COURSE INTENT:**

This course is aimed to enable the students to illustrate fashion figures, garments and details using Adobe Illustrator.

COURSE CONTENTS:

Module 1: Exploring rendering techniques – fabrics and garments.

Module 2: Research into famous illustrators and designers and their techniques. Developing stylized croquis

Module 3: Theme and Brand based Range development. Understanding and using forecast.

Module 4: Background development for Illustration and planning layouts.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Display awareness of advanced rendering techniques
- Develop stylized croquis based on theme/ brand/ type of presentation.
- Create complete end to end design ranges from trend forecast.

REFERENCES:

1. Abling, Bina. Fashion Sketchbook, New York: Fairchild Publications.

2. Borelli, L. (2007). *Fashion Illustration by Fashion Designers*. Chronicle Books Ltd, US.
3. Dawber A. (2007). *Big Book of Fashion Illustration*. Batsford, London.
4. Janice Greenberg Ellinwood. *Fashion by Design*. Fairchild Publications.
5. Riegelman N. *9 Heads: A Guide to Drawing Fashion*. 9 heads media, USA.
6. Steven S. (2010). *Illustrating Fashion: Concept to Creation*. Fairchild Publications.
7. Farem S. (2010). *Fashion Design Course: Principles, Practice and Techniques: The Ultimate Guide for Aspiring Fashion Designers*. Thames & Hudson.

DOD4327 Digital Fashion Illustration

COURSE INTENT:

This course is aimed to enable the students to illustrate fashion figures, garments and details using Adobe Illustrator, edit, enhance and work with images using Adobe Photoshop and finally using Adobe In Design to design portfolios.

COURSE CONTENTS:

Module 1: Adobe Illustrator: Brushes, patterns, rendering techniques, textile designing, fashion flats and tech pack development.

Module 2: Adobe Photoshop: Blending options; working with Layers and Filters. Enhancing hand drawn

Module 3: Adobe In Design: Workspace basics, managing layouts, exporting and publishing.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Illustrate motif, create patterns, and render croquis and garments through Adobe Illustrator.
- Edit, enhance, and manage images through Adobe Photoshop.
- Combine, design and compile any type of document or presentation through Adobe InDesign.

REFERENCES:

1. Kevin Tallon. (1985). *Creative Fashion Design with Illustrator*. Batsford Publications.
2. Centner M. (2007). *Fashion Designers Handbook for Adobe Illustrator*. Wiley Blackwell Publication.
3. Susan Lazer. (2008). *Adobe Illustrator for Fashion Design*. Prentice Hall Publications.
4. Susan Lazer. (2007). *Adobe Photoshop for Fashion Design*. Prentice Hall Publications.
5. Zinag Gan. (2011). *CorelDraw Photoshop Fashion Design Performance*. Fairchild Publications.
6. Sandra Burke. (2006). *Fashion Computing: Design Techniques and CAD*. Bruke Publishing.
7. Marianne Centner. *Fashion Designers Handbook for Adobe Illustrator*. Wiley-Blackwell.

DOD4329 Capsule Collection

COURSE INTENT:

This course aims to make the student understand the styling based on the concept of capsule collection.

COURSE CONTENTS:

Module 1: Research on Capsule collection

Selection of Client and developing client profile

Module 2: Personal Styling

Development of styling look boards

Module 3: Development of minimum of three garments and creating minimum of six looks.

Making patterns and stitching the garments (male/female) based on the finalized design with focus on garment and design detailing

Portfolio should include mentor details, acknowledgment, introduction, concept development, boards – theme, mood, look, customer profile (manual and digital), fabric board with fabric details (trade name, fiber, yarn, fabric structure, GSM), colour board, style derivation, Illustrations (rendering textiles). Should also include trims, spec sheet, cost sheet. The students should maintain research journal.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Design thinking and constructing capsule collection.

DOD4331 Eco-chic Collection

COURSE INTENT:

The course intends to make the students understand the importance of sustainable clothing. The students would be encouraged to apply reconstruction and deconstruction techniques.

COURSE CONTENTS:

Module 1: Research

Module 2: Design Process

Module 3: Execution

Making patterns and stitching the garments (male/female) based on the finalized design with focus on sustainability, reuse/recycle/upcycle.

Portfolio should include mentor details, acknowledgment, introduction, concept development, boards – theme, mood, look, customer profile (manual and digital), fabric board with fabric details (trade name, fiber, yarn, fabric structure, GSM), colour board, style derivation, Illustrations (rendering textiles). Should also include trims, spec sheet, cost sheet. The students should maintain research journal.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Design thinking and constructing Eco-chic Collection

SECOND YEAR/ SEMESTER FOUR

DOD2302 FASHION STUDIO IV

COURSE INTENT:

The course intends to expose the students to design of a range of active wear, lingerie, and sportswear with an objective of inculcating the skills of making patterns and stitching with reference to the knitted material.

COURSE CONTENTS:

Developing patterns and stitching a range of active wear, lingerie, and sportswear with reference to the knitted material.

Portfolio should include mentor details, acknowledgment, introduction, concept development, boards – theme, mood, look, customer profile (manual and digital), fabric board with fabric details (trade name, fiber, yarn, fabric structure, GSM), colour board, style derivation, Illustrations (rendering textiles). Should also include trims, spec sheet, cost sheet. The students should maintain research journal.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Apply design process and the techniques learnt in the previous semester like embroideries/printing/dyeing and history learnt in the earlier semesters as per the design requirement
- Develop concept board, mood board, color palette, fabric board, look board and client profile and relate to a Brand of student's choice. 10 explorations for each of the garments to be designed would be developed.
- Rendered the sketches and construct the garments
- Transform and experiment the above design through garment construction

REFERENCES:

1. Winifred Aldrich. (2010). Metric Pattern Cutting for Men's Wear. Willey Blackwell Publishers.
2. Lori A Knowells. (1990). The Practical Guide To Patternmaking For Fashion Designers: Menswear. Fairchild Publications.
3. David Coffin. (2011). Making Trousers for Men and Women: A Multimedia Sewing Workshop. Creative Publishing International.
4. David Coffin. (1998). Shirt making: Developing Fine Skills for Sewing. Taunton Publishers.
5. Roberto Cabrera. (2009). Classic Tailoring Techniques: A Construction Guide for Men's Wear. Fairchild Publication.

DOD2304 DRAPING

COURSE INTENT:

The course is a study of three-dimensional fashion design conceptualization by draping of muslin on dress form.

COURSE CONTENTS:

Module 1: Introduction: Fabric characteristics and Terminology used in draping. Preparation of dress form with help of form to achieve customized body measurement as per different body figure

Module 2: Draping Slopers: Importance of fabric preparation. Draping Front single darted sloper, back double darted sloper and skirt sloper. Trueing and transfer process.

Module 3: Dart Manipulation: Technique of manipulating waist line single dart to various other dart positions like Shoulder Dart, Neckline Dart, Armhole dart and side seam dart, Trueing and transfer process

Module 4: Princess line Slopers: Splitting the single darted sloper into two darted sloper to convert it into Princess line pattern. Development of Armhole princess line, shoulder princess line and neckline princess line. Trueing and transfer process.

Module 5: Toile development: Using all the slopers developed through draping process, construction of toile to understand fit analysis.

Module 6: Project: Using any one of the sloper to develop one garment with fashion fabric according to the concept.

COURSE OUTCOMES:

On completion of this module, students should be able to

- To understand the grain of fabric and its behavior while draping fabric on dress form.
- To motivate students to transform and experiment with muslin on dress form, and develop pattern directly by creating look on it.

REFERENCES:

1. Amaden Connie and Crawford. (2005). The Art of Fashion Draping. Om Book Service.
2. Sallie D Marco. (2005). Draping Basics. Fairchild Publications.
3. Armstrong H J. (2008). Draping for Apparel Design. Fairchild Publications.
4. Rodgers J., Doyel M. (2008). Fundamentals of Draping and Pattern Drafting. Hanover Phist Inc.
5. Bina Abling, Kathleen Maggio. (2008). Integrating Draping, Drafting, and Drawing. Fairchild Publications.

DOD2306 HISTORY OF ART, DESIGN, AND FASHION IV

COURSE INTENT:

The course intends to introduce students to fashion changes with emphasis to the art and design of the different periods. Art and design forms in different timelines of the history would be focused with subsequent changes in the costumes of different periods.

COURSE CONTENTS:

Module 1: Crinoline and Bustle periods, Victorian Era

Module 2: 1900-1917: Edwardian or Belle Epoque

1920s and 1930s: The influence of automobile + aviation on fashion

Module 3: 1940's ,1950s and 1960s: The war years and the New Look by Dior post 1947.

Hippies, the minis and the high fashion; Ready to wear fashion

Module 4: 1970s, 1980's and 1990s: Power dressing; Celebrity, music and cinema

Module 5: 21st century: Technological advancement in fabrics

COURSE OUTCOMES:

On completion of this module, students should be able to

- Display an understanding of art / design forms/ movements.
- Display an understanding of clothing development.
- Develop an awareness of the design sources, importance of research and refinement.

REFERENCES:

1. Phyllis G. Tortora, Keith Eubank. Survey of Historic Costume. Fairchild Publications.
2. Boucher L., Deslandre Y. 20,000 Years of Fashion The History of Costume and Personal Adornment
3. Lester K.M. Historic Costume. Charles and Benet Co, Illinois.
4. Evans H. Costumes Throughout Ages. J.B. Lipincott, New York.
5. Truner W. The Mode in Costume. Charles Scribners Sons Inc, New York.
6. Biglow M.S. Fashion in History. Burgees Publishing Co.
7. H.W. Janson, Anthony F. Janson. History of Art. Harry N. Abrams, Inc.

DOD2308 OPEN ELECTIVE II

The students would be given an opportunity to choose the open elective from the courses offered by MAHE.

ELECTIVE 4* (CONTEXTUAL ELECTIVES)

DOD4308 DESIGN RESEARCH

COURSE INTENT:

The course intends to introduce the students to systematic and methodical investigation of the research problem.

COURSE CONTENTS:

Module 1: Introduction: Meaning of research; Types of Research – Descriptive and Empirical, Qualitative and Quantitative, Fundamental and Applied; Research process; Problem identification and formulation; Research Ethics.

Module 2: Research Design: Concept and importance of Research Design; Research Design for Exploratory, Descriptive, Experimental, Qualitative, and Quantitative Design; Concept of Variables.

Module 3: Scales and Measurement: Concept of measurement– what is measured? Problems in measurement in research – Validity and Reliability; Levels of measurement – Nominal, Ordinal, Interval, Ratio.

Module 4: Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non Response; Characteristics of a good sample; Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling; Determining size of the sample – Practical considerations in sampling and sample size.

Module 5: Data Analysis: Tabulation and Editing; Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis – Cross tabulations and Chi-square test including testing hypothesis of association.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Identify relevant research method for the problem
- Develop research method to be followed
- Compile report for the same.

REFERENCES:

1. Julia Gaimster. (2011). *Visual Research Methods in Fashion*. Berg Publishers.
2. Judy Flynn. (2009). *Research Methods for the Fashion Industry*. Fairchild Publications.
3. Simon Seivewright. (2007). *Basics of Fashion Design: Research and Design*. AVA Publishings.
4. Yuniya Kawamura.(2011). *Doing Research in Fashion and Dress: Introduction to Qualitative Methods*. Berg Publishers.

DOD4310 FASHION PRODUCT DEVELOPMENT

COURSE INTENT:

The course intends the students to explore the process of proto development followed in Apparel industry.

COURSE CONTENTS:

Module 1: Introduction to Product Development

Brand, Market Research, Promostyl forecast, Design process, Technical drawings, Measurements, Specification sheet, Sample making – Pattern Making, Sewing, Fittings and finishing, Inspection and Approval.

Module 2: Overview on factors influencing fashion

Stages involved in developing a collection, Designers collection and influence, Conceptual influence, form and functional influence, Political and Socio cultural factors, work wear, Global influence, Archivism, Futurism, Fabric sourcing, and Trend forecasting agencies.

Module 3: Overview on Haute couture and Mass Market segment

Module 4: Prototype sample Project: Prototype sample would be developed by the students.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Understand the fashion design process which starts from the concept to the prototype sample development.
- Develop a fashion prototype keeping in view the fashion forecast based on Promostyl for a brand.

REFERENCES:

1. Armstrong H.G. Pattern Making for Fashion Design. Prentice Hall, New York.
2. McCunn D., Lew R. How to Make Sewing Patterns. Blue Feathers.
3. Hollen N. R., Kundel C.J. Pattern Making by Flat Pattern Method. Prentice Hall Publication.

4. Aldrich W. (2008). *Metric Pattern Cutting for Women's Wear*. Willey Blackwell Publication.
5. Aldrich W. (2008). *Metric Pattern Cutting for Men's Wear*. Willey Blackwell Publication.
6. Aldrich W. (2008). *Metric Pattern Cutting for Children's Wear and Babywear*. Willey Blackwell Publication.
7. Richardson K. (2007). *Design and Patternmaking for Stretch Fabrics*. Fairchild Publications.
8. Connie Amaden-Crawford. *A Guide to Fashion Sewing*. Fairchild Publications.
9. Promostyl trend forecasting magazine.

DOD4312 FASHION INTERIORS

COURSE INTENT:

This course aims to acquaint the students of Fashion Design on textile materials that can be used in Interior Design.

COURSE CONTENTS:

Module 1: Introduction to Interiors: An insight into Interiors primarily residential – Understanding the Building components, visual relationships while creating an interior space.

Module 2: Home Furnishings: Types of furnishings, selection of material, design based on aesthetics, function and properties, care and maintenance. Elements of furnishing on various spaces at home – Living Room, Bed Room, Bathroom, Kitchen & Dining.

Module 3: Surface treatment: Floor coverings, wall coverings.

Module 4: Material exposure: Fabric types and classification. Identification and properties of fabrics, yarns and fibers. Other natural materials, Jute, kinds of processed leather, its application in interior design

Module 5: Design exercises: Assignments on applications of furnishing on various interior spaces based on user, themes/styles.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Exhibit knowledge and understanding of the functional and aesthetic requirements of textiles for a range of Interior applications.

REFERENCES:

1. Elsasser, H.V. (2004). *Know Your Home Furnishings*. Fairchild Publications.
2. Peacock, J. (2000). *Illustrated Guide for Sewing Home Furnishings*. Thames and Hudson.
3. The Editors of Fox Chapel Publishing. (2010). *Illustrated Guide to Sewing Home Furnishings: Expert Techniques for Creating Custom Shades, Drapes, Slipcovers and More*. Fox Chapel Publishing.
4. Donserkery K.G. *Interior Decoration in India*. Taraporeval sons and co.
5. Melanic Paine. *Curtains and shades*. Readers Digest, US.

DOD4314 ART APPRECIATION

COURSE INTENT:

The course aims at making the students understand the difference between various contemporary art work based on materials and techniques.

COURSE CONTENTS:

Module 1: Overview of different popular art forms (techniques and style)

Module 2: Research on five International contemporary artists work
Select any two artists and their styles and techniques.

Module 3: Research on five National contemporary artists work
Select any one artist and work on it.

Module 4: Research on any three Regional artists and their work.
Detail out their styles and techniques.

Portfolio: Report should contain analysis and comparison of the above works through data collection with supportive images and sketches.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Understand, analyze and appreciate the art work.

REFERENCES:

1. Mago, P.N. *Contemporary Art in India – A Perspective*. National Book Trust India.
2. Sam. H. *Modern Art*. Vendome Press.
3. H.W. Janson, Anthony F. Janson. *History of Art*. Harry N. Abrams, Inc.

4. Taylor B. *Contemporary Art Since 1970*. Pearson Prentice Hall.

ELECTIVE 5* (FASHION ALLIED ELECTIVES)

DOD4316 FASHION JOURNALISM

COURSE INTENT:

The course on fashion journalism is aimed at introducing the students to the concepts of fashion journalism with an aim of developing and reporting fashion trend.

COURSE CONTENTS:

Module 1: Introduction to fashion journalism: History of fashion journalism, purpose of fashion journalism, evolution of fashion magazine

Module 2: Art of describing fashion: Key elements of good writing, language cues and terminology used in fashion industry, writing caption, tailor writing to the task, reporting fashion trend.

Module 3: Visuals that speak: Visual decisions, sharpening visual skills and understanding, enduring design principles.

Module 4: Project: Write fashion trend report, essay, designer or boutique profile, business or trade story to demonstrate mastery of course's key themes and concepts.

COURSE OUTCOMES:

On the completion of the module, the students should be able to:

- Understand the concept of fashion journalism
- Understand the elements used in writing a fashion report
- Exhibit competency in developing a report.

REFERENCES:

1. Hicks, W., Adams, S & Gilbert, G. (1999). *Writing for Journalists*. London/New York
2. Hennessy, B. (1997). *Writing Feature Articles; A Practical Guide to Methods and Markets*. Oxford: Focal Press
3. Jacobi, P. (1997) *The Magazine Article :How to think it, Plan it, Write it*. Bloomington, Indiana University.
4. Barnard, M (2002) *Fashion as Communication*. London. Routledge
5. Marriann Frances Wolbers. *Uncovering Fashion: Fashion Communications Across the Media*. Fairchild Publications.
6. Kristein K Swanson. *Writing for Fashion Business*. Fairchild Publications.
7. Julie Bradford. *Fashion Journalism*. Routledge Publishing.

DOD4318 FASHION STYLING AND PHOTOGRAPHY

COURSE INTENT:

The course aims at various areas of Fashion, Beauty and Clothing where students would be exposed to Movie styling, Character styling, Lifestyle styling and Prop Styling. This course would include concepts of equipment used and the lightning concepts that need to be taken into consideration for fashion photographs. This course would enable the students to take photographs for their portfolios and fashion shows.

COURSE CONTENTS:

Module 1: Introduction to Fashion Styling and Photography: Meaning, Types- editorial styling, Fashion styling, Wardrobe styling, catalogue styling, prop styling, set styling, personal styling, celebrity styling. Introduction to fashion photography: magazine photography, advertising photography icons and trendsetter, taking inspiration, choosing a style, tools and equipment required – camera, lens, tripods and monopods, camera controls and operations.

Module 2: Make-Up, Hairstyle and Basic Studio Photography: Introduction to make up artistry, history of makeup, special effect makeup, fantasy makeup, character make up, different hairstyles. Select any two artists and their styles and techniques. Photography in studio: Basic studio requirements, basic lighting, studio flash, setting the backdrop.

Module 3: Final Project and Portfolio: Thematic fashion styling, Portfolio, Fashion make up Team building: Fashion protocols, assistants, styling, sourcing models, testing for models. Creating pictures: Composition, content, attitude, movement versus static, the frame, sourcing clothes, props and set design, managing a shoot. The Portfolio: Editing process, putting stories together, printing photos, styles of presentation.

Portfolio should include – Developmental sketches and stage wise photographs of the forms develop under the above modules.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Understand, analyze and suggest new looks to build a character Understand and explore fashion photography and product photography

REFERENCES:

1. Stylewise by Shannon Burns- Tran.
2. Fashion Stylist by ARMOR.
3. Bruce Smith. (2008). Fashion photography: A complete Guide to the Tools and Techniques of the Trade. Amphoto Books.
4. Perkins M. (2011). 500 Poses for Photographing Women: A Visual Sourcebook for Digital Portrait Photographs. Amherst Media Inc.

DOD4320 E-COMMERCE AND RETAILING

COURSE INTENT:

The course intends to expose the students to e-commerce and retailing specific to the fashion business. Social networking, e-markets, and e-retailing which is seen as the future of fashion business is introduced.

COURSE CONTENTS:

Module 1: Definition of E-Commerce and E-Business. The EC framework and classification. Social computing. Web 2.0. Social network. Social commerce. Virtual worlds. EC business models, Benefits and limitations of EC. E-Marketplaces. Types of E-Marketplaces. The process in E-commerce. Electronic Catalogs. Auctions, Bartering and Negotiating. Social software tools. Web 2.0 tools and their use in EC. Describe social networks.

Module 2: Web 3.0. Web 4.0, Electronic retailing. E-tailing business models. Travel. Employment services. Real Estate. Banking. E-Grocers. online consumer aids, comparison-shopping aids. Models of B2B EC. One-to-Many: Sell-side E Market places. Selling via Intermediaries and Distributors. Selling via Auctions. One-from-many: Buy-side E-Marketplaces and E-Procurement. E-government. E-learning. On-line publishing and E-books. Mobile computing. Mobile commerce. Ubiquities computing. Location-based mobile commerce.

Module 3: Fundamentals of social commerce. Major models of social shopping. Advertising and promotions are conducted in social networking. Customer service, customer support, and CRM can be facilitated by social networking.

Module 4: Major concepts and terminology of EC security. Major EC security issues. Major technologies and methods for securing EC access and communications. Major technologies for protection of EC networks. Credit cards online. Different categories and potential uses of smart cards. Stored-value cards. e-micropayments. e-checking. Mobile payments.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Demonstrate an awareness of the main components and concepts of e-commerce, and the vital role it plays in modern business practice.
- Explore major opportunities, limitations, and risks of E-Commerce
- Differentiate between E-commerce business models of a firm, and determine the role that the Internet and related technologies can play to support this model.

REFERENCES:

1. Electronic Commerce: A Managerial and Social Networks Perspective 2012. Efraim Turban, David King, Merrill Warkentin, and H. Michael Chung. Prentice Hall, Inc., New Jersey, 2011.
2. E-Commerce business, Technology and society 2012. Laudon K., and C. G. Traver, , 8/E, Prentice Hall

DOD4322 LUXURY FASHION MANAGEMENT

COURSE INTENT:

The course intends to introduce the students to the luxury fashion business and management principles applied to the same.

COURSE CONTENTS:

Module 1: Introduction Fashion Luxury Industry: Fundamentals of fashion design; segments of fashion industry, concept of luxury; principles of luxury management; specification of luxury industry; history of luxury fashion

Module 2: Major Luxury Sectors: Ready-to-wear activities; perfumes and cosmetics; wines and spirits; the watch and jewellery market; the leather goods market

Module 3: Luxury Fashion Customers: Consumer is the king; who is the luxury fashion customer; the excursionists; the new customer; are clients from different nationalities similar

Module 4: Luxury Brands: What is branding; the value of brand; the characteristics of brand; luxury fashion branding strategy development; the luxury fashion marketing strategy; brand analytical tools – brand life cycle, birth of a brand; growth of a brand; brands maturity; brand identity

Module 5: Managing Creations and Communication: The nature of creative activities; managing the product; brand aesthetics; communication of brands – obsolescence of 4 Ps; advertising; PR, events, promotion and the internet

Module 6: Distribution and Retailing: Distribution systems; price structures; the advertising budgets and advertising policies; retailing – background analysis; retailing in luxury fields; the store and communication tool

COURSE OUTCOMES:

On completion of this module, students should be able to

- Understand the business of luxury fashion
- Apply the principles of management to the luxury fashion business

REFERENCES:

1. Michel Chevalier, Gerald Mazzalovo. *Luxury Brand Management: A World of Privilege*.
2. Miguel Angel Gardetti, Ana Laura Torre. *Sustainable Luxury: Managing Social and Environmental Performance in Iconic Brands*.
3. Uché Okonkwo. *Luxury Fashion Branding: Trends, Tactics, Techniques*.

ELECTIVE 6* (PROGRAM ELECTIVES)

DOD4009 SURFACE ORNAMENTATION

COURSE INTENT:

The course aims to explore the various techniques of fabric manipulation for creating surface ornamentation on fabric.

COURSE CONTENTS:

Module 1: Special embroideries

Module 2: Patch work and Applique work

Module 3: Smocking and Honey comb

Module 4: Creative surface ornamentation techniques

Module 5: Project: Developing a product with creative surface ornamentation technique with reference to Module 4.

Portfolio should include – Swatches developed for each module, Digital boards and the product.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Understand and apply different methods of ornamenting the fabric using different fabric manipulation techniques.

REFERENCES:

1. Tomoko Nakamichi, Pattern Magic, (2010). Laurence King Publishers.
2. Barden B.(2003). Embroidery Stitch Bible. Search Press Publishers.
3. Gail Lather.(1993). Inspirational Ideas for Embroidery on cloths and Accessories. Search Press Publishers

DOD4011 MATERIAL EXPLORATION

COURSE INTENT:

The course exposes the students to various materials in design and encourages the student to explore the use of different materials in 3D forms.

COURSE CONTENTS:

Module 1: Fabric Painting

Module 2: Form construction with paper

Module 3: Construction with wire or wood

Module 4: Macramé work

Module 5: Paper quilling work

Module 6: Clay work

Portfolio should include – Developmental sketches and stage wise photographs of the forms developed under the above modules.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Explore and handle different materials in designing.

DOD4013 FASHION ACCESSORIES

COURSE INTENT:

The course introduces the students to the different segments of accessory industry. Designing of the accessory as per the user requirement is the key element of the course.

COURSE CONTENTS:

Module 1: Fashion Accessories: Introduction, segments, materials of fashion accessories.

Module 2: Designing fashion accessories: Design process in designing the fashion accessories as per the concept given. Developing the prototype of the accessory.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Design fashion accessories as per the garment requirements.
- Exhibit understanding of the industry of fashion accessories which is an important segment of fashion industry.

REFERENCES:

- 1.Celia Stall-Meadows. *Know Your Fashion Accessories*. Fairchild Publications
- 2.Craik, J. (2011). *The Fashion Accessories Book*. BERG Publications.
- 3.Gerval, O. (2010). *Fashion Accessories (Studies in Fashion)*. Firefly Books.
- 4.Genova, A. (2011). *Accessory Design*. Fairchild Publications.
- 5.Meadows, C.S. (2004). *Know Your Fashion Accessories*. Fairchild Publications.
- 6.Peacock, J. (2000). *Fashion Accessories: The Complete 20th Century Sourcebook*. Thames and Hudson.

DOD4001 ADVANCED COMPUTER GRAPHICS

Objective:

The course shares In-depth understanding of 3D modeling through digital software to enable the student to make effective audio visual presentations, create three dimensional models and visualization of interiors. The intent is to possess intermediate to advanced skill with improvement in the speed and quality of modeling.

Outline:

Creating solid models and surfaces using 3d modelling software such as: 3dsmax, Revit ,Rhino etc..
Developing Interior Views and simple designs, applying materials and creating rendered images through rendering software's such as Lumion, V-Ray etc. Introduction to Animation.

Reference Books:

Oscar Riera Ojed , Lucast Guerre, Hyper realistic Computer Generated Architectural Renderings .
Giuliano Zampi Conway Lloyd Morgan, Virtual Architecture.
Aidan Chopra, Rebecca Huehls, SketchUp For Dummies
Bonnie Roskes, Modeling with SketchUp for Interior Design
Daniel Tal, Rendering in SketchUp
Inside Rhinoceros 5 Ron K.C. Cheng

DOD4003 CINEMATIC DESIGN

Objective:

This course explores the world of production design and art direction for film. Students will also gain a historical perspective of how the role of production design has evolved and how advances in technology have influenced the various crafts.

Outline:

The course focuses on the development of visual solutions based on in-depth text analysis, character study, the use of research to explore historical and sociological aspects of cultures, and the collaborative nature of the theatre.

The course focuses on developing the student in five separate areas: design, dramaturgy, production, and 2D/3D skills. The student is taught the importance of developing a project from the initial idea and presentation to making it a reality. It includes introduction to the many and varied techniques available to support the scenic design process for theater and film scenery.

Coursework also includes scale model-building techniques, Representation techniques, photography and rendering techniques, as well as presentation methodologies.

By watching films, analyzing concepts, using a series of practical paper/model projects this course includes the fundamentals of a production designer's approach towards visualizing and conceptualizing story including text interpretation, scenery for studio, location, color concepts and the collaborative relationship between direction, production designer, and cinematographer.

Reference Books:

Ulrich, Karl, and Steven Eppinger, Product Design and Development.
Thomke, Stefan, and Ashok Nimgade, "IDEO Product Development.

DOD4005 GRAPHIC DESIGN

Objective:

To explore and investigate visual representation of data through a range of techniques and to understand basic working of elements and principle for composition in various mediums.

Outline:

Fundamentals of graphic design: To convey denotative and connotative messages using analog and digital image making techniques. A Radical approach to learn typographic terminology and rules for creating typography in both functional and expressive manner. By means of elements – Shapes, Textures, patterns and colors, an abstract design is processed by composing work that ranges from complex to minimal. Plan, Grids and layout.

Progress in graphic design: Awareness of the relationship of design history in order to the create new designs in digital art. An outline of the evolution of Graphics from Industrialization to present: Various stylistic transformations, branding and other movements. Understanding the current design trends, tools, techniques for the future visions in the field of graphic design.

Branding & advertisement: To explore various types of logo design and study of brand and its identity. To comprehend and analyze different products, its material - medium of packaging and scheming based on the fundamentals of graphics to appeal the end users.

Application of graphics in Interior w.r.t colour)

Infographics & web design: To acquire knowledge on Plan, Grids and layout applied in infographics. To explore on making maps and various charts that focuses on bar, line, pie using software mediums like Adobe Photoshop, Illustrator and other page layout software's etc.

Reference Books:

Mendiritta B D, Composing and typography today, 1983
Knuth Donald E, Digital typography, 1999
Heller Steven; Fernandes Teresa, Becoming a graphic designer, 2007
Gill Bob, Graphic design as a second language, 2003
Gordon Bob; Gordon Maggic, Complete guide to digital graphic design, 2002
Street Rita; Lewis Ferdinand, Touch: Graphic design with tactile appeal, 2001

DOD4007 INTERIOR ILLUMINATION

Objective:

To acquire lighting design skills that provide a quality luminous environment using electric lighting, and its integration with daylighting, as a material that provides form and sensory qualities to spaces.

Outline:

Introduction to Interior lighting - Overview of interior illumination and layers of lighting; Lighting fixtures and fittings.

Design systems - Analysis of various Lighting design and layouts in various commercial spaces, such as Museum, gallery, Retail showroom, Offices, etc. Understanding the implications of electric lighting on place making, spatial ordering, health, and human activities in indoor spaces.

Planning lighting - General aims, lighting needs, calculation of lighting levels, intensity levels, energy and installation costs and other factors, selection of fixtures, location and placing of fixtures. Principle of schematic lighting design and energy codes.

Smart lighting systems - Exploration of current tools, trends, materials, technology and energy efficient designs in lighting systems.

Design scheme - Project oriented for lighting design based on research investigation and conceptual approach with detailing and prototype.

Reference Books:

John.F. Pile, Interior Design, 2nd edition, illustrated, H.N.Abrams, 1995.

Wanda jankowski, Lighting: In Architecture and Interior Design, pbc intl, 1995.

Moore Fuller, Concepts and practice of Architectural Day lighting, Van Nostrand Reinhold co., New York, 1985.

David Egan. M. Concepts in Architectural lighting Mcgraw Hill Book company, New York, 1983.Edward Lucie-Smith, Furniture: A Concise History (World of Art) , Thames and Hudson, 1985

Robbie. G. Blakemore, History of Interior Design and Furniture: From Ancient Egypt to Nineteenth-Century Europe, Wiley publishers, 2005.

Robert J.Alonzo ,P.E.,Elsevier, Electrical Codes, Standards, Recommended Practices and Regulations. National Lighting Code- Published by Govt of India,2011

ARC - 2002 Creative Photography

Outline :

principles, recent advancements; significance, scope & purpose; types, composition, tools & equipment, technology, techniques, processes, presentation; categories-themes, location, objects, patterns, light & shade, nature, still photography, actions & expressions, details, culture, panorama, frames, metaphor etc..

ARC 2004 Vastuvidya

Outline:

Introduction: Planning, designing & construction aspects of traditional Architecture in India- evaluation with the Understanding of context- relevance.

Concepts of Vastuvidya; Definition; Resource materials; Roles & duties of Silpis evolutionary nature of the discipline, basic unit of measurements- purushapramanam. Hastham. Padmam, angulam & yavam; vertical proportioning & Thalam concept.

Concept of Vastu: basic geometry, town planning; Planning, design & construction of temples & halls; secular buildings; Case studies. Investigation of Land: tests for suitability & determination of cardinal direction.

Classification of villages & towns; types of planned settlements, Landuse patterns; position of temples & other uses, street patterns; Planning of residential buildings, Evolution of residential types from Vastupurussha Mandala.

Concept of Mandala, technology in Vastuvidya, classification of materials, brief description of the characteristics & uses of sila, istaka, daru, loha, mrilsna, sudha; Assembly & joinery; Construction methods- Foundations. Walls, columns, utharam & roof structure, the system of proportional measurements & thumb rules.

ARC 2006 Architectural Journalism

Overview – Definition, Significance, scope, purpose, structure, principles, techniques, processes, mediums, study of potential readers, contemporary architectural journalism.

Documentation: study & analysis – Photo journalism, Book reviews Electronic media; check list, observations, field studies, interviews, questionnaires; Post occupancy evaluation, public perception, designer's opinions.

Writing techniques – Styles, format, purpose, medium, frequency, clear structure, coherent & distinctive look, visual appearance, graphic design, genres, image, descriptive & analytical reports.

Ethics, laws & legislations – Plagiarism, Intellectual property rights, Disclaimers, copyright, author's rights, patents & royalties, trade mark, legal boundaries, libel & invasions of privacy, permissions, references & credits.

Editing & Publishing – Proof reading, Editing techniques, Page make up, Layout, color scheme, Font, Abstract, Pictures, Ads, News, Photo editing - Book previews, Publishing – Print & Electronic.

ARC 2008 Disaster Management

Outline:

Introduction: Disaster Management & its necessity; Types, characteristics, causes & impacts; Natural disasters, Manmade disasters, Epidemics; Institutional & Legal arrangement; NDMA; Financial arrangement; Role of Architect at all stages of Disaster Management.

Disaster Prevention & Mitigation: Risk Assessment & Vulnerability Mapping; Long-term measures; Review & revision of building bye-laws & codes; Hospital Preparedness; Retrofitting; Mitigation strategies, Trigger Mechanism; Capacity building; Awareness programs. Architectural Design considerations.

Preparedness: Forecasting & Early Warning Systems: Plans of action for probable disasters; emergency, medical, casualty management systems; Resources needed; Training, Simulation & Mock Drills; Partnerships for Mitigation & Preparedness; Audit of buildings & infrastructure; Architectural Design considerations.

Response: Role of various agencies; Standard Operating Procedures (SOPs); Levels of Disasters; Incident Command System (ICS); First & Other Key Responders; Medical Response; Information & Media Partnership; Search & rescue; Architectural Design considerations.

Relief & Rehabilitation: Temporary Relief Camps; Management of Relief Supplies; Provision of Intermediate Shelters; Relocation & reconstruction, repair & retrofitting of buildings & infrastructure; Socio-cultural-economic considerations; Capacity building for self-help construction; training & awareness programs. Architectural Design considerations.

THIRD YEAR/ FIFTH SEMESTER

DOD3301 FASHION STUDIO V

COURSE INTENT:

The course is designed to inculcate the skills of making patterns and stitching with custom made clothing techniques for Mens wear.

COURSE CONTENTS:

Making patterns and stitching an ensemble for Mens wear (Shirt, Trouser, Waist coat, and Blazer).

Portfolio should include mentor details, acknowledgment, introduction, concept development, boards – theme, mood, look, customer profile (manual and digital), fabric board with fabric details (trade name, fiber, yarn, fabric structure, GSM), colour board, style derivation, Illustrations (rendering textiles). Should also include trims, spec sheet, cost sheet. The students should maintain research journal.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Apply design process and construct garments with bespoke tailoring techniques.
- Understanding custom made tailored finishing.

REFERENCES:

1. Winifred Aldrich. (2010). Metric Pattern Cutting for Men's Wear. Willey Blackwell Publishers.
2. Lori A Knowells. (1990). The Practical Guide To Patternmaking For Fashion Designers: Menswear. Fairchild Publications.
3. David Coffin. (2011). Making Trousers for Men and Women: A Multimedia Sewing Workshop. Creative Publishing International.
4. David Coffin. (1998). Shirt making: Developing Fine Skills for Sewing. Taunton Publishers.
5. Roberto Cabrera, Denis Antoine, (2015). Classic tailoring Techniques for Menswear. Bloomsbury Publishers.

DOD3303 APPAREL PRODUCTION AND QUALITY CONTROL

COURSE INTENT:

The course introduces the students on the functions, machines and materials used in various departments in an apparel industry as well as standards and quality measures mandatory to be followed during apparel production. The basic understanding on the function and process involved in an apparel industry helps them to choose the best techniques, machineries, specifications and standards suitable for their designs as well as to attain the best product quality.

COURSE CONTENTS:

Module 1: Production planning and quality control: Departments in an apparel industry, Production planning, functions, production system – Bundle system and PBS, Unit production system, Modular system. Plant lay out types. Production planning and control in the apparel industry, Cut order plan, Inventory management, Material requirement planning. Quality, quality control, quality standards and quality specifications, Total quality management, quality assurance, quality assurance through standards and specifications, ISO, AATCC, ASTM standards for textiles, precision and accuracy of test methods, atmospheric conditions for testing product. Manufacturing performance improvement through lean production – JIT, Kanban system, Kaizen, Six sigma, tools of quality.

Module 2: Selecting fabric, accessories, trims, closures and supporting materials: Fabric sourcing and materials testing: Inspection loop, Fabric inspection – raw material inspection, in-process and final inspection, fabric grading, various fabric defects, shade sorting, instrumental shade sorting. Garment accessories – basic accessories, decorative accessories, finishing accessories, Closures – zippers, buttons, hooks, Velcro and loop fasteners, Supporting materials – linings and interlinings, wadding/batting, shoulder pads. Quality evaluation – sewing thread- strength and elongation, zippers, interlining, buttons, snap fasteners, elastic waist band.

Module 3: Textile testing, fabric spreading and cutting: Fabric properties and performance – strength properties, fabric stretch, dimensional changes due to laundering, durable press evaluation, needle cutting, sewability of fabrics, bow and skewness, soil/stain release, testing, fabric thickness, water resistance and water repellency, pilling, sagging, abrasion resistance, colorfastness, 45⁰ flammability test, vertical flammability test. Cut process planning, spreading – manual spreading, automated spreading, spreading machines, Semi automated and fully automated spreading process, Fabric spreading modes and their applications. Cutting of textile materials manual cutting equipment, automated knife cutting systems - laser cutting systems, ultrasound cutting systems, water jet cutting systems, multipurpose cutters. Fusing of cut textile components, quality control of cut components. Numbering, sorting and bundling of cut components.

Module 4: Garment assembling and finishing equipment: Stitch classes, seam types, seam neatening, Industrial sewing machines – bed types, feed types, Cyclic sewing machines, timing diagram for single needle lock stitch machine, overlock machine, flatlock machine, Simple automatics - button sew machines, buttonhole sewing machines, bar tack machines, computerized sewing machines. Work aids, sewing needles, and sewing threads. Sewing defects and solutions – seam pucker, sewing defects caused by needles, problems in stitch formation, thread breakage, Evaluation of seam strength. Alternate fabric-joining technologies, seamless garments, 3D printing.

Module 5: Garment finishing, quality control and care labelling: Pressing, pressing equipment. Types of samples – lab dip, fit sample, preproduction sample, and size set sample. Final inspection - sampling plan, AQL. Post production quality evaluation -wear test, appearance retention, care, inspection sequence for men's dress shirts. Care labelling of clothing – definition, requirements, care labelling systems – International care labelling system, American care labelling regulation.

Module 6: Apparel industry visit: Visit an apparel industry and submit an industry visit report. Prepare detailed manufacturing process flowchart for one apparel observed by the students during the industry visit.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Understand various departments and their functions in an apparel industry.
- Understand quality and quality control standards mandatory to be followed in an apparel industry.
- Develop a holistic idea on various production planning techniques, plant layout and machineries used in an apparel industry.
- Have an insight on the quality factors to be considered while sourcing and inspecting fabrics, trims and accessories and the importance for finishing, care labeling and quality checking of finished products.

REFERENCES:

1. Rajkishore Nayak and Rajiv Padhye (Editors) (2015) Garment manufacturing technology, The Textile Institute, Woodhead publishing.

2. Sara J. Kadolph (2007) *Quality Assurance for Textiles and Apparel* 2nd Edition, Fairchild Books.
3. Grace I. Kunz. (2005) *Apparel Manufacturing: Sewn Product Analysis*, Prentice Hall Publications.
4. T. Karthik, P. Ganeshan and D. Gopalakrishnan (2017) *Apparel Manufacturing Technology*, CRC press, Taylor and Francis Group.
5. Carr.H, Latham. B. (2008) *The Technology of Clothing Manufacture*, Blackwell Scientific Publications.
6. J.K, Akhil (2016) *Apparel Engineering: Industrial Engineering Methods for Apparel Industry*.
7. Pradip V. Mehta (1998) *Managing Quality in the Apparel Industry*, New Age International.
8. Sue Humphries Sharp, Linda Donnell, Anita A. Stamper (1991) *Evaluating Apparel Quality*, Fairchild Publications.
9. Das S. (2009) *Quality Characteristics of Apparel*, Woodhead Publishing.
10. Peyton B .Hudson. (1989) *Guide to Apparel Manufacturing*, MEDIAppearl Inc.

DOD3305 FASHION MERCHANDISING AND MARKETING

COURSE INTENT:

This course exposes the students to the importance of consumer and consumer behavior in fashion. It also provides insight into merchandising of fashion products with emphasis on visual presentation of the merchandise.

COURSE CONTENTS:

Module 1: Understanding fashion marketing: Nature and scope of marketing, basic concepts of marketing, development of fashion market, market size and structure.

Module 2: Analyzing market opportunities: Marketing environment, consumer behavior and buying decision processes, structure and behavior's, macro and micro environment of a company, marketing information systems & marketing research, understanding industrial and consumer markets, market segmentation, targeting and positioning.

Module 3: Developing marketing strategies and pricing: new product development, product life cycle concepts, pricing, pricing decisions within marketing strategy.

Module 4: Fashion marketing planning: Planning process and objectives, marketing audits and SWOT analysis, product decisions, product mix, direct marketing, online and internet marketing.

Module 5: Fashion marketing communications: Marketing communication environment, traditional approach to promotion, fashion advertising and sales promotion, personal selling, and international marketing communications.

Module 6: Visual merchandising and merchandise presentation: Dramatizing fashion merchandise – use of light, design elements and design principles, plans and schedules, types of displays, elements of display, presentation techniques, the back drop, forms, fixtures.

Module 7: Merchandise planning: Selecting merchandise and vendors, merchandise budget sales forecast, buying systems, branding strategies and international sourcing, store management.

Module 8: Costing: Cost concepts, Types of costs, Fixed costs, Variable costs- preparation of Cost Sheets- costing techniques, Types of Costing techniques- Job Costing, Examples on process costing, Examples on costing for Batch costing, Examples on costing for Joint products, by- products, Introduction to Differential costing, Problems on Differential costing and Marginal costing and Marginal costing with examples, Introduction to Break Even Analysis, Deriving for break-even point, assumptions and application of break-even analysis, Problems on Break Even Analysis and PV Ratio

COURSE OUTCOMES:

On completion of this module, students should be able to

- Understand marketing principles with reference to fashion market
- Exhibit skills in merchandise planning and visual merchandising

REFERENCES:

1. Gini Stephens Frings. (2007). *Fashion: From Concept to Consumer*. Prentice Hall Publishers.
2. Burns L D. (2007). *The Business of Fashion: Designing, Manufacturing, and Marketing*. Fairchild Publications.
3. Mike Easey. (2009). *Fashion Marketing*. Blackwell Science Ltd.
4. Laine stone, Jean Samples. (1985). *Fashion merchandising- An Introduction*. Mc-grawHill Book Co.1985.
5. Martin M. Pegler. (2011). *Visual Merchandising and Display*. Fairchild Publications.
6. Judith Bell, Kate Ternus. (2011). *Silent Selling: Best Practices and Effective Strategies in Visual Merchandising*. Fairchild Publications.

7. Karen M. Videtic, Cynthia W. Steele. (2009). Perry's Department Store: A Buying Simulation for Juniors, Men's Wear, Children's Wear, & Home Fashion / Giftware. Fairchild Publications.
8. Reference: Costing for Fashion Industry, Michael Jeffrey, Nathalie Evans (2011), Berg Publishers, United Kingdom

DOD3307 OPEN ELECTIVE III

The students would be given an opportunity to choose the open elective from the courses offered by MAHE.

THIRD YEAR/ SIXTH SEMESTER

DOD3302 INTERNSHIP

The students would be given an opportunity to do the internship in garment industry or any fashion house for a period of one semester. The internship guidelines provided needs to be strictly adhered to.

DOD3304 STUDY REPORT

The study report needs to be submitted for one project taken-up during the internship as per the guidelines provided.

FOURTH YEAR / SEMESTER SEVEN

DOD4301 FASHION STUDIO VI

COURSE INTENT:

This course aims the students to break the boundaries of designing and developing garments that are experimental.

COURSE CONTENTS:

Design and construction of three Avant Garde garments.

Portfolio should include mentor details, acknowledgment, introduction, concept development, boards – theme, mood, look, customer profile (manual and digital), fabric board with fabric details (trade name, fiber, yarn, fabric structure, GSM), colour board, style derivation, Illustrations (rendering textiles). Should also include trims, spec sheet, cost sheet. The students should maintain research journal.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Exhibit application of Design process and constructing Avant Garde garments.

REFERENCES:

1. Roberto Cabrera, Denis Antoine, (2015). Classic tailoring Techniques for Menswear. Bloomsbury Publishers.
2. Tomoko Nakamichi, Pattern Magic, (2010). Laurence King Publishers.
3. Winifred Aldrich. (2010). Metric Pattern Cutting for Men's Wear. Willey Blackwell Publishers.
4. Lori A Knowells. (1990). The Practical Guide To Patternmaking For Fashion Designers: Menswear. Fairchild Publications.
5. David Coffin. (2011). Making Trousers for Men and Women: A Multimedia Sewing Workshop. Creative Publishing International.
6. David Coffin. (1998). Shirt making: Developing Fine Skills for Sewing. Taunton Publishers.
7. Roberto Cabrera. (2009). Classic Tailoring Techniques: A Construction Guide for Men's Wear. Fairchild Publication.
8. McCunn D., Lew R. How to Make Sewing Patterns. Blue Feathers.
9. Aldrich W. (2008). Metric Pattern Cutting for Women's Wear. Willey Blackwell Publication.
10. Connie Amaden-Crawford. A Guide to Fashion Sewing. Fairchild Publications.

DOD4303 DESIGN DISSERTATION

COURSE INTENT:

The course intends the students to conduct research and critically analyse the design process based on fashion forecast in developing the project. The students would be able to finalise the design topic, boards, explorations, surface ornamentations etc., to be used for design collection in the 8th semester.

COURSE CONTENTS:

Selection of the topic related to the trends in fashion industry/theory of fashion. Developing research methodology for the topic selected. Presentation of the stages of research. Design solution inferences based on the study. Preparation of a written report covering the entire study, adhering to technical writing norms.

COURSE OUTCOME:

On completion of this module, students should be able to

- Develop research methodology for the area of study
- Formulate design process for design collection.

DOD4305 ENTREPRENEURSHIP

COURSE INTENT:

The course intends to introduce the students to conception, design, organization, creation and management of new enterprises.

COURSE CONTENTS:

Module 1: Entrepreneur: Meaning of entrepreneur, evolution of the concept, functions of an entrepreneur, types of entrepreneur, and Intrapreneurs. Concept of entrepreneurship - evolution of entrepreneurship, development of entrepreneurship, stages in entrepreneurial process, role of entrepreneurs in economic development, entrepreneurship in India, barriers for entrepreneurship.

Module 2: Small scale industry: Definition, characteristics, need and rationale. Objectives, scope, role of Small Scale Industries (SSI) in economic development, advantages of SSI, steps to start an SSI - government policy towards SSI, different policies of SSI, impact of liberalization, privatization, and Globalization on. Effect of WTO/GATT and supporting agencies of government for SSI. Institutional support: Different Schemes.

Meaning of project, project identification, project selection, project report, contents and formulation.

Project Preparation & Monitoring (PERT/CPM), Network analysis and project appraisal. Identification of business opportunities, market feasibility study, technical feasibility study, financial feasibility study and social feasibility study and documentation and evaluation.

Business Plan including the "Pitch" form of a business plan, commercialization of a scientific discovery, or a proposal or case study of an enterprise transformation initiative.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Develop an entrepreneurial mindset and hone the skills needed to develop a new enterprise with potential for growth and funding
- Exhibit ability of opportunity identification through launch, growth, financing and profitability.
- Identify and pursue opportunities for growth

REFERENCES:

1. Vasant Desai, (2007) Dynamics of Entrepreneurial Development & Management, Himalaya Publishing House,. New edition
2. David H. Holt, (1991) Entrepreneurship: New Venture Creation, Published by prentice Hall.
3. Hammer, Michael & Champy, James, (1993): Reengineering the Corporation: A Manifesto for Business Revolution; New York: Harper Business.
4. Harvard Business School Faculty, Entrepreneur's Toolkit, Boston, Harvard Business School Press, 2005.
5. Heath, Chip and Heath, Dan: Switch: How to Change Things When Change Is Hard;(2011) New York, Broadway Books.

DOD4307 OPEN ELECTIVE IV

The students would be given an opportunity to choose the open elective from the courses offered by MAHE.

FOURTH YEAR / SEMESTER EIGHT

DOD4302 DESIGN COLLECTION

Design collection projects, fashion show. The students have to strictly adhere to the guidelines provided in the manual.

DOD4304 CAD AND GRADING

COURSE INTENT:

The course intends to familiarize the students with the concept of manual and computer grading for fashion. It also includes making the pattern design and marker making on the specialized software used in the apparel industry.

COURSE CONTENTS:

Module 1: Introduction to grading: Terminology.

Module 2: Grading techniques: Draft and track method.

Module 3: Grading slopers: Grading slopers using different techniques.

Module 4: Grading sloper variations: Grading variations.

Module 5: Understanding tools and developing patterns for basic slopers.

Module 6: Introduction to Marker planning and creating marker any one design variation.

COURSE OUTCOMES:

On completion of this module, students should be able to

- Exhibit understanding of grading using different industrial methods.

REFERENCES:

1. Patrick Taylor & Martin Shoben. (1988). Pattern Grading for the Fashion Industry.
2. Bernard Zamkoff and Jeanne Price. Grading Techniques for Fashion Design. Fairchild Publications.
3. Moore C.L., Mullet K. (2008). Concepts of Pattern Grading: Techniques for Manual and Computer Grading. Fairchild Publications.
4. Jack Handford. (2004). Professional Pattern Grading for Men's, Women's and Children's Apparel. Fairchild Books and Visuals.
5. Gerry Cooklin. Pattern Grading for Women's Clothes. Willey Blackwell.
6. Kathy Mullet, Carolyne Moore. Concepts of Pattern Grading: Techniques for Manual and Computer Grading. Fairchild Publications.
7. User manuals of the specialized software.

DOD4306 PORTFOLIO DEVELOPMENT

COURSE INTENT:

This course enables the student to develop a professional portfolio which portrays the students design philosophy and creativity.

COURSE CONTENTS:

Introduction to Professional Portfolio: Brief explanation on significance of portfolio in career and describing the essential content for portfolio by using best examples.

Formats & Mediums: Various formats to prepare portfolio based on orientation, page size, portfolio size for different mediums like online, offline etc. shall be exposed.

Selecting the best projects: With regards to all the academic projects, the best of works shall be chosen for the portfolio development.

Software Skills: Overview of various software tools like Adobe Photoshop, Adobe Illustrator, Coral draw, etc. shall be explored, which aids them to present their content as per different formats and mediums.

Representation technique: Exposure towards current trends in representation, Color schemes and other relevant technique shall be developed for the compilation of the portfolio.

Design Collections and Photoshoot: The best of the different design collections of different semesters would be compiled and presented.

Course Outcome

On completion of this module, students should be able to

- Reflect their accomplishments, skills, designs, values and attributes in a resourceful way by creating the portfolio which enables to showcase the significant aspects of one's design.