

**CURRICULA AND SYLLABI  
BACHELOR OF DESIGN (TEXTILE)**



**SCHOOL OF FASHION TECHNOLOGY**

**KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY  
(KIIT)**

**Deemed to be University, Bhubaneswar-751024**

# 2020-24

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# Academic Curriculum

## 1. COURSE

4 years Bachelor Degree in Design, specialization in (1) Fashion Design and (2) Textile Design

## 2. COURSE OBJECTIVE

Textiles are integral part of our culture, history, daily life of all human beings, through art, fashion and design. The study of textiles and fashion contributes to the personal, social, cultural and productive aspects of people's lives through the development of skills and knowledge in technology, design, science, consumerism and aesthetic appreciation. In addition Everyday people use textile products in some way and also come into contact with many more examples in their immediate environment. Fibres and fabrics have been with us on every continent since civilization began.

- The field of Design through the visual aspects of Arts & Crafts has always intrigued the human mind to imagine & create.
- Design, Arts & Crafts has become an integral part of all cultures, globally.
- They are important fragments to unravel the marvels of human imaginative powers & the creative thought process.
- They encompass within them, the socio-economic evolution of a particular class, creed or culture.
- They help to understand the structural organization & holistic composition towards forming of an identity.
- These visual aspects have become a mandatory tool of self-expression & help to record the phases of creative imagination & thought process.
- This influx between Art & Craft through the prism of Design takes more tangible form over a period of time in modern context. This process of influx which gives tangible by products is due to the growth & development in Urbane Youth culture, Information Technology, Knowledge Base, Technology, Media, New Career avenues, changing patterns in taste & lifestyle etc.
- Thus origin of Fashion & Textile as holistic concepts in modern times could be routed to the importance of Design in Arts & Crafts. If Fashion could be understood as the art of self-expression then Textile would be the canvas on which it is expressed.
- One of the fundamental Course Objective of the courses is in tandem with the overall philosophy of KIIT University- “ *savidyayavimuktayeeka* ”..”Education will liberate us”-
- To achieve our dreams, aspirations & long -term goals.

- To enrich everybody's life through constant innovation, creativity & further imparting the light of knowledge.
- To March collectively towards the horizon for liberation through quality education.
- To be socially responsible to put our culture, traditions & values on the Global front.
- To serve the Textile & Fashion Trade with interest, intelligence & integrity.
- The Bachelor's Degree in Fashion Design is imparted to the design aspirants in two sections. There would be a common Foundation Program for a given period of six months from the beginning of each academic year to strengthen the foundation in fundamental- basic common discipline.
- The other part of course branches out differently for Fashion Design & Textile Design course keeping the required intrinsic features of the specialized topic in consideration on the Academic-Professional level. This level of professional education will strengthen the knowledge base & creative skills keeping the specialized requirements of the Fashion & Textile Industry in consideration at large.
- One of the Course Objectives of both the courses is to create Professionals with sound knowledge acumen to cater the dearth of good professionals in the market in the times of global meltdown.
- KIIT being a brand amongst the known competitive professional educational field will impart the pre- requisite qualitative & quantitative features to these new courses to come up to the National & Inter National standard of education.

With this background, the study of textiles and fashion develop tactile senses and abilities through the handling of fibres and fabrics and assist in the development of personal confidence, satisfaction and self-expression. Acquisition of knowledge and skills in the area of fibres, fabric and fashion enables us to understand and take control of our constructed environment while maintaining sensitivity to the natural environment.

The courses based on Fashion and Textile should enable students to :

- ⇒ Develop aesthetic, imaginative and creative outputs in terms of products or materials.
- ⇒ Gain knowledge and skills in textile and fashion processes
- ⇒ Demonstrate an understanding of the design process through practical application
- ⇒ Develop skills in visual discrimination
- ⇒ Explore cultural diversity through the relationships between fashion and society
- ⇒ Research, interpret, analyze and present information
- ⇒ Communicate using a variety of mediums
- ⇒ Develop professionalism by exploration of vocational pathways and training opportunities
- ⇒ Develop and apply skills in the use of appropriate technology

## **BACHELOR OF DESIGN IN FASHION / TEXTILE DESIGNING**

**Programme Educational Objectives (PEOs): The B.Des programme in Fashion and Textile aims to prepare the graduates with the following objectives:**

1. Graduates shall be able to provide to solutions to fashion/ textile oriented problems and allied areas involving apparel & home Furnishing design, Trendy product innovation and marketing
2. Graduates shall be able to perceive the limitation and impact of designing solutions in social, legal, environmental, economic development contexts.
3. Graduates shall be able to lay foundation in Craft Artisans to develop the designs in Handloom Textile & Apparel industry

### **Programme Outcomes for B. Des (Fashion/Textile)**

- a) **Design knowledge:** Ability to apply the knowledge of design principle, Material Science, designing fundamentals and a technological parameters specialization to the solution of Design process problems.
- b) **Problem analysis:** Ability to Identify, formulate, research literature, and analyse the need and requirements of the consumer's as per situational & Environmental problems and designing the problem solving method keeping in mind the functional aspects and User friendly innovative products development
- c) **Design/development:** Ability to find Design solutions for problems and design system components or processes that meet the specified needs with appropriate consideration for the public needs and requirements as per the changing market aspects. With respect to Consideration of Cultural, Societal and environmental issues.
- d) **Conduct investigations of complex problems** Ability to use Research-based knowledge and research methods including design research of experiments, analysis and interpretation of data and synthesis of the information to provide valid conclusions.
- e) **Modern Tools usage:** Ability to Create, select, and apply appropriate Design tools & techniques, resources, and modern designing with CAD technologies and IT tools including prediction of modelling to multipart designing activities with an understanding of the limitations.
- f) **The engineer and society:** Ability to apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.

- g) **Environment and sustainability:** Ability to understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- h) **Ethics:** Ability to apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
- i) **Individual and team:** Ability to function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- j) **Communication:** Ability to communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
- k) **Project management and finance:** Ability to demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- l) **Life-long learning:** Ability to recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

### **Programs Specific Outcomes of B. Des ( Textile )**

- a) Ability to Identify and assess the functional, technical, and aesthetic aspects of Textile and develop the imaginative and creative outputs in terms of textile product or material for consumer's suitable uses
- b) Ability to apply the acquired skills in fabric construction design, Indian Traditional Textiles, weaving processing and designing, textile finishing process, Textile ornamentation, Home textile Illustration, Home furnishing Stylization And Marketing and managements.
- c) Ability to develop the design for home furnishing fabrics like bed-sheet, curtains, table Linens, Floor Covering etc. & adopt technique for product development
- d) Ability to understand and application of nature and basic concepts of design, Fashion, color, Trend forecast, style, Patterns development, etc. and able to develop Traditional costume & accessories and Home Linen Items in Mass and Customization Merchandise.
- e) Ability to understand and implement integrated knowledge in Art, Skills, Techniques, Traditional Crafts Knowledge Practice, Forecasting, Research & development to generate new fibers, textiles, design processes, and solve discipline-specific problems.

### **3. CURRICULUM**

The complete curriculum consists of 8 semesters in 4 years and each semester consists of 15 weeks. The pedagogy will include lectures, practical and presentation as per the following manner:

- a. The design course is always higher skill and practical oriented and so the curriculum is designed with 40% theory and 60% Practical/Sessional.
- b. With app 30 hours load per week, there will be app 12 hrs theory and 18 hours practical per week.
- c. On an average, each semester consists of 4 (four) theory papers and 6 (six) practical papers for first three years.
- d. The importance of each course is defined in terms of credits attached to it and it is defined in terms of contact hours, i.e. Lectures Hours (L), Tutorials Hours (T), and Practical Hours (P).
- e. In addition, each student will carry out crafts documentation project and integrated term project at the end of each semester. Where as Craft documentation of Semester V / Industry Internship of Semester VII semester will be held in the summer vacation prior to beginning of 5<sup>th</sup> Semester & 7<sup>th</sup> Semester respectively

The foundation program is related to the basic raw material required, art and crafts and its history, basic sewing for stitch formation, computer application and English communication. Afterwards, the students will be exposed to related design and construction, computer aided design, manufacturing process, processing and management aspects of fashion and/or textile design. During last phase of their skill development, each student will carry out their own portfolio development or different product development projects. The program also consists of 6 weeks industrial internship after 6th semester to experience the real production aspects of the product. The last semester consists of graduate program or major project to develop creative as well as technical skill to formulate or develop some product. The curriculum consists of all round skill development to have a carrier either in design, or in production, or in management or in quality control or in development of own design or production houses.

### **4. SALIENT FEATURES**

- Students should be introduced to the design process in fashion and textiles. The main objects in design include : (1) Establishing parameters of a design problem, (2) Devising possibilities and alternatives, (3) Communicating solutions, (4) Production and (5) Evaluation of results.
- The Design core will encompass a strong integrated skill and knowledge base essential to the fashion & textile industry.

- Students should be encouraged to examine the relationship between fashion/textiles and society in various contexts. These could include : (1) Cultures and societies, (2) Historical perspectives, (3) The development of related industries, (4) The impact on the environment and (5) Vocational pathways / employment
- Students should be introduced to skills and techniques involved in fashion and textile processes, which could include (1) Fabric and garment construction, (2) Use of fabric, textiles and garments. (3) Enrichment of textiles, (4) Use of appropriate technology
- An overview of apparel & textile industry shall provide inputs on the socio-economic, traditional and cultural aspects of the industry, which would lead to ideation, conceptualization and communication.
- Exploration with various materials and study of general and material science will enhance basic understanding and appreciation of manufacturing process leading to product realization.
- To understand the intricacies of design, inputs in geometry and visualization and representation shall be part of the Foundation Program.
- The Management core will focus on the close nexus between the manufacturer, consumer and the commercial environment on one hand and the various infrastructures, administrative and human resource management on the other.
- The inputs in fundamentals of computer science shall be a part of the Foundation Program.
- The Communications and Liberal Arts core will address the essential socio-cultural perceptions and contexts: the evaluation and development. Envisioning and inculcating ethical and aesthetic values would lead to understanding and expression of physical, psychological and ergonomic concerns.
- Portfolio Development i.e., a group of tasks (essay, class work, oral presentation, assignment, project etc) each of which assesses the student's performance against the criteria in this course framework.

## **5. ELIGIBILITY FOR ADMISSION**

10+2 pass with 50% marks in Arts/Science/Commerce or equivalent

## **6. EVALUATION SYSTEM**

Evaluation system consists of the following guidelines:

- i. The theory consists of attendance, punctuality and discipline - 10%, assignment - 15%, midterm examination 25% and end term exam 50%.



- ii. The practical consists of Attendance, Punctuality & Discipline -10 %, Jury Presentation - 15%, Mid-Term Submission - 25% and End Term assignment submission - 50%.
- iii. The sessional consists of continuous evaluations (50% marks) of each segmented assignments assign to the students for the midterm evaluation. The rest 50% marks will be evaluated through Jury Presentation at the end of the semester.
- iv. The weightage will be calculated at the semester end & results for the next semester will be published accordingly.
- v. Portfolio- 20% marks given by Faculty Mentor, 20 % by Industry Mentor, 25% Internal Jury & 35% External Jury.
- vi. Graduate Show- 20% marks given by Faculty Mentor, 25 % by Industry Mentor, 20% Internal Jury & 35% External Jury.

Student's performance will be evaluated through the following parameters.

- Punctuality, Sincerity & Discipline.
- Class Participation & Class Presentation.
- Weekly / Class Assignments.
- Targeted & Projected Mid Term & Final Term Project Assignment submissions.
- Project Report making- Craft Documentation, Internship Documentation, Market Survey Report etc.
- Updating Practical Record & its timely submission.
- Portfolio Development or project performance.
- Major Project or Graduation Project as Fashion Show & Exhibition Display for the final year.

## **7. PROMOTION POLICY**

*Those scoring below 35% aggregate will be asked to sit for back paper ; upon consulting the Management & the number of back paper to be cleared in re-exam is 3; those candidate having more than 5 back paper will be asked to repeat the semester. Students scoring above 40% will be considered as Average & passed.*

## **8. OTHER RULES & REGULATIONS-**

- Students should be punctual in attending the class.
- In case of leave-personal / medical reason; an application must be given to the department.
- Students to maintain the discipline in the class & in college campus.

## **9. PROGRAMME STRUCTURE**

The Program Structure include the course (Compulsory and core), arranged semester wise. The importance of each course is defined in terms of credits attached to it.

The Credits attached to each course has been further defined in terms of contact hours, i.e. Lecture hours (L), Tutorial Hours (T), Practical hours (P). Towards earning credits in terms of contact hours, 1 Lecture 1 credit and 1 Tutorial is rated as 1 credit each, 3 Practical hours per week are rated as 2 credit and 3 hours sessionals rated as 2 credits. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, 0-0-3 (Practical) will have 2 credits and 0-0-3 (Sessional) will have 2 credits.NB: 1 hour Lecture/Tutorial rated as 1 credit. 1 ½ hour practical/ sessional rated as 1 credit per week.

### **Nomenclature:**

Every paper consists of two letter and 4 digits. like FP 3057.

The first two letters FP stands for Foundation Programme for Bachelor in Design (Fashion and Textile Design)

The first two letters TD stands for Textile Design in Bachelor of Design (Textile ) and FC stands for Fashion Common subject for Fashion and Textile Design Programme.

The first digit stands for the year like 1 stands for 1st year, 2 for 2nd year, 3 for 3rd year and 4 for 4th year.

The second digit consists of either 0, or 1 or 2. 0 stands for common paper, 1 for fashion papers and 2 for textile papers.

The third digit consists of any number from 0 to 9. 0 to 7 consists of different specialization, 8 for sessional and 9 for practical

The fourth digit indicates the semester. Odd digits consist of odd semester papers and even digit consists of even semester papers.

### **Understanding the nomenclature**

*For Example*

**TD 3057**

**TD**–Textile Design

**3** - 3rd year ;

**0** - common paper to both fashion design and textile design

**5** - sub group,

**7** - odd semester

As the paper have the digit 3 at the first place, it indicates 3 rd year odd semester means it is a paper in 5th semester.

## **10. SUBJECT CATEGORIES & RANGE OF CREDITS**

A student has to obtain 196 credit points in the various categories of subjects as shown below :

S. No	Components	Textile
1	Communication Skill	09

2	Art	06
3	Design	08
4	Computer Application	02
5	Management	13
6	Core and Professional	156

**COURSE STRUCTURE FOR B.DES**  
**Academic Session 2020-24**

**FIRST SEMESTER (FOUNDATION COURSE FOR FASHION &TEXTILE DESIGN)**

<b>Theory</b>							
Sl. No	Course Code	Subject	L	T	P	Total	Credit
1	FP1001	History of Art & Design-I	3	0	0	3	3
2	FP 1003	Fashion & Textile Orientation	3	0	0	3	3
3	FP 1005	Communication Skills-I	3	0	0	3	3
<b>3</b>	<b>FP 1007</b>	<b><i>Textile Science -I</i></b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>
<b>Total Theory</b>						<b>12</b>	<b>12</b>
<b>Practical</b>							
1	FP1091	Digital Media Application	0	0	3	3	2
2	FP1093	Elements & Principle of Design -I	0	0	6	6	4
<b>Total Practical</b>						<b>09</b>	<b>06</b>
<b>Sessional</b>							
1	FP 1083	Visualization & Representation Techniques – I	0	0	6	6	4
2	<b><i>FP 1085</i></b>	<b><i>Basics of Photography</i></b>	0	0	3	3	2
3	<b><i>FP1087</i></b>	<b><i>Yoga for Health</i></b>	0	0	2	2	1
<b>Total Sessional</b>						<b>11</b>	<b>07</b>
<b>Semester total</b>						<b>32</b>	<b>25</b>

**SECOND SEMESTER (FOUNDATION COURSE FOR FASHION &TEXTILE DESIGN)**

<b>Theory</b>							
Sl. No	Course Code	Subject	L	T	P	Total	Credit
1	FP 1002	History of Art & Design –II	3	0	0	3	3
2	FP 1004	Communication Skills-II	3	0	0	3	3
<b>3</b>	<b><i>FP 1008</i></b>	<b><i>Textile Science-II</i></b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>
<b>Total Theory</b>						<b>09</b>	<b>09</b>
<b>Practical</b>							

1	FP1094	Introduction to CAD	0	0	3	3	2
2	FP1096	Introduction to Pattern Making	0	0	3	3	2
3	FP1098	Elements and Principles of Design-II	0	0	6	6	4
<b>Total Practical</b>						<b>12</b>	<b>08</b>
<b>Sessional</b>							
1	FP1082	Sewing Practice	0	0	3	3	2
2	FP1084	Visualization & Representation -II Techniques – II	0	0	6	6	4
<b>Total Sessional</b>						<b>9</b>	<b>6</b>
<b>Semester total</b>						<b>30</b>	<b>23</b>

### **THIRD SEMESTER (TEXTILE DESIGN)**

<b>Theory</b>							
Sl. No	Course Code	Subject	L	T	P	Total	Credit
1	FC 2003	Indian Traditional Textiles	3	0	0	3	3
2	FC 2005	Fabric studies	3	0	0	3	3
3	TD 2203	Textile Testing and Analysis	3	0	0	3	3
<b>Total Theory</b>						<b>9</b>	<b>09</b>
<b>Practical</b>							
1	FC 2091	Computer Aided Design (Motif repeat )	0	0	3	3	2
2	TD 2291	Woven Deign -1	0	0	3	3	2
3	TD 2293	Print Design -1	0	0	3	3	2
4	TD 2295	Textile and Garment Testing Lab	0	0	3	3	2
<b>Total Practical</b>						<b>12</b>	<b>08</b>
<b>Sessional</b>							
1	TD 2281	Design Development (Prints)	0	0	3	3	2
2	TD 2283	Integrated Textile Project – I	Two weeks				2
3	TD 2285	Illustration of Home Textile - I	0	0	3		2
4	FC 2085	Craft Documentation	3 weeks				4
<b>Total Sessional</b>						<b>6</b>	<b>10</b>
<b>Semester total</b>						<b>27</b>	<b>27</b>

### **FOURTH SEMESTER(TEXTILE DESIGN)**

<b>Theory</b>							
Sl. No	Course Code	Subject	L	T	P	Total	Credit
1	FC 2002	Introduction to Handloom Industry	3	0	0	3	3
2	FC 2004	Fabric Construction Design and Drafting	3	0	0	3	3
3	TD 2208	Textile Dyeing and Printing	3	0	0	3	3
<b>Total Theory</b>						<b>9</b>	<b>09</b>
<b>Practical</b>							

1	FC 2092	Digital Presentation Technique	0	0	3	3	2	
2	TD 2292	Woven Design -II .	0	0	6	6	4	
3	TD2294	Print Design-II .	0	0	3	3	2	
<b>Total Practical</b>							<b>12</b>	<b>08</b>
<b>Sessional</b>								
1	FC 2082	Surface Ornamentation	0	0	3	3	2	
2	TD 2284	Integrated Textile Project– II	Ten days				2	
3	TD 2286	Illustration of Home Textile - II	0	0	3	3	2	
<b>Total Sessional</b>							<b>06</b>	<b>06</b>
<b>Semester Total</b>							<b>27</b>	<b>23</b>

### **FIFTH SEMESTER (TEXTILE DESIGN)**

<b>Theory</b>								
Sl. No	Course Code	Subject	L	T	P	Total	Credit	
1	FC 3001	Merchandising and Marketing Management	3	0	0	3	3	
2	FC 3003	Fashion Forecasting	3	0	0	3	3	
3	TD 3203	Textile Finishing	3	0	0	3	3	
<b>Total Theory</b>							<b>09</b>	<b>09</b>
<b>Practical</b>								
1	TD 3291	CAD Ned Graphics (Weave design Prints)	0	0	3	3	2	
2	TD 3293	Woven design-III.	0	0	6	6	4	
3	TD 3295	Print Design –III	0	0	3	3	2	
<b>Total Practical</b>							<b>12</b>	<b>08</b>
<b>Sessional</b>								
1	TD 3283	Integrated Textile Project -III	Two weeks				2	
2	TD 3285	Illustration of Home Textile –III	0	0	3	3	2	
4	FC 3083	Surface Ornamentation Technique (Printing)	0	0	3	3	2	
<b>Total Sessional</b>							<b>06</b>	<b>06</b>
<b>Semester total</b>							<b>27</b>	<b>23</b>

### **SIXTH SEMESTER (TEXTILE DESIGN)**

<b>Theory</b>							
Sl. No	Course Code	Subject	L	T	P	Total	Credit
1	FC 3002	Research Methodology	3	0	0	3	3
2	FC 3004	Visual Merchandising	3	0	0	3	3
3	FC 3008	Digital Marketing	3	0	0	3	3
4	TD 3206	Sustainable Textiles	2	0	0	2	2

<b>Total Theory</b>						<b>11</b>	<b>11</b>
<b>Practical</b>							
1	TD 3292	CAD Ned Graphics	0	0	3	3	2
2	TD 3294	Woven Design –IV	0	0	6	6	4
3	TD 3296	Print Design –IV	0	0	3	3	2
4	TD 3298	Surface Ornamentation Techniques	0	0	3	3	2
						<b>15</b>	<b>10</b>
<b>Total practical</b>							
<b>Sessional</b>							
1	TD 3282	Integrated Textile Project – IV	two weeks				4
<b>Total Sessional</b>							<b>04</b>
<b>Semester total</b>						<b>26</b>	<b>25</b>

### SEVENTH SEMESTER (TEXTILE DESIGN)

<b>Theory</b>							
Sl. No	Course Code	Subject	L	T	P	Total	Credit
1	FC 4007	Intellectual Property Right	3	0	0	3	3
2	FC 4009	Entrepreneurship Development	3	0	0	3	3
<b>Total Theory</b>						<b>06</b>	<b>06</b>
<b>Practical</b>							
1	TD 4293	CAD Ned Graphics( Dobby &Jacquard )	0	0	3	3	2
2	TD 4295	Woven Design-V	0	0	3	3	2
<b>Total Practical</b>						<b>06</b>	<b>04</b>
<b>Sessional</b>							
1	TD 4285	Portfolio Development	0	0	9	9	6
2	TD 4287	Smart and Functional Textile Project	0	0	6	6	4
3	FC 4081	Industrial Internship	50 days				4
<b>Total Sessional</b>						<b>15</b>	<b>14</b>
<b>Semester total</b>						<b>27</b>	<b>24</b>

### EIGHTH SEMESTER

Sl. No	Course Code	Subject	L	T	P	Total	Credit
<b>PROJECT</b>							
1	TD 4282	Graduate Textile Design Project	0	0	30	30	20
<b>Semester total</b>						<b>30</b>	<b>20</b>

### Semester Total Credit

Sl. No.	Semester	Semester Total Credit
1	Semester 1	25
2	Semester 2	23
3	Semester 3	27
4	Semester 4	26
5	Semester 5	23
6	Semester 6	25
7	Semester 7	24
8	Semester 8	20
	<b>Total</b>	<b>193</b>

# Semester 1

## FIRST SEMESTER (FOUNDATION COURSE FOR FASHION & TEXTILE DESIGN)

<b>Theory</b>							
Sl. No	Course Code	Subject	L	T	P	Total	Credit
1	FP1001	History of Art & Design-I	3	0	0	3	3
2	FP 1003	Fashion & Textile Orientation	3	0	0	3	3
3	FP 1005	Communication Skills-I	3	0	0	3	3
<b>3</b>	<b>FP 1007</b>	<b><i>Textile Science -I</i></b>	3	0	0	3	3
<b>Total Theory</b>						<b>12</b>	<b>12</b>
<b>Practical</b>							
1	FP1091	Digital Media Application	0	0	3	3	2
2	FP1093	Elements & Principle of Design -I	0	0	6	6	4
<b>Total Practical</b>						<b>09</b>	<b>06</b>
<b>Sessional</b>							
1	FP 1083	Visualization & Representation Techniques – I	0	0	6	6	4
2	<b>FP 1085</b>	<b><i>Basics of Photography</i></b>	0	0	3	3	2
3	<b>FP1087</b>	<b><i>Yoga for Health</i></b>	0	0	2	2	1
<b>Total Sessional</b>						<b>11</b>	<b>07</b>
<b>Semester total</b>						<b>32</b>	<b>25</b>

**Course Title: History of Art & Design -I**

**Course Code: FP 1001**

**Course Objective:**

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

- To provide a strong foundation of Design through the knowledge on History of Art, Culture, Civilization, and Fashion
- To expose students to Inward & Outward approach of looking at prehistoric & historic works of Art so far as Indian Art is concerned.

**Course Outcomes:**

- Students will be able to understand the nature & evolution of Indian art and design and different civilisation flourished in the BC & AD periods
- Students will be able to understand about art and designs of the ancient civilisation of western world and their nature, and importance and need in the present time line.
- Students will acquire a clear knowledge about the various types of art forms in history and its features.

**Contents:**

**Unit 1: Indian Art: BC**

- Indus Valley Art – Burial Art & other rituals
- Iron Age & Vedic Art Forms – Special mention of various religious scriptures.
- Mauryan Art – Stupa, Chaitya & Vihara. Influence of Buddhism.
- Middle Kingdoms & Satavhana Art.

**Unit 2: Indian Art: AD**

- Gupta Period – Golden Age of Indian Art.



- Mathura & Gandhara School of Art.
- Islamic Art – Sultanate & Mughal schools.
- Paintings – Pahari & Rajasthani schools.
- British Indian Art.

### **Unit 3: Western Art 1**

- Pre- historic cave paintings.
- Mesopotamian Art.
- Persian Art.
- Egyptian Art.
- Classical Art
  - Greek
  - Roman.
- Medieval Art
  - Byzantine Art
  - Romanesque Art
  - Gothic Art

### **Unit 4: Western Art 2**

- Renaissance
  - From Gothic to the Renaissance
  - Early Renaissance
  - High Renaissance
  - Northern Renaissance
- Mannerism, Baroque and Rococo
- Neoclassicism, Romanticism, Academism and Realism
- Modern Art
- Contemporary art and Postmodern art

### **Text Books**

1. Ancient Indian Costumes Vol. I & II, Roshen Alkazi, National Book Trust, New Delhi, India, 2010
2. A History of Western Art – 5<sup>th</sup> Edition, Laura Adams, Mc-Graw Hill, New Delhi, 2010.
3. Indian Art & Aesthetics: Endeavour & Entrepreneurial by Kamal Giri & Nandan Tiwari .Aryan Books Edition 2004.

### **Reference Books**

1. History of Fashion – Manmeet Sodhia, Kalyani Publishers, New Delhi, 2009
2. Indian Art & Aesthetics : Endeavour In Interpretation. Maruti Nandan Tiwari, Publisher Aryan Books International, New Delhi, 2003.
3. Indian Art, Partha Mitter, Oxford University Press, 2001

4. Suwasas-The beautiful costumes Vishu Arora, Abhishek Publications, New Delhi, 2008
5. The greenwood encyclopedia of clothing through world history Jill Condra Greenwood Press, Westport, USA, 2008
6. Costumes, Textiles and Jewelry of India Vandana Bhandari, Popular Prakash books, Mumbai, 2004
7. Costumes and Textiles of Royal India, Ritu Kumar, Antique Collectors' Club, California, 2006
8. Traditional Indian Costumes and Textiles Dr.Parul Bhatnagar Abhishek Publication, New Delhi 2004
9. Indian Costumes Anamika Pathak, Roli Books, New Delhi, 2008
10. Indian Costumes – Ghurria G.S. Popular Prakasan, Mumbai, 1966

### Related Field/Industrial Visits

- Art and Craft Village Visit ,Pipli and RagurajPur State /Regional Museum . Architecture Monuments ect.....

**Course Title: Fashion & Textile Orientation**

**Course Code: FP 1003**

**Course Objectives:**

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

- To understand the nature of fashion business, elements and challenges associated with Fashion Industry.
- To understand different areas of Fashion Business with its comprehensive study of Fashion terminologies to create awareness about overall nature of fashion.
- To acquire the knowledge regarding environment and movement of fashion so that to understand the various aspects of Fashion.

**Course Outcomes:**

- Students will able to understand the nature & evolution of fashion business, fashion adoption, economic importance of fashion business. They acquired a clear knowledge about the different aspects and levels of fashion & Principle of fashion as per international Fashion centre.
- Students will able to understand about fashion Market segmentation, economic & social Environment. They get to know about the functioning of Indian Fashion Industry, history and developments, features and structures.
- Students will acquire a clear knowledge about the small and medium scale enterprises like design studio, boutiques, etc.

**Content:**

**Unit 1:** Business of Fashion- Importance of Fashion - Economic importance of Fashion Business Four levels of Fashion (Primary level, Secondary level, the Retail level & Auxiliary level)

**Unit 2:** Nature of Fashion- Definition of Fashion - Evolution of Fashion - Terminology of Fashion Principles of Fashion movement - Theory of Clothing Origin - Fashion cycle - Theories of fashion adoption - Principles of Fashion - International Fashion centers

**Unit 3:** Environment of Fashion- - Market segmentation (Demographics, Geographic, Psychographics & Behavioral), - Economic Environment - Social Environment

**Unit 4:** Fashion Categories- Men's wear, Women's Wear, Kid's wear

**Unit 5:** Indian Fashion Industry, origin, present scenario and future scope. Overview of global and Indian apparel industry, History and its development in recent years, Size and nature of the industry, Regional features and structure of the industry, Small and medium scale enterprises- design studios, boutiques, organized sector

**Unit 6:** Different materials used in fashion. Basic sourcing of different fabrics, Trims like-buttons, zippers, eyelets, elastic

### **Text Books**

1. Fashion from Concept to Consumer, Fringes, G. S., Prentice Hall, 9th Edition, 2007.
2. The Business of Fashion, Leslie Davis Burns and, Nancy O. Bryant, Fairchild Publication, 2002

### **Reference Books**

1. Clothing Technology, Heberly Berger, Verlag Europa LeherMittel, 2010
2. The Dynamics of Fashion, Elaine Stone, Fairchild Publication, 2008

### **Related Field/Industrial Visits**

- Craft fairs
- Garment fairs
- Trade fairs
- Fashion shows
- Retail stores
- Textile research association
- Production units – textile and apparel

Contact hours				Credit Units
L	T	P	Total	

**Course Title: Communication Skills-I**

3	0	0	3	3
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**Course Code: FP 1005**

**Course Objective:**

- Can understand the main points of clear standard input on familiar matters regularly encountered in work, college, leisure, etc.
- Can deal with most situations likely to arise whilst travelling in an area where the language is spoken.
- Can produce simple connected text on topics which are familiar or of personal interest.
- Can describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans,

**Course Outcomes:**

- Students will be able to understand and apply knowledge of communication and language processes as they occur across various contexts, e.g., interpersonal, intrapersonal, small group, organizational, media, gender, family, intercultural communication, technologically mediated communication, etc. from multiple perspectives.
- Students will be able to describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans, and also will gain knowledge

**Content:**

**Unit 1: Communicative English Grammar (Refresher)**

Concepts relating to structure and semantics of spoken and written English; Information, Reality and Belief; Mood, Emotion and Attitude; Meanings in connected discourse

**Unit 2: Neutral English Pronunciation-1**

Phonetics; Word stress pattern; Sentence Stress pattern; Intonation and Modulation

**Unit 3: Oral Communications**

3-Ts of effective presentation

**Text Books**

1. Technical Communication Principle and Practice , Meenakshi Raman & Sangeeta Sharma, OUP. Second edition 2011

## Reference Books

1. A Communicative English Grammar. Geoffrey Leech and Jan Svartvik. Third Edition. Routledge Publication. New York.2013.
2. English Vocabulary in Use (advance) Michael McCarthy, Felicity O Dell, Cam. Univ. Press. Second Endition.2001.
3. Practical English Usage : International.Michel Swan, OUP.2006.
4. The Oxford Grammar (English ) Sidney Greenbaum, Oxford University Press India. 1st Edition. 2005
5. Verbal Ability and Reading Comprehension for the CAT. Arun Sharma and Meenakshi Upadhyay, TMH, New Delhi,2007
6. Better English Pronunciation, Cambridge University Press, J D O'Connor, 2nd Edition (Paper Back) 2013
7. BCOM . Carol M.Lehman, Debbie D.DuFrene and Mala Sinha Cengage Learning, New Delhi
8. Communication Skills For Technical Students by T.M. Farhathullah.Orient Blackswan.Chennai.2002.
9. English and Communication Skills for Students of Science and Engineering.SP Dhanavel, Orient Blackswan.Chennai.2009

### Course Title: Textile Science –I

### Course Code: FP 1007

### Course Objectives:

- To impart knowledge on raw materials used for textile and garments

### Course Outcomes:

- Students will be able to understand the classification of fiber, outline the manufacturing process of cellulosic, protein and synthetic fibers.
- Students will be able to Compare the physical and chemical properties of cellulose, protein and synthetic fibers and their uses & identify the natural and man-made fibers.
- Students acquire basic knowledge about various objective and process sequence of yarn, type, characteristics and properties of yarns, non-conventional fibers

### Unit 1: Fibre Science

Classification of textile fibre. Sources of Fibres. Manufacturing process of regenerated cellulose polymer. Manufacturing process of synthetic polymer.

### Unit 2 : Properties of Fibre :

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

Physical and chemical properties of fibres and their uses- Cotton, Jute, Flax, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene etc.

**Unit 3: Yarn Science**

Objectives and Process Sequence – Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems .

Modern Spinning Methods : Objectives, Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Yarn types and characteristics.

**Unit 4: Yarn Analysis: Various Yarns its structures**

**Course Title: Digital Media Application**

**Course Code: FP 1091**

**Course Objective:**

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

- To enable the students to learn basic knowledge of computer hardware, software and operating system.
- To enable the students to learn the basic Ms Office Fundamentals and uses for digital presentation.

**Course Outcomes:**

- Students will be able to understand the basic uses of MS Office and develop assignments by using the software effectively.
- Students will be able to understand the use of internet and other web search engines, and uses then for research purposes.

**Contents**

**Unit-I :** MS Word, Menus, Working with Documents, Formatting, Setting Margins, Editing, Creating Tables, Table settings, Tools, Word Completion, Spell Checks, Drawing and printing Importing and Exporting, Sending files to others, Inserting and Deleting, Find, Search, Replace Commands

**Unit-II :** Introduction to Excel, Spreadsheet & its Applications, Menus, Toolbars, Working with Spreadsheets, Converting files to different formats, Computing data, Formatting spreadsheets, Working with sheets, Sorting, Filtering, Validation, Consolidation, Subtotal

**Unit-III:** Creating Charts, Selecting charts, Formatting charts, label, scaling etc., Using Tools, Error Checking, Spell Checks, Formula Auditing, Introduction to power point, Opening new Presentation, Selecting presentation layouts.

**Unit-IV :** Creating a presentation, Formatting a presentation, Adding style, Color, gradient fills, Arranging objects, Slide Background, Slide layout, Adding Graphics to the presentation, Inserting pictures, movies, tables, etc into the presentation, Drawing Pictures using Draw, Adding effects to the presentation, Setting Animation & transition effect, Adding audio and Video.

**Unit-IV:** Internet and web use, E-mail basics,

**Text Books :**

- 1) Introduction to Computer Science (English, Paperback, ITL Education Solutions Limited)
- 2) Fundamentals of Computer Algorithms(second edition) Paperback – 2008 by Sahni Horowitz (Author)

**Reference Books:**

- 1) Computer Fundamental MS Office: Including Internet & Web Technology, Anupama Jain and Avneet Mehra, 2010.
- 2) Computer Fundamentals : Concepts, Systems & Applications , Sixty Edition, Sinha P.K and Priti Sinha , BPB Publication

**Course Title: Elements & Principles of Design - I**

**Course Code: FP 1093**

**Course Objective:**

Contact hours				Credit Units
L	T	P	Total	
0	0	6	6	4

- To enable the students to develop skills of visualization & communication to Design.
- To develop a strong sense of composition of Design in two dimensional format.
- To develop skills to draw Design of three dimensional format.
- To develop an understanding of Non-tangible & Tangible aspects of Design.
- To develop the understanding about the Elements of Design.
- To develop understanding & articulation of aesthetic principles.
- To develop an understanding of attributes of 3D forms.

**Course Outcomes:**

- Students' creative work demonstrates visual problem solving through an understanding of the elements and principles of design.
- Students demonstrate an ability to make strong sense of composition of Design in two and three dimensional format to draw.

- Understanding about the Elements of Design students able to create innovative designs and also understood the process of applying this in product design and developments.

## **Content**

### **Unit1**

Introduction to art media and its applications-different art media-like pencils, color pencil, crayons, poster, erasers, acrylic, rendering and shading skills.

### **Unit 2**

Introduction to basic sketching techniques-drawing with different sketching techniques, free hand sketching of objects of day-to-day life.

### **Unit 3**

Types of Design- structural and decorative. Design elements-form, shape, space, line, colour and texture. Elements of art & design – point, line, form, shape, space, size texture and color.

### **Unit 4**

Functions of Lines. Silhouettes. Different types of lines & its characteristics. Use of line in clothing according to body shapes. Optical illusions created by various combinations of lines. Gestalt Principle

### **Unit 5**

Color, dimension of color, hue, value, intensity, color schemes its importance & application. Colour theory- Prang colour system & Munsell. Colour wheel- primary, secondary and tertiary. Colour Dimensions-Hue, Value and Chroma, Tint, tone, shade , Colour harmony- Related & contrasting colour harmonies & its sub divisions.

## **Text Books**

1. Basic Principle of Design – Manfred Maier, Van Nostrand Reinhold , 1977.
2. Shape & Form : Design Elements, (Elements of Design) by Albert A Porter, Davis Publications Inc., U.S. 1974

## **Reference Books:**

1. Exploring Visual Design: The Elements and Principles, by Albert A Porter, Davis Publications Inc., U.S. 1974
2. Experiments in Form. Peter Pearce & Susan Pearce, Van Nostrand Reinhold Co, 1980.



3. Exploring the Elements of Design (Paperback) by Mark A. Thomas, Terry Evans, Poppy Evans Publisher: Cengage Learning. Edition: 2012
4. Three Dimensional Design. Richard K. Thomas, Van Nostrand Reinhold Co, 1969.
5. Elements of Design: Rowena Reed Kostellow, publisher Prince AP. Edition: 2002
6. Exploring Visual Design: The Elements and Principles, Joseph Gatto, Albert Porter, Jack Selleck. Davis Publications. 2000.
7. Basic Design : The Dynamics of Visual Form by Maurice de Saumarez, 2007

**Course Title: Visualization & Representation Techniques-I**

**Course Code: FP 1083**

Contact hours				Credit Units
L	T	P	Total	
0	0	6	6	4

**COURSE OBJECTIVES**

- To understand basic principles of free hand perspective drawing.
- To develop skills of freehand drawing and sketching to cultivate an ability to visualize, analyze, observe & communicate ideas/concepts.
- To understand relationship between size, scale and proportion.
- To explore and enhance construction and analytical methods of drawing.
- To understand and communicate through drawing, the principles governing the visual phenomenon as perceived by human eye.
- The course also aim to generate and expand perceptual & communication skills.
- To depict qualities and characteristics of different fabric textures and its surface sheen.
- To enhance 3D- quality of an object or space or form through black and white and color Renderings.

**Course Outcomes:**

- Students' creative work demonstrates visual problem solving through an understanding of the visualization, rendering and representative techniques.
- Students demonstrate an ability to make their imagination comes true through of freehand drawing and sketching & gain ability to visualize, analyze, observe & communicate ideas.
- Understanding about the principles governing the visual phenomenon as perceived by human eye, students now can able to render the depth of a particular object and also explored and enhanced the construction and analytical methods of drawing.

**CONTENT**

**Unit -1**

- Basic Techniques of Sketching in black n white using different qualities of pencil.

**Unit-2**

- Capture the FORM, LINE PERFECTION & DRAWING SKILLS.

- To develop the sense of strong composition, this is required for visualization and effective communication.
- Application of skills & process on different paper & color medium.
- To be able to draw to create motifs, patterns & designs.

**Unit-3**

- Depicting various qualities and characteristics of materials through rendering such as Transparency, high gloss & matt.

**Unit-4**

- Achieving the Light-n Shade / Light source falling on an object and the inter play of Light from a source in an ambience.
- Perfecting the art & skill of PERSPECTIVE DRAWING & rendition of its depth through Black n White.
- Different complexities of rendering techniques to represent various surface qualities.

**Unit-5**

- Acquainted with various Tools & Techniques, Medium to Draw objects through perspectives drawings of fashion Accessories & Costumes .

\*WORKSHOP ON ANY TRADITIONAL ART OF INDIA.

**Text Books:**

1. Drawing for the absolute beginner by Mark and Merry, Willen Brink
2. Drawing for the absolute utter beginner by Claire Watson Garie

**Reference Books :**

1. Natural way to draw ( A working plan for art study) by Nicolaibes
2. Figure Drawing for all its worth by Glene Vippu

**Course Title: Basics of Photography**

**Course Code: FP 1085**

**Course Objective**

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

- To understand the basic fundamentals of Photography and to apply the medium in the world of fashion. Utilize photography as a medium of effective communication.

**Course Outcomes:**

- At the end of the course students' will be capable of using a still camera effectively.
- Students understood the basic principle of depth, light, resolution, white balance, color effect, pixel, quality of image in digital Photography
- Students will able to understand the depth of color and its use in photography to show human emotions, style, contrast and depth.
- Students will able to understand the aspects of product photography and human photography, along with the post production factors.

**Contents:**

**Unit-I: Brief History of Photography**

**Unit-II : Fundamentals of Photography :** Various parts of still Camera, Use of lens, Exposure , Depth of Field, Use of light and its effect, contrast and its use, Photographing using natural light, Close-up photography,

**Unit-III : Digital photography :** Sensor, Format, Pixel, Quality of image, Resolution, Factors affecting picture quality, Understanding White Balance in Digital Photography , Color Temperature, How does the Light Affect the Color? Compression (lossy and lossless), Storing

**Unit-IV:** Composition: Rule of third, golden points, Points of Interest.

**Unit -V** Colour Theory: Color Vision, Digital camera and human Eye comparison, Primary and Secondary colour, Mixture of colours, use of colour to create mood, Emotion, style, meaning, contrast, depth

**Lighting:** Role of light in quality photography, Use of natural light, Use of artificial light to create natural effect

**Unit-VI**

**Product photography & Human photography**

**Post production:** Choosing format size while giving order for printing and selecting printing papers.

**Text Books :**

1. Basic Photography -2008,by M.J.Longford, Focal press London ,Revised edition 1965
- 2.Manuual Photography ,8<sup>th</sup> Edition by Jacobson.Focal press ,London 8<sup>th</sup> Edition 1988.

**Reference Books:**

1. Lighting for Portraiture by Walter Nurenberg , Focal press ,3<sup>rd</sup> edition 1961
2. Art of Color &Design by Maitland Graves,Mc GrawHill,2<sup>nd</sup> Edition 1951
3. Exploring Visual Design: The Elements and Principles, by Albert A Porter, Davis Publications Inc., U.S. 1974
4. Experiments in Form. Peter Pearce & Susan Pearce, Van Nostrand Reinhold Co, 1980.

**Course Title: Yoga for**

**Course Code: FP1087**

**Course Objective**

Contact hours				Credit Units
L	T	P	Total	
0	0	2	2	1

**Health**

- Students will practice Hatha Yoga focusing on yoga for strength, flexibility, and relaxation. The class will also cover techniques for increasing concentration and decreasing anxiety which leads to stronger academic performance. Breathing exercises and healthy fitness activities will also be taught.

### **Course Outcomes:**

- Demonstrate basic skills associated with yoga activities including strength and flexibility, balance and coordination, to perform yoga movements in various combination and forms.
- Understand and apply the knowledge of basic sequencing, and effective group management to create and present various yoga sequences.
- Demonstrate an understanding of health-related fitness components. Assess current personal fitness levels. Understanding of health-related fitness components: cardiorespiratory endurance, flexibility and body composition.
- Identify the major muscle groups and their application to yoga. Improve personal fitness through participation in yoga, muscular, strength, and muscular endurance activities. Demonstrate an understanding of health problems associated with inadequate fitness levels

### **Contents:**

#### **Unit-1: Concept and significance of consciousness - 8 hrs**

Miderton and ancient approach of consciousness, Types of consciousness viz., Jagrata, Svapna, susupti and Tuya, Turiyatita,- beyond and consciousness and comprehension.

#### **Unit-2: Preparatory practices - 6 hrs**

Breathing practices, Suksma and Sthoola vyama

#### **Unit -3: Dharana practices - 6 hrs**

Principles and procedure of Antaranga & Baharanga trataka, Jatru trataka & Jyoti trataka. Principles and Practices of Ajappa Japa, antarmouna, Chakra meditation, Cyclic meditation, Taichi and meditation.

#### **Unit-4: Concept and practice of Dhtana - 6 hrs**

Concept of Jyoti and Bindu dhyana, principle and procedure of Vipassana meditation, Preksha meditation, Transcendental meditation, Brahma kumari Raja yoga meditation, Yoga nidra.

# Semester 2

## **SECOND SEMESTER (FOUNDATION COURSE FOR FASHION & TEXTILE DESIGN)**

<b>Theory</b>							
Sl. No	Course Code	Subject	L	T	P	Total	Credit
1	FP 1002	History of Art & Design –II	3	0	0	3	3

2	FP 1004	Communication Skills-II	3	0	0	3	3
3	FP 1008	Textile Science-II	3	0	0	3	3
<b>Total Theory</b>						<b>9</b>	<b>9</b>
<b>Practical</b>							
1	FP1094	Introduction to CAD	0	0	3	3	2
2	FP1096	Introduction to Pattern Making	0	0	3	3	2
3	FP1098	Elements and Principles of Design-II	0	0	6	6	4
<b>Total Practical</b>						<b>12</b>	<b>8</b>
<b>Sessional</b>							
1	FP1082	Sewing Practice	0	0	3	3	2
2	FP1084	Visualization & Representation Techniques – II	0	0	6	6	4
<b>Total Sessional</b>						<b>9</b>	<b>6</b>
<b>Semester total</b>						<b>30</b>	<b>23</b>

**Course Title: History of Art & Design-II**

**Course Code: FP 1002**

**Course Objective:**

- To provide a strong foundation of Design through the knowledge on History of Art, Culture, Civilization, and Fashion
- To expose students to Inward & Outward approach of looking at prehistoric & historic works of Art so far as western Art is concerned.

**Course Outcomes:**

- Students will understand the evolution & characteristics of prehistoric civilisations

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

- Students will understand about art and designs of the ancient civilisation of western world and their nature, and importance and need in the present time line.
- Students acquired a clear knowledge about the various types of western textile and its historical backgrounds
- At the end of the course students will gain the knowledge about the western clothing's and costumes along with the famous designers and their fashion career history, so they could be able to get inspired.

### **Contents:**

#### **Unit-1: Pre-Historic Civilization-**

- Beginning of Prehistoric civilization
- Egypt
- Mesopotamia
- Classical West (Greece and Rome )
- Medieval West ( Byzantine )
- Modern Era
- Rome

#### **Unit-2: Western Textiles**

- Chantilly lace
- Damask
- Persian Embroidery
- Bobbin Lace.
- Spittal Field Silk.
- Paisley Prints.
- Palampore Textiles

#### **Unit 3: Western Costumes I**

- Egyptian costumes
- Costumes of Ancient Greece
- Roman costumes
- Byzantine clothing's
- costumes of 15th to 17th centuries.

#### **Unit-4: Western Costumes II**

- Edwardian Costume.
- Victorian Costume.
- French Costume
- Bonnet, Corset, Farthingale, Ruff, Hoof, Hood, Mantle, Cloak, Coat.
- 18th and 19th century's Fashion and Designers

### **Text Books :**

1. Ancient Indian Costumes Vol. I & II, Roshen Alkazi, National Book Trust, New Delhi, India, 2010
2. A History of Western Art – 5<sup>th</sup> Edition, Laura Adams, Mc-Graw Hill, New Delhi, 2010.

**Reference Books:**

1. History of Fashion , Manmeet Sodhia, Kalyani Publishers, New Delhi, 2009
2. Indian Art & Aesthetics : Endeavour In Interpretation, Maruti Nandan Tiwari, Publisher Aryan Books International, New Delhi, 2003.
3. Indian Art, Partha Mitter, Oxford University Press, 2001
4. Suvasas-The beautiful costumes, Vishu Arora, Abhishek Publications, New Delhi, 2008
5. The greenwood encyclopedia of clothing through world history, Jill Condra, Greenwood Press, Westport, USA, 2008
6. Costumes, Textiles and Jewelry of India, Vandana Bhandari, Popular Prakash books, Mumbai, 2004
7. Costumes and Textiles of Royal India, Ritu Kumar, Antique Collectors’ Club, California, 2006
8. Traditional Indian Costumes and Textiles, Dr.Parul Bhatnagar, Abhishek Publication, New Delhi 2004
9. Indian Costumes, Anamika Pathak, Roli Books, New Delhi, 2008
10. Indian Costumes, Ghurria G.S., Popular Prakasan, Mumbai, 1966
11. Costume and Fashion : A concise History, Jame Laver, Thames & Hudson 4<sup>th</sup> Edition, London, 2002.

**Related Field/Industrial Visits:**

- Craft fairs, Textile Exposition, Trade Fairs ,Regional or National Textile Art ,Craft Exposition

**Course Title: Communication Skills -II**

**Course Code: FP 1004**

**Course Code: TD 1004**

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

**Course Objective:**

- The focus of this paper is to enhance proficiency in overall communication skills comprising business communication skills, interpersonal communication skills, and team work skills.

**Course Outcomes:**



- Students will be able to understand and apply knowledge of basic writing skill like, Paragraph writing- topic sentence, sentence linkers, coherence and logical sequencing of ideas, paragraph organization patterns, essays etc
- Students will gain the knowledge of fundamentals of business writings, pattern of business messages and formal report writing.
- Students will be able to understand the techniques of business communication regarding different corporate matter.

### **Contents:**

**Unit 1: Basic Writing Skills-I:** Paragraph writing- topic sentence, sentence linkers, coherence and logical sequencing of ideas, paragraph organization patterns

**Unit 2: Basic Writing Skills-II:** Writing 5 paragraph essays

**Unit 3: Fundamentals of Business writing:** Adaptation and selection of words  
Construction of clear sentences and paragraph writing for effect

**Unit 4: Basic Patterns of Business Messages:** Introduction to messages and the writing process Directness in good-news and natural messages Indirectness in bad-news messages Indirectness in persuasion and sales messages

Strategies in the job-search process

**Unit 5: Fundamentals of Report Writing:** Basics of report writing Report structure  
Long, formal reports Graphics

**Unit 6: Special Topics in Business Communication:** Techniques of cross-cultural communication Correctness of communication Technology-enabled communication  
Business research methods

### **Text Books :**

1. English Communication, Puja Khanna
  - 2. Communication Skills, Dr.Gajanan Malviya, and R. N. Shukla

- **Reference Books:**

- 1. English for Professionals: A Practice Book of Communication Skill In
- English (Miglani)

### **Text Books :**

- History of Technology, Author: Waterier / John W
- Modern Industrial Plastics, Author: Richards/Terry
- Wood working Technology, Author: Hammond, Jones J, Edward T.Donnely, Norman A Rayner

**Reference Books for Materials Study:**

- History of Technology, Author: Waterier / John W
- Modern Industrial Plastics, Author: Richards/Terry
- Wood working Technology, Author: Hammond, Jones J, Edward T.Donnelly, Norman A Rayne

**Course Title: Textile Science-II****Course Code: FP 1008****Course Objectives:**

- To impart knowledge on weaving preparatory process, weaving looms, knitting and non-woven fabrics.

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

**Course Outcomes:**

- Students will be able to understand the weaving preparatory process like winding, warping etc.
- Students will be able to understand the different types of loom used to weave a fabric and its processes
- Students will acquire basic knowledge about various types of knitted and non-woven fabrics and its end uses.

**Content:****Unit 1: WEAVING PREPARATORY**

Introduction to warp and weft preparatory processes. Objective and principle of winding, warping, pirn winding, Direct and sectional warping.

**Unit 2: SIZING**

Objects, various sizing ingredients, drawing in and gaiting. Objectives and flow of materials

**Unit 3: WEAVING**

Basic concepts of looms. Types of Looms – handloom – power loom – Automatic looms. Primary, secondary and auxiliary motions of a loom. General passage of a material through loom. Basic Principles of Tappet looms, Fabric Defects

**KNITTING :** Principles of knitting, warp and weft knitting, basic knitting elements, types of needles – knitting cycle.

**NON-WOVENS:** Definition, classification, types of non-wovens and applications of non-wovens.

## Text Books

1. Spun Yarn Technology by Eric Oxtoby, Butterworth-Heinemann, London, 1987
2. Weaving Mechanism, N N Banerjee, Textile Book House, Berhampore, 1993

## Reference Books

1. Essentials of Textiles, M.L. Joseph, Wadsworth Publishing ; 4<sup>th</sup> edition, 1988.
2. Weaving, machines, mechanisms and management, Talukdar M K, Sriramulu P K and Ajgaonkar D B, Mahajan Publishers Pvt. Ltd., Ahmedabad, 1998
3. Hand Book of Weaving, W.S. Murphy, Abhishek Publications, 2001.
4. Weaving: Conversion of Yarn to Fabric, Lord P R and Mohamed M H , Merrow Publishing Co. Ltd, UK, 1998
5. Textiles: Fibre to Fabric, Corbmann B P, McGraw Inc 6<sup>th</sup> Edn, New York, 1983

## **Related Field/Industrial Visits**

- Production units – textile

### **Course Title: Introduction to CAD**

### **Course Code: FP 1094**

### **Course Objective:**

- To impart training of different aspects of design ideas in CAD and editing in Vector graphics as applied in the garments industry by students.

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

### **Course Outcomes:**

- At the end of the course students able to understand and use the basic structure of CAD like Customizing Options, Using Multiple Workspaces, Creation and manipulation, Drawing and Shaping Tools, Using the Freehand Tool etc. and display devices and computer graphics
- Acquire the knowledge of digital illustration modeling and Execute the steps required in CAD software for developing 2D and 3D designs of fashion or textile products
- Students able to understand fundamental and advanced features Corel Draw.

### **Content:**

**Unit-I :** Corel draw, Exploring the CorelDraw Screen, Inserting and Deleting Pages, Changing Page, Customizing Options, Using Multiple Workspaces, Creation and manipulation, Drawing and Shaping Tools, Using the Freehand Tool, Drawing Lines and Polylines, Working With Special Effects And Texts, Drawing With the Artistic Media Tool, Shaping an Object with an

Envelope, Extruding an Object, Blending Two Objects, Using the Lens Effect, Adding Perspectives, Using Power Clips

**Unit-II** Drawing & shaping objects, Organizing objects, Arranging objects, Changing the order of objects, Grouping and ungrouping objects, Locking & Unlocking objects, Using layers to organize your drawings, Transforming objects, Positioning & moving objects, Sizing & stretching objects, Skewing objects, Welding, trimming & intersecting objects, Working with text, Working with styles & templates, Undoing & redoing changes

**Unit-III** Finding & outlining objects, Splitting & erasing portions of objects, Positioning objects with precision, Scaling objects, Working with color, reating special effects, Blending Objects, Distorting objects, Working with envelopes, Extruding objects

**Unit-IV** Working with envelopes, Working with transparencies, Contouring Objects, Using lenses, Adding perspective to objects, Working bitmaps, Printing, Previewing, sizing & positioning a print job, Fine-tuning a print job, Commercial Printing, Creating color separations, Customizing Corel application

**Text Books :**

- 1) Introduction to Computer Science (English, Paperback, ITL Education Solutions Limited)
- 2) Fundamentals of Computer Algorithms(second edition) Paperback – 2008 by Sahni Horowitz (Author)

**Reference Books:**

- 1) Computer Fundamental MS Office: Including Internet & Web Technology,
- Anupama Jain and Avneet Mehra, 2010
- 2) Computer Fundamentals : Concepts, Systems & Applications , Sixty Edition, Sinha P.K and Priti Sinha , BPB Publication

**Course Title: Introduction to Pattern Making**

**Course Code: FP 1096**

**Course Objective:**

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

- To teach the students the science of measuring human sizes and creating a pattern from the measurements
- To familiar the students the use of tools and equipment
- To learn how to draft a patterns by the help of measurement chart
- To check the garment to correctly fit for the body or an item to meet desired size and fit specifications.

**Course Outcomes:**

- At the end of the course students able to understand the science of measuring human sizes and creating a pattern from the measurements, use of tools and equipment

- Students will practically and theoretically understand the drafting of patterns by the help of measurement chart & check the garment to correctly fit for the body or an item to meet desired size and fit specifications.

**Content:**

Patternmaking terms, Patternmaking tools, Types of Patternmaking, Pattern grainline, Balance Line terms, Pattern information, Seam allowance, Measuring the body form, taking measurements, Horizontal measurements, patternmaking techniques, standard measurement chart. Why Darts, Draft the basic pattern, Front bodice, Back bodice, loose fitting bodice, fitting the bodice, fitting the neckline, fitting the armhole, Skirt draft: skirt front and back. Fitting the skirt, Preparing pattern for test, the basic sleeve terminology, sleeve draft, adjusting sleeve to armhole of bodice, different types of neck lines, different types of facings, plackets, facing in one, slit opening with placket, wing collar placket, stand collar placket, button placket.

**Text Books:**

1. Pattern Making for Fashion Design by Helen Joseph Armstrong
2. The Theory of Garment Pattern Making by W.H. Hulme

**Reference Books:**

1. Practical Pattern Making: A step by step guide by Isabel Sanchez Hernandez and Lucia Mors
2. The Language of Fashion Dictionary and Digest of Fabrics, Sewing and Dress by Marie Brooks

**Course Title: Elements and Principles of Design-II**

**Course Code: FP 1098**

Contact hours				Credit Units
L	T	P	Total	
0	0	6	6	4

**Course Objective:**

- To help the students develop & enhance their skills / tools of visualization & communication to design in totality i.e. Motif to Pattern/ Repeat to Fabric development to the Final Product.
- To develop an intrinsic quality to train one-self to understand the process & different stages of Design Conceptualization.
- To articulate the Design Concept / Idea through the aesthetic principles striking the perfect balance between creativity / art & a commercial challenge to cater to a particular need / want.
- To understand the mathematics of Design Conceptualization & basic blocks of creativity.

## Course Outcomes:

- At the end of the course students able to develop & enhance their skills / tools of visualization & communication to design in totality i.e. Motif to Pattern/ Repeat to Fabric development to the Final Product.
- Students will practically and theoretically understand the Design Concept / Idea through the aesthetic principles striking the perfect balance between creativity / art & a commercial challenge to cater to a particular need / want.
- At the end of the course students able to understand the mathematics of Design Conceptualization & basic blocks of creativity.

## Contents

**Unit I: Study of texture:** Types of textures, Categories of texture, Psychological & visual association

**Unit II: Aesthetic qualities of Design Elements,** Formal qualities, Expressive qualities, Symbolic qualities

**Unit III: Study & Understanding of Principles of Design:** Rhythm, Harmony, Emphasis, Balance, Repetition, Gradation, Radiation, Radiation. Contrast. Dominance. Proportion. Unity.

## Text Books

1. Basic Principle of Design – Manfred Maier, Van Nostrand Reinhold , 1977.
2. Exploring Visual Design: The Elements and Principles, by Albert A Porter, Davis Publications Inc., U.S. 1974

## Reference Books:

1. Experiments in Form. Peter Pearce & Susan Pearce, Van Nostrand Reinhold Co, 1980.
2. Exploring the Elements of Design (Paperback) by Mark A. Thomas, Terry Evans, Poppy Evans **Publisher:** Cengage Learning. **Edition:** 2012
3. Three Dimensional Design. Richard K. Thomas, Van Nostrand Reinhold Co, 1969.
4. Elements of Design Rowena Reed Kostellow , publisher Prince AP. **Edition:** 2002
5. Exploring Visual Design: The Elements and Principles, Joseph Gatto, Albert Porter, Jack Selleck. Davis Publications. 2000.
6. Basic Design : The Dynamics of Visual Form by by Maurice de Sausmarez , 2007

Contact hours				Credit Units
L	T	P	Total	

**Course Title: Sewing Practice**

0	0	3	3	2
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**Course Code: FP 1082**

**Course Objectives**

- To control the sewing machine.
- To gather knowledge about the sewing machine
- To know the basic seams using in garment.

**Course Outcomes:**

- At the end of the course students able to run, control the high speed sewing machines and also learn about its parts and features.
- At the end of the course students able to create different samples of seams used in garments designing.

**Contents**

1. Study of different parts of Sewing machines
2. Tools for clothing construction-cutting, measuring, marking, and pressing tools
3. Operation of sewing machine and stitching by straight line stitch, parallel stitch, and curve stitch.
4. Sewing techniques-methods of-edge stitching, top stitching, shirring, gathering
5. Stitching of seams , Single needle lock stitch, French seam, flat feel seam, welt seam, overlocked seam, bound seam,
6. Basic hand stitches-Basting, running, tacking, hand overcast, hemming stitches-plain and blind hemming, slip stitch, tailor’s tack, and button hole

• **Text Books :**

- 1. Sewing Basics (Simple Techniques and Projects for First-Time Sewers (Design Originals) , Choly Knight 2013.
- 2. The Complete Photo Guide to Sewing, Nancy Langdon, 3rd Edition Paperback, 2017

**Reference Books :**

- 1. The Sewing Machine Classroom: Learn the Ins & Outs of Your Machine, Charlene Phillip, 2011
- 2. The Sewing Book: Over 300 Step-by-Step Techniques , 2018 by Alison Smith

**Course Title: Visualization & Representation Techniques-II**

**Course Code: FP 1084**

Contact hours				Credit Units
L	T	P	Total	
0	0	6	6	4

**Course Objective:**

- To enable the students to develop & understand the basic principles of free hand perspective drawing and sketching to cultivate an ability to visualize, analyze, observe & communicate ideas/concepts.
- To learn the application of skills & process on different paper & color medium.

**Course Outcomes:**

- At the end of the course students able to develop & understand the basic principles of free hand perspective drawing and sketching to cultivate an ability to visualize, analyze, observe & communicate ideas/concepts.
- At the end of the course students able transform their imagination on paper by application of skills, process & color medium.

**Content**

1. **Acclimatization to different Mediums of Color-** DRY Medium - Charcoal - Dry Pastels. - Pencil Color.
2. **WET Medium** – Gauche’ / Poster Paint. – Water Color.
3. **OTHER Medium** – Oil Paints – Oil Pastels – Wax Crayons – Felt Pen / Sketch Pens.
4. Changing the base to different paper qualities to explore rendition techniques & different effects using the following- Rough. Smooth. Grained. Etched. Corrugated. News Print.
5. **Themes of the sketches-**Humans & their Lifestyle. Humans & their Costumes. Still life /still product. Humans & their Occupation. Plants & Trees. Flowers & Leafs. Animals. Birds.

**Text Books:**

1. Drawing for the absolute beginner by Mark and Merry, Willen Brink
2. Drawing for the absolute utter beginner by Claire Watson Garie

**Reference Books:**

1. Natural way to draw ( A working plan for art study) by Nicolaibes
2. Figure Drawing for all its worth by Glene Vippu



# Semester 3

## THIRD SEMESTER (TEXTILE DESIGN)

<b>Theory</b>							
Sl. No	Course Code	Subject	L	T	P	Total	Credit
1	FC 2003	Indian Traditional Textiles	3	0	0	3	3
2	FC 2005	Fabric studies	3	0	0	3	3
3	TD 2203	Textile Testing and Analysis	3	0	0	3	3
<b>Total Theory</b>						<b>9</b>	<b>09</b>
<b>Practical</b>							
1	FC 2091	Computer Aided Design (Motif repeat )	0	0	3	3	2
2	TD 2291	Woven Deign -1	0	0	3	3	2
3	TD 2293	Print Design -1	0	0	3	3	2
4	TD 2295	Textile and Garment Testing Lab	0	0	3	3	2
<b>Total Practical</b>						<b>12</b>	<b>08</b>
<b>Sessional</b>							
1	TD 2281	Design Development (Prints)	0	0	3	3	2
2	TD 2283	Integrated Textile Project – I	Two weeks				2
3	TD 2285	Illustration of Home Textile - I	0	0	3		2
4	FC 2085	Craft Documentation	3 weeks				4
<b>Total Sessional</b>						<b>6</b>	<b>10</b>
<b>Semester total</b>						<b>27</b>	<b>27</b>

Field visit:students will have visit fabric manufacturing unit /lab for apprehension of fabric production process.

**Course Title: Indian Traditional Textiles**

**Course Code: FC 2003**

**Course Objectives**

- To familiarize students with traditional textiles of India, application of various techniques in ornamentation.

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

### **Course Outcomes:**

- At the end of the course students will be able to understand the traditional textiles of India, application of various techniques in ornamentation.
- At the end of the course students able to transform their ideas into garments by studying, analyzing, & selecting the proper fabric type.

### **Content:**

**Unit I:** Indian traditional textiles (embroided- kasida, chickenkari, Kantha, phulkari), Mashroo, Paithani, Himroo, Maharashtrian Shalu, Brocades Of Banaras, Chanderi , Maheshwari , Baluchari, Andra Cotton & Silk Sari, Bengal Cotton Sari, Irfal, Kasavu, Kota, Tamil Nadu Cotton & Silk, Orissa Cotton & Silk Sari variety and availability

**Unit II:** Indian traditional Woven textiles- (kota, baluchaar, brocade, kangiveram, chanderi,tangail) Colours and motifs used in these Indian traditional textiles. Production processes of various woven Indian textiles. Embroidery – ChambaRumal, Phulkari & Bagh, Gota Patti, Zardozi, Chikankari, Kasuti, Kutch, Appliqué.

**Unit III:** Dyed and Printed Textiles – Bandhej & Leheria, Block Printing of Bagaru & Sangner, Dabu Printing, Kalamkari, Ajrakh, Ikat. Indian traditional Dyed textiles - (Ikat, patola, tie and dye)Indian traditional Painted textiles – Kalamkari, Phad Painting, Pichhwai, Madhubani Painting, Mata Ni Pachedi, Warli. Colours, motifs, stitches used in these Indian textiles.

**Unit IV:** Traditional embroideries of Chamba rumal, kathiawar, kutch, gujarati, Sindhi, gold and silver embroidery. Fabric, Colours, motifs, stitches used in Indian traditional embroidery. Gold and silver work- lurex, bead work, nakshi, dabka, mukaish, etc.

### **Text Books**

1. Traditional Indian Costumes and Textiles by Parul Bhatanagar. Abhishek Publications, New Delhi, 2004
2. Traditional Indian Textiles by J. Gillen & N. Barnard, Thames & Hudson Ltd., London, 2014.

### **Reference Books**

1. Handmade in India : A geographical Encyclopedia of India, Aditi Rajan, & M.P. Rajan, Abbe Ville Press, New York, 2009.
2. Saris : Traditional & Beyond, Rita Kapoor Christi, Roli Books, New Delhi, 2013
3. Insiders Guide to South India, Brian Bell, APA Publications, Washington, 1998
4. A celebration of style, Sharada Dwivedi, AJSK Publications, Mumbai, 2000
5. Colourful Textiles of Rajasthan by Gulab Kothari, Jaipur Printers, Jaipur, 1995

6. Beena Kannan's Book of Indian Silk Sarees, Beena Kannan, Times Group, Kochi, 2014

### Related Field/Industrial Visits

- Trade fairs
- Fashion shows
- Retail stores

### Course Title: Fabric Studies

### Course Code: FC 2005

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

### COURSE OBJECTIVES

To impart knowledge of various traditional & modern fabric names ,region of production , Characters of dyes absorbability & suitability, drape ability & suitable end uses as well as manufacture of ornamented fabrics .

### CONTENT

#### Unit 1:Name all fabrics & their characters studies

Cotton, Hemp, Jute, Linen (Flax), Rayon, Silk, Wool, Cashmere fabrics, Cambrics, Damask fabrics ,Taffeta fabric , Casement fabric ,Duck fabric, Voile fabrics ,Organza (Nylon .Silk Polyester),Matte fabric, Twill fabrics, Satin & Sateen fabric ,basket weave fabric ,Poplin fabric ,Acetate, Triacetate Nylon, Polyamide, Polyester, Acrylic, Modacrylic, Polyacrylic.

#### Unit 2:

Jacquard Fabrics it's origin ,Process of Looms ,traditional & Computerised jacquard looms .Brocade fabric, Damask fabric, Matelasse fabric,Tafetta,Dupion ,Paper Silk , etc. Natural Handloom &Power loom fabrics

#### Text Books :

- 1.Textbook of Fabric Science: Fundamentals to Finishing Paperback 2010 by Sekhri &Seema
- 2.Fabric for fashion : the complete guide : natural and man-made fibresBy Clive Hallett ; Amanda Johnston author.; Myka Baum photographer.2014

#### Reference Books :

- 1.Fabric Studies 2009by KanwarVarinder Pal Singh
2. Form and Fabric: Studies in Rome's material past in honour of B R Hartley (Oxbow Monographs) by J. Bird (Editor)

**Course Title: Textile Testing and Analysis**

**Course Code: TD 2203**

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

**Objective:** To impart knowledge, importance and methods of testing relevant to raw materials to finished products like fibres, yarn and fabrics with brief description of relevant equipment.

**Course outcomes:**

- 1) At the end of this course, the student will be able to test the fabric dimension and physical properties.
- 2) The student will be able to measure fabric comfort related properties.
- 3) The student will be able to conduct seam related test.
- 4) The student will be able to conduct durability test of zipper, buttons, snap fastener etc.

**Unit 1 :**Moisture relation and identification of fibre. Testing of fibre: fibre length, fineness, maturity. Testing of yarn: count of yarn, twist in yarn

**Unit 2 :**Measurement of fabric dimensions and other physical properties such as length, thickness, gsm, thread density, yarn crimp measurement,, fabric shrinkage. Fabric tensile strength, tearing strength, and bursting strength.

**Unit 3 :**Fabric handle: Bending length, stiffness, Drape, factors influencing, Test related to fabric appearance such as pilling, crease, abrasion resistance etc.

**Unit 4 :**Measurement of Comfort related fabric properties; air permeability, water permeability, water repellency, waterproof test.

**Unit 5 :**Garment Testing: Dimensions, Seam strength, Seam slippage, Adhesion between interlining and fabric, Durability testing of other materials; zippers, buttons, snap fasteners and other general garment properties. Needle cutting/ yarn severance related testing.

**Text Books**

1. Saville B P, Physical Testing of Textiles, Woodhead Publishing Ltd, Cambridge, 2002.
2. Booth J E Principles of Textile Testing”, CBS Publishers and Distributors, New Delhi, 2008

## Reference Books

1. Grover E G and Hamby D. S “Hand Book of Textile testing and quality Control”, Wiley Eastern Pvt. Ltd., New Delhi, 1969.
2. Irfan Ahmed sheikh, Pocket textile testing & Quality expert, Irfan publisher, 2009

## Related Field/Industrial Visits

- Textile research association
- Production units – textile and apparel

**Course Title: Computer Aided Design (Motif repeat)**

**Course Code: FC 2091**

### COURSE OBJECTIVES

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

- To impart training of different aspects of design ideas in CAD. Using Drawing tools to develop Motifs, formation appropriate size of motifs. Placement of motifs .develop various forms and multi direction repeat of motifs suitable to end products. Transform of prints into surface of various home furnishing items in virtual/ digital form.

### Course Outcomes:

- At the end of the course students will able to understand various aspects of design ideas in CAD and can edit the design in graphic as applied in the Textile industry.
- At the end of the course students able transform their ideas into designing through providing the special design effects by Photoshop.

## CONTENT

### Unit 1 :

Adobe Photoshop, Working with Images and Basic Selections, Multiple Images, Rulers, Guides & Grids, Adjusting Color with Adjustments, Getting Started With Layers And Painting Commands, Understanding the Background Layer, Creating, Selecting, Linking & Deleting Layers, Introduction to Blending Modes

### Unit 2 :

Photo Draping and Basics, Photo Draping a garment/dress with Blending modes, Photo Draping a Bed, Painting In Photoshop Using the Brush Tool, Working with Colors& Swatches, Creating & Using Gradients, Creating & Working with Brushes.

**Unit 3 :**

Photo Retouching And Color Correction, The Red Eye Tool, The Clone Stamp Tool, The Patch Tool & the Healing Brush Tool, The Spot Healing Brush Tool, The Color Replacement Tool, Adjusting Levels, Adjust Curves, Non-Destructively, with Adjustment Layers

**Unit 4 :**

Working With Colors, Color Settings, Color palette. Color Editing Foreground and Background, Creating Text Effects, Applying Gradients to Text

**Unit 5 :**

Corel draw, Exploring the CorelDraw Screen, Inserting and Deleting Pages, Changing Page, Customizing Options, Using Multiple Workspaces, Creation and manipulation, Drawing and Shaping Tools, Using the Freehand Tool, Drawing Lines and Polylines, Working With Special Effects And Texts, Drawing With the Artistic Media Tool, Shaping an Object with an Envelope, Extruding an Object, Blending Two Objects, Using the Lens Effect, Adding Perspectives, Using Power Clips.

**Text Books:**

- 1.CAD for Fashion Design and Merchandising by : Stacy Stewart Smith .
- 2.Fashion Computing: Design Techniques And CAD by Sandra Burke

**Reference Books:**

- 1.CAD for Fashion Design by Renee Weiss Chase .
- 2.Enhancing CAD Drawings with Photoshop 1st Edition by Scott Onstott\_
3. The Primary Structures of Fabrics, Irene Emery, Thames & Hudson Ltd., London, 2009
4. Elementary Textile Design Fabric Structure, Read John, Read Books, UK, 2011

**Course Title : Woven Design -I**

**Course Code: TD 2291**

**COURSE OBJECTIVES:**

- To have practical exposure on handling of looms and fabric formation using unconventional flexi materials.

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

**Course outcomes:**

- 1) At the end of this course, the student will be able to prepare the drafting and lifting plan for all simple weaves
- 2) The student will be able to develop weaving swatches by using plain, twill and sateen weaves.
- 3) The student will be able to prepare weaving swatches (plain, twill and sateen weaves) by using fancy yarns, Textured yarns, Paper cords, Colour material plastic straw pipes, Jute cords.

**CONTENTS:**

All the students will prepare a plan, design and weave plan for swatch development on the loom. The students are required to explore and implement the various woven patterns on all basic weaves 2 shafts, 3 shafts, 4 shafts, 6 shafts, 8 shafts/12 using an unconventional material as end product. The choice of end product should clearly specify and mention the new innovation by the student

**N.B: Evaluation to be done on the basis of**

Creativity of using various fancy yarns, Textured yarns, Paper cords, Colour material plastic straw pipes, Jute cords in unconventional method of weave.

- Exploration
- Color scheme
- Overall impact

N.B: The student to weave minimum twelve sample swatches.

**Text Book :**

1. A text book dealing with ornamental design for woven fabrics, Stephenson, Charles;
2. A shuttle Craft Books on American Hand Weaving by Mary Meigs Atwater
3. A Hand weaver's Pattern Book - Revised Edition Hardcover – 1985, Marguerite Porter Davison

**Reference Books :**

1. The Handweaver's Pattern Directory Hardcover by October 1, 2007 by Anne Dixon
2. Handwoven Table Linens: 27 Fabulous Projects from a Master Weaver, Tom Kinsley
3. Inspiration for Textile design, Tellier-Loumagne,
4. Designing Woven Fabrics Paperback – 2009 by Janet Phillips (Author),

**Course Title : Print Design -I**

**Course Code: TD2293**

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

**COURSE OBJECTIVES:** learning of different stages of drawing of motif design, derivative of motifs development various types print formation .

**Course outcomes:**

- 1) At the end of this course, the student will be able to develop different motifs by using printing.
- 2) The student will be able to develop placement of motif in repeat pattern as per screen size.
- 3) The student will be able to prepare printing swatch by using various type of prints : Floral ,Geometrical , Abstract ,Realistic,Repeats,Patterns ,Placement .Regional ,Traditional and Calligraphic motifs etc.

**CONTENTS:**

- learning of motif
- drawing of motifs
- derivation of motif
- dimension formations both in vertical and horizontal
- Repeat of motif and pattern development
- placement of motif in repeat pattern as per screen size
- Various type of prints : Floral ,Geometrical , Abstract ,Realistic,Repeats,Patterns ,Placement .Regional ,Traditional and Calligraphic motifs etc.....

**Text Books :**

1. Textile Print Design by Richard Fisher & Dorothy Wolfthal 1987 ,Fair Child Publications .
2. .By Rendering Fashion ,Fabric and Prints with Adobe Illustrator

**Reference Books :**

1. The Complete Guide to Designing and Printing Fabric by Laurie Wisbrun
2. The Complete Guide to Designing and Printing Fabric, K.Platt

**Course Title :Textile and Garment Testing Lab**

**Course Code : TD 2295 .**

**Objective**

To give hands on training to students on various testing equipment relevant to, yarn and fabrics.

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2



**Course outcomes:**

- 1) At the end of this course, the student will be able to test the fabric dimension and physical properties.
- 2) The student will be able to measure fabric comfort related properties.
- 3) The student will be able to conduct seam related test.
- 4) The student will be able to conduct durability test of zipper, buttons, snap fastener etc.

**Contents**

1. To determine the count and GSM of various kind of fabric.
2. To find out thickness of various fabric samples using Cloth Thickness Tester under a specific pressure.
3. To find out the strength of a given fabric in warp and weft direction using Tensile Strength Tester, taking three different strip sizes and see the effect of strip length on fabric strength.
4. To determine the bursting strength of various fabric.
5. To measure the abrasion resistance of the given sample

**Course Title : Design Development  
(Prints )****Course Code: TD 2281****COURSE OBJECTIVES:**

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

- To develop an intrinsic quality to train one-self to understand the design for Design Conceptualization.
- To understand the mathematics of Design Conceptualization.

**Course outcomes:**

- 1) The student will be able to prepare the mood board, theme board, colour board, swatch board along with the product.
- 2) The student will be able to prepare the cost sheet of the product.

**CONTENTS****Unit 1 :**

Introduction : Identification of the problem. Research Analysis and Planning (6)

**Unit 2 :**

Design Development : Introduction to Mood Board / Theme Board / Inspiration Board. Introduction to Color Palette, Introduction to Look Board, Design Board and Story Board. Different case study

**Unit 3 :**

Design Conception : selection of theme, selection of appropriate colour, product design on that theme ,Motif layout ,pattern development ,repeat formation, implementation in product sketches .

**Unit 4 :**

Design Development : Different steps in design development with case study

**Unit 5 :**

Documentation, presentation

**Text Books**

1. 50 Mood Boards and Colour Scheme , Megan Moris, Rudecolour 2014
2. Thinking Design Prof. S. Balaram, Sage Publications, New Delhi, 2010

**Reference Books**

1. Design for the real world Victor Papanek, Academy Chicago Publishers, Chicago, 1985.
2. Mr. Beck's Underground Map, Ken Garland, Capital Transport Publishing, East Sussex, UK, 1994
3. The Design of Everyday Things Donald A. Norman, Bare Books, New York, 2002
4. Designer's Guide to Creating Charts and Diagrams Holmes, Watson-Guptill Publications, New York 1991.
5. Thinking with Type Ellen Lupton, Princeton Architectural Press, Princeton, 2010

**Course Title : Integrated Textile Project-I(ITP)**

**Course Code: TD 2283**

**Course outcomes:**

Contact hours				Credit Units
L	T	P	Total	
Two weeks				2

- 3) At the end of this course, the student will able to design and develop a range of Cushion Covers using all Traditional painting techniques i.e Madhubani painting, Kalamkaripainting ,Saura Art painting & Pattachitra painting etc. based on his or her design philosophy for a well-defined customer profile.
- 4) The student will able to prepare the mood board, theme board, colour board, swatch board along with the product.

- 5) The student will be able to prepare the cost sheet of the product.

## **COURSE OBJECTIVE**

To make students able to reflect the theoretical & practical learning in a given semester and to project the technical accomplishment combined with a creative flare with an in-depth conceptualization and implementation of the design process.

**Contact Periods** : 2 weeks

## **CONTENTS**

Integrated Term project is the culmination of all that the student learns in a semester to develop their knowledge, skill, and design. They should develop the knowledge to integrate these learning with the confidence to transfer the same into product with their own design philosophy. The collection must therefore reflect the technical accomplishment combined with a creative flare with an in-depth conceptualization and implementation of the design process. Students should choose a theme and the theme should provide for wide scope for interpretation and adaptation.

Based on all the inputs received during Semesters – I, II and III, and the guidelines, each student has to work on an Integrated Textile Project.

The project is to design and develop a range of Cushion Covers using all Traditional painting techniques i.e. Madhubanipainting, Kalamkaripainting, Saura Art painting & Pattachitra painting etc... based on his or her design philosophy, for a well defined customer profile.

### **Methodology**

1. Work in a group of 2-3 students.
2. Select suitable fabric for Cushion covers for relevant painting. Avoid repetitive styles & Colors.
3. Use only cotton and cotton blends.
4. Work on the accessories for the Cushion covers.
5. Each collection should have minimum five units of Cushion covers.

-Theme. Key words, Season, Categories, Target Market, Customer Profile, Age Group, Income, Taste and Preferences, Fabrics (construction course), Colors, --  
-Home Furnishing Items, Accessories, No of Cushion Covers, Detail of Cushion & Pillows, etc.

**Text Books** : 1. Refer to Promostyle 2013/14 various category women, wear, childrens wear, mens wear. AW /SS any season.

2. Research and Design for Fashion .Fair child publication

**Reference Books :**

1. Promostyle 2013/14 SS /AW Reference for more details ITP project .
2. Research and Design for Fashion .Fair child publication ,

**Course Title : Illustration of Home textile -I**

**Course Code: TD 2285**

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

**COURSE OBJECTIVES**

To impart knowledge on various aspects of fashion figures on ladies and ladies wear and the training to Model sketch.

**Course outcomes:**

- 1) At the end of this course, the student will able to draw the basic fashion figure with different view.
- 2) The student will able to do rendering in ladies wear.

**CONTENTS**

1. Fashion figure of Ladies with various views-
  - a. Drawing of fashion figure.
  - b. Different views such as Front, Back, Side & 3/4th.
2. Rendering in Ladies wear
3. Body details-
  - a. Drawing body details with different movements.
  - b. Drawing arms, legs, feet, palm, & different positions.
4. Face details with hair styles-
  - a. Drawing different face positions such 3/4th, front, side.
  - b. Facial details like eyes, nose and lips.

Drawing various Fashion elements to form a garment such as, types of sleeves, necklines, pockets, cuffs, collars, yokes, waist bands, bows & ties, frills flounces et...

**Text Books**

1. Fashion Illustration Techniques: A Super Reference Book for Beginners by ZeshuTakamura .
2. Fashion Illustration: Inspiration and Technique, Paperback -2011 by Anna Kiper

**Reference Books:**

1. Essentials Fashion Sketchbook by Peter Pauper Press
2. Fashion Illustration: Inspiration and Technique by Anna Kiper

N.B: Fashion &Textile Design are need to be guided by subject faculty for Apparel&Home Textile Product Illustration differently sketch drawing of product relevant sketches .

**Course Title: Craft Documentation**

**Course Code: FC- 2085**

**COURSE OBJECTIVE:**

Contact hours				Credit Units
L	T	P	Total	
Three Weeks				4

- To make the students familiar with different traditional craft and tools and techniques which are being used to preserve and develop the craft and further development to be done to make it commercially viable.

**Contact Periods: 3 Weeks**

**Course Outcomes:**

- At the end of the course students will able to understand the ethics of different craft making and culture or tradition associate with the craft.
- At the end of the course students will able to understand how to do a research work and also able to compile all the research information in to a documents.

**CONTENT:**

Survey and documentation of the selected craft situation as it exists and how it has evolved.Students will visit the chosen craft area and will study the textile craft and handicrafts of the area in detail: the technicalities as well as the present status of the craft, role of textile designer to uplift the craft study the consumer choice, the marketing channels and outlet; they will make a detailed documentation of the process, implements, materials used etc.

- Handloom: Textile-woven/surface design
- Handicraft: Material Based – Mud- Pottery / Tera- Cotta ; Glass – Ceramics, Wood, Metal, Horn Craft ,Traditional Painting ,any Traditional Crafts .
- Form: Character-External-Visual Observation: 3-Dimensional towards creating an Identity.
- Material: Nature of the external-character
- Form + Material : Motifs / Totality

**Evaluation Process:** based on three weeks research &documentation works and presentation in a jury consists of minimum three (external & internal) experts/ professional in Textile &Fashion design or relevant subjects .total evaluation is 100 marks segregated to various activities of student .

**Text Books:**

- 1.Craft Research &Documentation by H.Sekhar 2011

2. Students are advised to refer various craft research & documentation process done previous alumni of SOFT since 2011 till present in the SOFT library centre.

**Reference Books:**

1. Students are advised to refer various craft research & documentation process done previous alumni of SOFT since 2011 till present.

2. A documentation of Textiles of North East states of India by Dr. Vandana Bhandari Professor TD NIFT.

**NB: Craft Documentation** will be held in summer vacation before commencement of Sem-III after Sem-II duration of three weeks in any Traditional Craft of India. Students are advised to do Craft Documentation in a group of more than two or individual as per own convenience as per guidelines manual.

# Semester 4

## FOURTH SEMESTER(TEXTILE DESIGN)

<b>Theory</b>							
Sl. No	Course Code	Subject	L	T	P	Total	Credit
1	FC 2002	Introduction to Handloom Industry	3	0	0	3	3
2	FC 2004	Fabric Construction Design and Drafting	3	0	0	3	3
3	TD 2208	Textile Dyeing and Printing	3	0	0	3	3
<b>Total Theory</b>						<b>9</b>	<b>09</b>
<b>Practical</b>							
1	FC 2092	Digital Presentation Technique	0	0	3	3	2
2	TD 2292	Woven Design -II .	0	0	6	6	4
3	TD2294	Print Design-II .	0	0	3	3	2
<b>Total Practical</b>						<b>12</b>	<b>08</b>
<b>Sessional</b>							
1	FC 2082	Surface Ornammentation	0	0	3	3	2
2	TD 2284	Integrated Textile Project– II	Ten days				2
3	TD 2286	Illustration of Home Textile - II	0	0	3	3	2
<b>Total Sessional</b>						<b>06</b>	<b>06</b>
<b>Semester Total</b>						<b>27</b>	<b>23</b>

**Course Title: Introduction to Handloom Industry**

**Course Code: FC 2002**

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

**COURSE OBJECTIVES:**

- To familiarize students with traditional handlooms of India existing in different states , their past & present scenario for demand driven of product development to full fill the consumer expectation in Traditional costume & home textile design .

**Course Outcomes:**

- 1) At the end of the course students will gain knowledge of processing and preparation of different handloom textiles in different states of India.
- 2) At the end of the course students will able to understand the basic of weaving, principle of ornamentation, loom mechanism, functioning of different ranges of dobby Jacquard loom associate with Indian Tradition.

**Contents:**

**Unit-1:** Hand loom of Odisha in Various Traditional Weaving  
Hand loom of Bihar in Tussar & Ghickha Silk weaving.

**Unit -2:** Handloom of West Bengal in Baluchri&Jamawar Weaving  
Handloom of Andrapradesh ,Tamilnadu , Karnatak, Keral ,

**Unit-3:** Handloom of Maharashtra,Rajasthan ,Gujarat& Uttar Pradesh

**Unit-4:** Handloom of Punjab ,Haryana ,,Himachal Pradesh .Jammu &Kashmir,

**Unit-5:** Uttarkhand, Assam ,Nagaland ,Manipur ,Arunachal Pradesh ,Mizoram,ect.

**Text Books:**

1. Indian Handloom and Handicrafts by Mukherjee &, Debashree 2009 .
2. Handloom Industry in India Hardcover by by A.C.K. Nambier (Author) Mar 1998
3. Handloom Industry In India: An Overview by K.S Suresh kumar& C. Ganesh 2014

**Reference Books:**



1. The Textile Industry in India: Changing Trends and Employment Challenges
2. Economics Of Handloom Industry Paperback by M. L. Narasaiah – 2004

### Related Field/Industrial Visits

- Textile research association
- Production units – Textile
- Handloom expo exhibitions

**Course Title: Fabric Construction Design and Drafting**

**Course Code: FC 2004**

**Course Objective:**

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

- To impart knowledge of fabric designing by understanding the concept of fabric structure comprising of primary weaves, their modifications and varieties.

**Course outcomes:**

- 1) At the end of this course, the student will able to able to prepare the drafting and lifting plan for all simple weave
- 2) The student will able to develop different weaving swatch by using plain, twill, sateen, honey comb, mock leno and crepe weave.
- 3) The students will able to learn the principle of formation of extra figuring design.

### CONTENTS

**UNIT – 1:** Woven design fundamentals; Classification of woven structures, Importance of fabric structure, Concept of fabric designing through fabric structure, methods of weave representation, Basic elements of a woven design; Design, Drafting plan, Peg plan and Denting, Types of draft plans.

Plain weaves; external characteristics, properties, uses, ornamentation, rib and cord effect. Derivatives/modifications; warp rib, weft rib, their classification, design, draft and peg-plan

**UNIT – 2:** Twill weaves; external characteristics, properties, factors influencing prominence of twill weaves, influence of twist, classification; balanced and unbalanced: ordinary, zig-zag, herringbone, curved, broken, transposed, elongated, combination twills, design, draft and peg-plan for all weaves

**UNIT – 3:** Sateen and Satin weaves; external characteristics, properties, uses, regular and irregular sateen,

Cork screw weaves; warp faced, weft faced, uses, Diamond weave, Honey Comb weaves; ordinary and brighton, characteristics and uses, Huck a back weaves; characteristics and uses, Crepe weaves; methods of constructions, characteristics and uses, Draft and Peg-plan for all decorative weave

**UNIT-4:** Bed Ford Cords; plain faced, twill faced, Mock Leno weaves; perforated fabrics, distorted thread effects, end uses

**UNIT-5:**

Ornamentation of fabrics by extra warp and extra weft.Principle of formation.Transfer principle of motifs to design. Extra warp & extra weft fabrics comparison with merits & demerits. Different types of pile fabric

### **Text Books**

1. Groszicki Z J, “Watson Textile Design and Colour”, Woodhead Publishing, New Delhi, 1975.
2. Gokarneshan N., Fabric structure and design, New Age Publishers, New Delhi, 2008

### **Reference Books**

1. Grammar of Textile Design, Nisbeth H, D B Tarapore Wala sons and Co. Bombay, 2010
2. Elementary Textile Design and Fabric Structure, [John Read](#) , Hildreth Press, 2011
3. The Primary Structures of Fabrics, Irene Emery, Thames & Hudson Ltd., London, 2009
4. Elementary Textile Design Fabric Structure, Read John, Read Books, UK, 2011

**Course Title: Textile Dyeing and Printing**

**Course Code: TD 2208**

**Course Objectives:**

- To understand different aspects of dyeing and dyeing with relevant machines and procedure with application procedures and dyeing with various dyes.

**Course outcomes:**

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

- 1) At the end of this course, the student will be able to dye the cellulosic and synthetic yarns and fabrics using different dyes.
- 2) The student will be able to learn the preparatory process required before dyeing and printing.
- 3) The student will be able to print the textile material using block printing and screen printing.

## **CONTENTS:**

### **Unit 1: CHEMICAL PREPARATORY PROCESSES**

Process and Mechanism of different preparatory process: Singeing, Desizing, Scouring, Bleaching and Mercerizing of yarn and fabrics. Advanced preparatory processes.

### **Unit 2: DYEING OF NATURAL TEXTILE MATERIALS**

Dyeing of cellulosic materials: principle and application of direct, reactive, vat and sulphur dyes. Dyeing of protein materials: principle and application of acid, metal complex, chrome and basic dyes.

### **Unit 3: DYEING OF SYNTHETIC TEXTILE MATERIALS**

Dyeing of synthetic materials: Nylon, Polyester and Acrylics ; Principle and application of different dyes.

### **Unit 4: PRINTING OF TEXTILE MATERIALS**

Introduction to printing. Printing paste ingredients and their functions. Basic styles of printing: direct, discharge and resist on cotton, silk, wool, nylon, polyester and acrylic fabrics

### **Unit 5: METHODS OF PRINTING**

Block Printing, Rotary and automatic flatbed screen printing, roller printing, heat transfer printing and inkjet printing.

### **Unit 6: SPECIAL STYLES OF PRINTING**

Pigment printing, Plastisol Printing, flock printing, foam printing and tie and die technique. After treatment of printed goods, Advances in printing methods.

### **Text Books :**

1. Fundamental and practices in colouration of textiles, J N Chakravorty, Woodhead Publishing India Pvt Ltd, 2008
2. Textile Dyes and Dyeing, N N Mohapatra, APH Publishing Corp., New Delhi, 2014
3. Textile Printing : L.W.C. Miles, Amer Assn of Textile, SDC, 1994
4. Manual of Textile Printing, J. Storey, Thames and Hudson, 1992

## Reference Books

1. Textile Scouring and Bleaching”, E R Trotman, Griffin, 1968.
2. Shenai VA, “Technology of Bleaching & Mercerising”, Sevak Pub., Mumbai.
3. Shenai V A, “Technology of Dyeing”, Sevak Pub., Mumbai.
4. Textile Processing , N NMohapatra, APH Publishing Corp., New Delhi, 2014
5. Trotman E R, “Dyeing and Chemical Technology of Textile Fibres”, B.I. Publications Pvt. Ltd.

## Related Field/Industrial Visits

- Textile research association
- Production units – textile and apparel

### Course Title: Digital Presentation Techniques

Course Code: TD 2092

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

### Course Objective:

- 1) To impart training of different aspects of design ideas in CAD and editing in vector graphics (Adobe illustrator) as applied in the Textile & garments industry
- 2) To impart knowledge on development of design motifs its various end use application in textile & garment sectors.

### Course Outcomes:

- 1) At the end of the course students will get trained with different aspects of design ideas in CAD and editing in vector graphics (Adobe illustrator) as applied in the Textile & garments industry
- 2) At the end of the course students able transform their ideas into designing through providing the special design effects by Adobe illustrator.

### CONTENTS:

#### Unit 1:

Develop Motifs ,repetition of motif.various kinds of repeats forms as per suitability to end uses , color ways of repeat forms of design , simulation of motif prints in all direction i.e: vertical ,horizontal &diagonal repeats .transform of prints in the surface of digital products , color ways of print in contrast to base . Transfer of print surface of any home furnishing.

#### Unit 2:

Working with Colors, Color settings, Color palette. Color Editing Foreground and Background, Creating Text Effects, Applying Gradients to Text

**Text Books :**

1. Fashion & Textile Design with Photoshop & Illustrator professional creative practice by Robert Humes
2. Fashion Illustration for Designers - With 2 DVD's , by Kathryn Hagen

**Reference Books: .**

1. Breaking Into Freelance Illustration: A Guide for Artists, Designers and Illustrators - 09 edition by Holly Dewolf

**Course Title: Woven design-II**

**Course Code: TD 2292**

**COURSE OBJECTIVE:**

- To have practical exposure on handling of looms and fabric formation By Textile Table loom.
- All the students will prepare a plan, design plan and weave plan, for fabric sample development and produce the same. The students are required to explore and implement of colour and weave effect the various woven patterns on 8 shafts/12 shafts.

Contact hours				Credit Units
L	T	P	Total	
0	0	6	6	4

**Course outcomes:**

- 1) At the end of this course, the student will able to able to prepare the drafting and lifting plan for all simple weave.
- 2) The student will able to develop weaving swatch by using plain, twill and sateen weave using normal colour thread.
- 3) The student will able to prepare weaving Scarve (plain, twill and sateen weave) by using coloured wool yarns to develop different colour weave effect.

**Content:**

**Unit 1:** Development of swatches in Plain weave ,Basket weave ,Rib weave ,Twill &Satin weave using normal thread color& weave effect.

**Unit 2:**CreateColour and weave effect by using wool yarns for development of Scarves by using wool yarns of different counts & colors .minimum two to three scarves

To make an end product.the choice of end product should clearly specify and mention the new innovation by the student

**Marks to be given on the basis of**

Creativity  
 Exploration  
 Color scheme  
 Overall impact

N.B: The student to weave fabric Swatches for any three –five finished end products.

**Text Book:**

1. A text book dealing with ornamental design for woven fabrics by Stephenson, Charles; Suddards, F
2. A shuttle Craft Books on American Hand Weaving by Mary Meigs Atwater
3. A Hand weaver’s Pattern Book - Revised Edition Hardcover – 1985 by Marguerite Porter Davison

**Reference Books :**

1. The Handweaver's Pattern Directory Hardcover by October 1, 2007 by Anne Dixon
2. Handwoven Table Linens: 27 Fabulous Projects from a Master Weaver by Tom Kinsley
3. Inspiration for Textile Design, Tellier-Loumagne
4. Designing Woven Fabrics Paperback – 2009 by Janet Phillips (Author), Nigel Phillips (Photographer)

**Course Title: Print Design-II**

**Course Code: TD 2294**

**Course Objective:**

To have practical exposure of rendering of prints design from various printed design fabrics( Traditional & Contemporary) .to develop skill & techniques for rendering any print designs for specific textile & apparel products

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

**Course outcomes:**

- 1) At the end of this course, the student will be able to develop different motifs from Ekat Design fabrics, Brocade, Stripes.
- 2) The student will be able to do rendering of 10 Minimum design( woven, prints & embroidery ) in papers mounted in the frame.

**Unit 1:**

Collect various fabrics in print& woven designs both from traditional, floral, Contemporary and Modern print designs from Ekart Design fabrics, Brocade ,Stripes & Various prints to minimum ten (10) numbers to replicate same in Rendering on paper.

**Unit 2:**

Rendering of 10 Minimum design( woven, prints &embroidery ) in papers mounted in the frame for presentation as assignment submission.

**Text Books :**

1. Textile Print Design by Richard Fisher &Dorothy Wolfthal1987 ,Fair Child Publications .
2. By Rendering Fashion ,Fabric and Prints with Adobe Illustrator

**Reference Books :**

1. The Complete Guide to Designing and Printing Fabric by Laurie Wisbrun
2. 'The Complete Guide to Designing and Printing Fabric – K.Platt

**Course Title: Surface Ornamentation****Course Code: FC 2082****Course Objective**

- To acquaint the students for proper blending of traditional skills with modern trends using various techniques for surface ornamentation and embroidery.

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

**Course Outcomes:**

- At the end of the course students will able to blend the traditional skill with modern trends using various techniques for surface ornamentation and embroidery.
- At the end of the course students able to use different kind of embellishments through style of surface ornamentation and develop a product by embellishing it with beautiful ornamented works.

**Content:**

**Unit I:** Introduction to various components like materials, instruments, tracing tools etc required for hand embroidery.

**Unit II:** Introduction to Machine Embroidery & sewing machine attachments.

**Unit III:** Back Stitch Variations - Bullion Knot-Button Hole and Blanket, Chain Stitch, Cable Chain Stitch, Daisy Chain Stitch, Open Chain Stitch, Russian Chain Stitch, Zigzag Cable Stitch, Chevron Stitch, Coral Stitch, Couching, Bokhara Couching, Rumanian couching, Cretan stitch, Cross Stitch, Faggoting Or Insertion Stitches, Feather Stitch, Chained Feather Stitch, Closed Feather Stitch, Fern Stitch-Fish Bone

Stitch, Fly Stitch, Herring Bone Stitch, Satin Stitch, Spiders Web, Stem Stitch, Rumanian Stitch, Overcasting, Straight Stitch.

**Unit IV: Product Development**

**Evaluation Process :** at the end each module student will submit in format, mounted in A3 size paper with description & drawing of embroidery stitches & other techniques using swatch development for evaluation process . Assignment submission to subject faculty as per guide /instruction for the evaluation.

**Text Book**

1. Art and Craft Embroidery by Laura Euleur
2. Surface Ornamentation by + fabric manipulation by Lekha Sewing patterns \_

**Reference Book**

1. Textile Arts of India BY KŌKYŌ HATAN
2. The Grammar of Ornament by Owen Jones
3. Egyptian Ornamentation by Lisa Henson
4. Textile Coloration & Surface Ornamentation by Md Sohanur Rahman Sobuju

**Subject: Integrated Textile Project –II**

**Course Code: TD- 2284**

**COURSE OBJECTIVE:**

To make students able to reflect the theoretical & practical learning in a given semester and to project the technical accomplishment combined with a creative flare with an in-depth conceptualization and implementation of the design process.

Contact hours				Credit Units
L	T	P	Total	
10 days				2

**Contact Periods:** 2 weeks

**Course outcomes:**

- 1) At the end of this course, the student will able to design and develop a Home Furnishing product range , Bed Linen With Coordinated Curtains, Pillow & .Shams-2pc each ,Bolster ,Floor Mats based on his or her design philosophy for a well-defined customer profile.
- 2) The student will able to prepare the mood board, theme board, colour board, swatch board along with the product.
- 3) The student will able to prepare the cost sheet of the product.

**Content**



Integrated Term project is the culmination of all that the student learns in a semester to develop their knowledge, skill, and design. They should develop the knowledge to integrate these learning with the confidence to transfer the same into product with their own design philosophy. The collection must therefore reflect the technical accomplishment combined with a creative flare with an in-depth conceptualization and implementation of the design process. Students should choose a theme and the theme should provide for wide scope for interpretation and adaptation.

Based on all the inputs received during Semesters – I, II and III, and the guidelines, each student has to work on an Integrated Textile Design Project. The project is to design and develop a Home Furnishing product range , Bed Linen With Coordinated Curtains, Pillow & .Shams-2pc each ,Bolster ,Floor Mats based on his or her design philosophy, for a well defined customer profile.

**Methodology**

1. Work in a group of 2-3 students.
2. Avoid repetitive styles and colors.
3. Use only cotton and cotton blends.
4. Work on the accessories if require for the home furnishing .
5. Each collection should have
  - Theme. Key words, Mood Board ,Color ways Season, Categories, Target Market ,Customer Profile, Age Group, Income, Taste and Preferences, Fabrics (construction course), Colors, Accessories, No of , Detail of garments, etc.

**Text Books:**

1. Refer to Promostyle 2013/14 various category women,wear ,childrens wear , mens wear .AW /SS any season .
2. Research and Design for Fashion .Fair child publication

**Reference Books :**

1. Promostyle 2013/14 SS /AW Reference for more details ITP project .
2. Research and Design for Fashion .Fair child publication,

**Course Title: Illustration of Home Textile–II**

**Course Code: TD 2286**

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

**COURSE OBJECTIVE**

To impart knowledge on various aspects of shapes&sizes of Home furnishing range products and the training to sketch . .

**Course outcomes:**

- 1) At the end of this course, the student will able to draw the basic Home furnishing images/ figure. Cushion Covers range with different view.

- 2) The student will be able to draw various Fashion elements vide : Closures ,Tie back , Flap covers , Open end & Eyelet strings Closures ,Buttons Closing to form Images of Cushion Covers , Pillow covers , Bed Covers, Bed Skirts ,Comforters.
- 3) The student will be able to draw Cushion Covers , Pillow covers , Bed Covers, Bed Skirts ,Comforters ,Curtains,.

## CONTENTS

1. Fashion figure of Home wear with various views-
  - a. Drawing of Home furnishing images/ figure. Cushion Covers range
  - b. Different views such as Front , Backand Side view in Contrast Colors
2. Home Wear project on Formal,(Hotel Bedding), Home Bedding in Basic , Casual, Decorative and Festive
3. Body details-
  - a. Drawing details with different movements / placement
  - b. Drawing Cushion Covers , Pillow covers , Bed Covers, Bed Skirts ,Comforters ,Curtains,.
4. Products details with styling -
  - a. Flange of Cushion & Pillows Covers , pleats Drawing different face positions such 3/4th, front, side.
5. Drawing various Fashion elements vide : Closures ,Tie back , Flap covers , Open end & Eyelet strings Closures ,Buttons Closing to form Images of Cushion Covers , Pillow covers , Bed Covers, Bed Skirts ,Comforters ,
6. Each project to include Forecast Research, Theme / Inspiration board & its write up, Mood Board & its write up, Key Words, Target Client / Market board, Colour Board, colour chips, pantone numbers, Fabric swatches ( minimum 5 types of fabric to be used), Trims, Rendered garments on croquis, flat sketch, specification sheet & costing.

### Text Books :

1. Essentials Fashion Sketchbook (360 Figure Templates to create your designs) by Peter Pauper Press
2. How to Draw Like a Fashion Designer: Inspirational Sketchbooks - Tips from Top Designers Paperback – by Celia Joicey , Dennis Nothdruff

### Reference Books:

1. Picture Book Illustration (izatrapani.com)
2. The Style source Book by Judith Miller .The Definitive Illustrated Directory of Fabrics Wallpapers Paints Flooring
3. Encyclopaedia of Furnishing Textile, Floor covering & Home

# Semester 5

## FIFTH SEMESTER (TEXTILE DESIGN)

<b>Theory</b>							
Sl. No	Course Code	Subject	L	T	P	Total	Credit
1	FC 3001	Merchandising and Marketing Management	3	0	0	3	3
2	FC 3003	Fashion Forecasting	3	0	0	3	3
3	TD 3203	Textile Finishing	3	0	0	3	3
<b>Total Theory</b>						<b>09</b>	<b>09</b>
<b>Practical</b>							
1	TD 3291	CAD Ned Graphics (Weave design Prints)	0	0	3	3	2
2	TD 3293	Woven design-III.	0	0	6	6	4
3	TD 3295	Print Design –III	0	0	3	3	2
<b>Total Practical</b>						<b>12</b>	<b>08</b>
<b>Sessional</b>							
1	TD 3283	Integrated Textile Project -III	Two weeks				2
2	TD 3285	Illustration of Home Textile –III	0	0	3	3	2
4	FC 3083	Surface Ornamentation Technique(Printing)	0	0	3	3	2
<b>Total Sessional</b>						<b>06</b>	<b>06</b>
<b>Semester total</b>						<b>27</b>	<b>23</b>

**Course Title: Marketing & Merchandising Management**

**Course Code: FC 3001**

**COURSE OBJECTIVE:**

- To familiarize the students with marketing and merchandising of the apparel and textile products in Domestic as well as Exports Marketing.

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

**Course outcomes:**

- 1) At the end of the course students will get benefits of Practical Knowledge of Fashion Merchandising & Marketing activities in real life situation with Industry as a Role of Fashion Merchandiser or Marketer
- 2) students will able to know & apply the knowledge of 4P of Marketing & Role & responsibilities of Merchandiser in Manufacturing Organizations , Liasioning Houses & Retail Organizations
- 3) After completion of this course students able to apply the knowledge in merchandising activities for Sourcing of Right Merchandise in Right Time , with Right Price negotiation for Right client located at Right Place /Market.
- 4) Students can do apply the knowledge in fashion marketing for promotional activities in National & Foreign Product Promotion fairs.

**Unit 1 :Marketing**

Marketing concepts, marketing management, marketing organization, strategic marketing process, competitive marketing strategy

## **Unit 2: Segmentation**

Market segmentation, segmentation variables, target marketing. Factors influencing buying behaviours, buying process.

## **Unit 3: Marketing Mix**

Product- hierarchy, line and branding decisions, Price - pricing decisions and procedures, Promotion – advertising : media selection, measuring effectiveness. Sales Promotion and distribution - marketing channel, functions, various marketing systems and public relations.

## **Unit 4: Production Life Cycle**

Life cycle of product - marketing strategy for various stages of life cycle –process life cycle.Stages of new product development.New Product Research.

## **Unit 5: Merchandising**

Terms Pertaining to merchandising , sourcing , components of merchandising activities – functions of merchandiser. Primary, secondary, retailing and auxiliary services .career possibilities: desired characteristics, locales of employment, and potential growth components of each.

## **Unit 6: Visual Merchandising**

Importance of Visual Display.Fashion communication – Visual Merchandising – advantages – 3D visual merchandising system – optimizing techniques in retail space.

## **Text Books**

1. Elaine Stone, “Fashion Merchandising”, Blackwell Science Ltd., 2000.
2. Fashion Marketing & Merchandising: Student Workbook. Author: Mary Wolfe. Publisher: Goodheart-Wilcox Publisher
3. Evelyn C Moore, “Math for Merchandising”, Wiley Eastern Inc., 1999.

## **Reference Books**

1. Ruth E Glock and Grace I Kunz, “Apparel Manufacturing”, Prentice Hall, New Jersey, Fourth Edition, 2005.
2. “The Textile Industry: Winning strategies for the New Millennium”, Volume II, Textile Institute., 1999.
3. Fashion Marketing & Merchandising: Student Workbook. Author: Mary Wolfe. Publisher: Goodheart-Wilcox Publisher
4. Apparel Merchandising. Author: Robin Mathew. Publisher: Neha Publishers & Distributors
5. Mike Easey, “Fashion Marketing ; Blackwell Science”, 2000.
6. Maurice J. Johnson and Evelyne C. Moore, “Apperal product development”, Prentice Hall inc. 2001.
7. Marian L.Davis, “Visual Design in Dress”, Prentice Hall inc., 1976.
8. Elaine Stone, “Fashion Merchandising”, Blackwell Science Ltd., 2000.

**Course Title: Fashion Forecasting**

**Course Code: FC3003**

**COURSE OBJECTIVE:**

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

- To make the students understand the relationship amongst various elements to forecast various product and the need for market as per consumer acceptance.

**Course Outcomes:**

- 1) Upon completion of this course, the student will understand, fashion phenomena with fashion theories and frameworks.
- 2) Develop a holistic understanding of fashion, trends, and forecasting in a global Setting.
- 3) Increase abilities in applying principles and concepts to specific situations, building analytical skills, and gaining experience in problem solving.
- 4) At the end of the course students able to apply to real-life business market or professional practices for each of the forecasting disciplines
- 5) Effectively communicate the understanding of fashion trends in both visual and written form.

**Content**

**Unit I: Introduction:** Object of Fashion, Components and structure of fashion Industry, Forecasting and its precision. Roll of a forecaster, selling strategy and fashion time table.

**Unit II: Research Process in Forecasting,** types of resources, primary, secondary and tertiary. Sales, sales competition, tracking. Demographics

**Unit III: Forecasting:** Forecasting the fashion with reference to Color, style, season, different patterns, different fabric swatches, accessories on different themes

**Unit IV: Technology information:** The new technology, New uses of products, Value & life style, Fashion of involvement, forecasting services

**Unit V: Process of reporting:** Observation, publication, reporting. Process of implementation, promotion, and making the prediction reality

**Text Books:**

1. Fashion forecasting (second edition) by Evelyn L. Brannon: Fair child publication, 2010

2. Fashion Forecasting McKelvey Kathryn & Munslow Janine Wiley-Blackwell 2008

### Reference Books

1. Fashion Forecasting Perna Rita Fairchild Books, New York 1992
2. The Trend Forecaster's Handbook Raymond Martin Laurence King, U.K. 2010

### Course-Title: Textile Finishing

Course Code: TD3203

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

### Objective:

To introduce various mechanical and chemical finishes, their application in textile and garment industries.

### Course outcomes:

- 1) At the end of this course, the student will be able to learn different mechanical finishes.
- 2) The student will be able to learn finishing of silk and wool.
- 3) The student will be able to learn some specialty finishes such as durable press textile and garments.
- 4) The student will be able to learn the application of enzyme finish on textile material.
- 5) The student will be able to learn different stain removal techniques.

### Contents

**Unit 1:** Introduction to textile finishing. Aim and scope. Classification of finishes. Concept of permanent and temporary finishes. Various finishes in industrial practices such as raising and shearing, drying. Calendaring - its types, construction and function of various calendaring machines.

**Unit 2:** Mechanism of shrinking and pre-shrunk fabric. Sanforizing – method and mechanism.

Brief concept of finishing of wool: Crabbing, decatizing, milling, shrink finishing, etc. General chemical finishes like softening, stiffening, delustering of rayon, polyester. Organdy finish. Silky finish of polyester. Weighting of silk.

**Unit 3:** Introduction and preliminary concepts of specialty finishes such as durable press textile and garments, anti-crease finish. Water repellent and water proof finish, Flame-

proof and flame-retardant finish.

**Unit 4:** Optical brightening, Soil and oil repellent finish, anti-static finish, antimicrobial finish and moth proofing.

**Unit 5:** Introduction of enzymes and their applications in finishing of textiles and garments. Finishing of denim: stone wash, enzyme wash, etc. enzyme wash and some other specialty finishes.

**Unit 6:** Stain removal techniques.

**Text Books**

1. JT Marsh, An Introduction to Textile Finishing, Chapman and Hall, 2<sup>nd</sup> Ed, London,.
2. Shenai V A, Textile Finishing, Sevak Publications, Mumbai.

**Reference Books**

1. Gohl E P G and Vilensky LD, "Textile Science", CBS Publishers

**Related Field/Industrial Visits**

- Production units – textile and apparel

**Course-Title: CAD Ned Graphics (Weave design Prints)**

**Course Code: 3291**

**COURSE OBJECTIVE:**

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

- To impart knowledge of design software tools in CAD for drawing & printing of Motifs design for Dobby & Jacquard Design development in digital design forms and application of same in fabric & garments.

**Course Outcomes:**

- 1) At the end of the course students will get a practical experience of graphic rendering motif & development and implementation of the same on the Fabrics.
- 2) At the end of the course students able to use different kind decorative and innovative of designs and also gain knowledge about digital presentation different weave structure with styling.
- 3) At the end of the course students will get a practical experience of Draping & Styling of digital woven fabric in digital form



## CONTENTS:

- Developing more forms of weave ,stripes ,Checks ,Colour & Weave effects.
- Development of Prints for Dobby Design by CAD Ned graphic
- Development of Prints for Jacquard Design by CAD Ned graphic
- Draping & Styling of digital woven fabric in digital form .

## Text Books:

1.Nedgraphicsoft ware for Textile &Fashion Home Furnishing Overview By Amit Mittal Published on May , 2009

2.Digital Jacquard Design 2013by Julie Holyoke

## Reference Books:

1. Ned Graphics software for Textile &Fashion Apparel Accessories &Retail.

2. Fashion design &Accessories Retailby Amit Mittal, May 2009.

3.Digital Jacquard Design 2013by Julie Holyoke

## Course-Title: Woven Design –III

Course Code: TD 3293

**Course Objective:** To Impart practical knowledge of various weave designs & development through Looms for swatch& sample development where student will handle looms in all aspects of function for development of woven samples & products

Contact hours				Credit Units
L	T	P	Total	
0	0	6	6	4

## Course outcomes:

- 1) At the end of this course, the student will able to able to prepare the drafting and lifting plan for all simple weave.
- 2) The student will able to develop weaving swatch by using Wavy twill ,Herring bone ,Diaper weave , Mock leno weave, distorted thread effect weave, Huckaback weave , Honey Comb weave etc.

## CONTENTS:

- Weave design development of Wavy twill ,Herring bone ,Diaper weave , Mock leno weave, distorted thread effect weave, Huckaback weave , Honey Comb weave ect... all above weaves will develop by each student &presentation for evaluation .

**Text Book :**

1. A text book dealing with ornamental design for woven fabrics by Stephenson, Charles; Suddards, F
2. A shuttle Craft Books on American Hand Weaving by Mary Meigs Atwater
3. A Hand weaver's Pattern Book - Revised Edition Hardcover – 1985 By Marguerite Porter Davison

**Reference Books:**

1. The Handweaver's Pattern Directory Hardcover by October 1, 2007 by Anne Dixon
2. Handwoven Table Linens: 27 Fabulous Projects from a Master Weaver by Tom Kinsley
3. Inspirationen für Textildesign by Tellier-Loumagne, Françoise
4. Designing Woven Fabrics Paperback 2009 by Janet Phillips & Nigel Phillips

**Course-Title: Print Design –III****Course Code: TD 3295**

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

**COURSE OBJECTIVE:**

To impart practical knowledge of various prints designs & development through screen in sample development, where student will be acquainted in all aspects for development of print design samples & products.

**Course outcomes:**

- 1) At the end of this course, the student will be able to develop print as per trend forecast.
- 2) The student will be able to prepare the mood board, theme board, colour board, swatch board along with the product.
- 3) The student will be able to prepare the cost sheet of the product.

**CONTENTS :**

- Development of prints as per Trend Forecast vide :

- Theme ,Mood Board , Client Board ,Initial Sketches ,Final sketches
- Rendering prints on the surface of each & Individual products.
- i.e: Cushion Covers ,Pillow covers ,Table Covers , Curtains ,Garments ,Bags and Trousers Shirts ect.. for Apparel prints designs .

**Text Books:**

1. How to draw what you seen by Rudy De Reyna
2. Photography and Render with V-Ray

**Reference Books :**

1. Sketching : Drawing Techniques for Product designers.bykoosEissen ,RoselienSteur
2. Rendering in Pen &Ink by by Arthur L. Guptill, Susan E. Meyer

**Course Title: Integrated Textile Project-III**

**Course Code: TD 3283**

Contact hours				Credit Units
L	T	P	Total	
Two Weeks				2

**COURSE OBJECTIVE:**

To make students able to reflect the theoretical & practical learning in a given semester and to project the technical accomplishment combined with a creative flare with an in-depth conceptualization and implementation of the design process.

**Contact Periods:** 2 weeks

**Course outcomes:**

- 1) At the end of this course, the student will able to design and develop a Table Linen product range i.e, as per Trend forecast work on Table Cover ,Table Runner ,Placemat, Tea Coaster ,Napkin, Chair Pad, Hot Pan Pad ,Apron ect...based on his or her design philosophy, for a well-defined customer profile.
- 2) The student will able to prepare the mood board, theme board, colour board, swatch board along with the product.
- 3) The student will able to prepare the cost sheet of the product.

## CONTENTS

Integrated Term project is the culmination of all that the student learns in a semester to develop their knowledge, skill, and design. They should develop the knowledge to integrate these learning with the confidence to transfer the same into product with their own design philosophy. The collection must therefore reflect the technical accomplishment combined with a creative flare with an in-depth conceptualization and implementation of the design process. Students should choose a theme and the theme should provide for wide scope for interpretation and adaptation.

Based on all the inputs received during Semesters – I, II and III,IV&V and the guidelines, each student has to work on an Integrated Textile Design Project. The project is to design and develop a Table Linen product range : i.e : As per Trend forecast work on Table Cover ,Table Runner ,Placemat, Tea Coaster ,Napkin, Chair Pad, Hot Pan Pad ,Apron ect...based on his or her design philosophy, for a well defined customer profile.

### Methodology

1. Work in a group of 2-3 students.
2. Avoid repetitive styles and colors.
3. Use only cotton and cotton blends.
4. Work on the accessories if require for the home furnishing.
5. Each collection should have-

-Theme. Key words, Mood Board ,Color ways Season, Categories, Target Market ,Customer Profile, Age Group, Income, Taste and Preferences, Fabrics (construction course), Colors, Accessories, No of , Detail of Table Linen Items , etc.

### Text Books:

- 1.Refer to Promostyle 2013/14 various category women,wear ,childrens wear , mens wear .AW /SS any season .
- 2.Research and Design for Fashion

### Reference Books:

- 1.Promostyle 2013/14 SS /AW Reference for more details ITP project .
2. Research and Design for Fashion .Fair child publication

### Course-Title: Illustration of Home Textile –III

Course Code: TD 3285

### Course Objective:

- To Impart practical knowledge of Illustration in details of Home furnishing, Bed linen products for Rendering.

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

**Course outcomes:**

- 1) At the end of this course, the student will be able to draw details of home furnishing.
- 2) The student will be able to do rendering of Home furnishing, Bed linen products for suitable coordinated items for any room space i.e: Bed Room, Drawing Rooms, Lounge & Dining Rooms.

**CONTENTS:** Illustration in for Rendering details of Home furnishing, Bed linen products for suitable coordinated items for any room space i.e: Bed Room, Drawing Rooms, Lounge & Dining Rooms.

- Guidelines: Usage of prints on prints, Prospective coordination prints, Color Ways, Rendering on Products.

**Text Books:**

1. Essentials Fashion Sketchbook (360 Figure Templates to create your designs) by Peter Pauper Press.
2. How to Draw Like a Fashion Designer: Inspirational Sketchbooks - Tips from Top Designers Paperback – by Celia Joicey and Dennis Nothdruff

**Reference Books :**

1. Picture Book Illustration (izatrapani.com)
2. The Style source Book by Judith Miller. The Definitive Illustrated Directory of Fabrics Wallpapers Paints Flooring
3. Encyclopaedia of Furnishing Textile, Floor covering & Home
4. Fashion & Textile Design with Photoshop and Illustrator by Bloomsbury Publication

**Course Title: Surface Ornamentation Techniques (Printing)**

**Course Code: FC 3083**

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

**Course Objectives:**

- To understand different aspects of printing and dyeing with relevant machines and procedure with application procedures and dyeing with various dyes.

**Course Outcomes:**

- At the end of the course students will be able to differentiate between dyeing and printing and be able to develop different types of printing following different methods.
- At the end of the course students will acquire knowledge about different printing of fashion and textile materials associated with industrial machineries and techniques.

- At the end of the course students able to develop their skill & own style of printing.

## **Contents**

**Unit I: Introduction To Printing:** Difference between dyeing and printing. Properties and functions of printing paste constituents, Different styles and methods of printing

**Unit II: Printing Of Textile Materials:** Basic styles of printing: direct, discharge and resist on cotton, silk, wool, nylon, polyester and acrylic fabrics

**Unit III: Methods Of Printing:** Rotary and automatic flatbed screen, roller, transfer and inkjet printing.

**Unit IV: Special Styles of Printing** - Pigment printing, flock printing, foam printing and tie and die technique. Printing of cellulosic, protein and synthetic materials using different classes of dyes and pigments. AFPer treatment of printed goods, Advances in printing methods.

## **Text Books:**

1. Textile Printing: L.W.C. Miles, Amer Assn of Textile, SDC, 1994
2. Manual of Textile Printing, J. Storey, Thames and Hudson, 1992

## **Reference Books**

1. Fundamental and practices in colouration of textiles, J N Chakravorty, Woodhead Publishing India Pvt Ltd, 2008
2. Textile Dyes and Dyeing, N N Mohapatra, APH Publishing Corp., New Delhi, 2014
3. Shenai VA, "Technology of Printing", Sevak Pub., Mumbai, 1998
4. Textile Processing , N N Mohapatra, APH Publishing Corp., New Delhi, 2014

## **Related Field/Industrial Visits**

- Textile research association
- Production units – textile and apparel

# Semester 6

## SIXTH SEMESTER (TEXTILE DESIGN)

<b>Theory</b>							
Sl. No	Course Code	Subject	L	T	P	Total	Credit
1	FC 3002	Research Methodology	3	0	0	3	3
2	FC 3004	Visual Merchandising	3	0	0	3	3
3	FC 3008	Digital Marketing	3	0	0	3	3
4	TD 3206	Sustainable Textiles	2	0	0	2	2
<b>Total Theory</b>						<b>11</b>	<b>11</b>
<b>Practical</b>							
1	TD 3292	CAD Ned Graphics	0	0	3	3	2

2	TD 3294	Woven Design –IV	0	0	6	6	4	
3	TD 3296	Print Design –IV	0	0	3	3	2	
4	TD 3298	Surface Ornamentation Techniques	0	0	3	3	2	
						<b>15</b>	<b>10</b>	
<b>Total practical</b>								
<b>Sessional</b>								
1	TD 3282	Integrated Textile Project – IV	two weeks				4	
<b>Total Sessional</b>								<b>04</b>
<b>Semester total</b>							<b>26</b>	<b>25</b>

**Course Title: Research Methodology**

**Course Code: FC 3002**

**COURSE OBJECTIVE:**

- It is a way to systematically solve a research problem. It is a science of studying how research is done scientifically. It aims to give the work plan of research. It provides training in choosing methods materials, scientific tools and techniques relevant for the solution of the problem.

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

**Course outcomes:**

- 1) At the end of this course, the student will able to design research project and develop hypothesis.
- 2) The student will able to analyses data.
- 3) The student will able to prepare the project report.

**Content:**

**Unit 1:**



Course Objective and Meaning of Research, Motivation in Research ,Types of Research, Research Approach ,Significance of Research ,Research & Scientific Methods

**Unit 2:**

Importance of knowing how to Research is done, Research Process ,Formulating the research problem, , Extensive literature survey,3. Development of working hypotheses,Preparing the research design ,Determining sample design ,Collecting the data,inhand data for preparing research step wise .

**Unit 3:**

Measurement and Scaling Techniques.

**Unit 4:**

Data Analysis,various tools for analysis of data,(i.e:ChiSquire ,Multiple regression analysis )

**Text Books:**

1. Research Methodology & technique by C.R.Kothari

**Reference Books:**

- 1.The Craft of Research by Wayne C Booth, Gregory C. Colomb & Joseph M. Villiam
- 2.Introducing Design Research Methodology by UWE Flick.
3. Research Method in Education by Lous Cohen, Lavarence Manon & Keith Morrison

**Course Title: Visual Merchandising**

**Course Code: FC 3004**

**COURSE OBJECTIVE:**

- Aims and Course Objectives of Visual Merchandising in Retail Business. **Visual merchandising** is the art of techniques that displaying the fashion, apparel and other products with innovative or creative designs or ideas to increase the retail store's customers and also to maximize the sales.

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

**CONTENTS:**

1. Meaning of Visual Merchandising, scope of VM. Impulse of VM, Course Objective ,Types of VM, art of VM ,Visual Merchandising strategies ,
2. Purpose of VM, Important of VM ,VM Success factors ,Principle of VM ,Error to avoid VM .

3. Course Objective Good Store Design & Store Environments, Merchandise Presentation .Methods of display .Element of Merchandise .Promotional signs, Floor Signages Types of Entrance. Types of Window display .
4. Store Interior .Lighting &Colours, Types of Store Fixtures , Store layout Variations , Types of Space . Types of Props, Types of Mannequins. Alternative to Mannequins..
5. Merchandise Displays types ,Point of Purchases, Interior display Types ,Drapers &Hangers .Type of
6. Types of Pinup Techniques, Visual Communication ,
7. Case Studies .

**Text Books:**

1. Visual Merchandising 2nd edition Paperback–2011 by Tony Morgan
2. Contemporary Visual Merchandising and Environmental Design 2006 by Jay Diamond Professor Emeritus & Ellen Diamond Adjunct Faculty

**Reference Books:**

1. Visual Merchandising by Swati Bhalla, Anuraag S. 2010
2. Visual Merchandising, Third edition: Windows and in-store displays for retail, Tony Morgan

**Course Title: Digital Marketing**

**Course Code: FC 3008**

**Overview:**

- In simple terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing is often referred to as online marketing, internet marketing or web marketing.

**Course Objectives:**

- Digital marketing objectives should be SMART (Specific, Measurable, Achievable, Relevant and Time Related); and you should benchmark against your competitors to ensure that you are more effective.

**Course Outcomes:**

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

- At the end of the course participants will be able to understand online & offline search engine optimization & Competitive Analysis For Smarter Marketing
- Participants will learn how to use dozens of proven digital marketing strategies & how to use all of the most popular social media platforms to grow your business
- Participants will increase conversions and sales with real world techniques & improve their brand identity and grow their brand's audience

### **Module 1: Introduction to Digital Marketing:**

- In this module you will learn what is digital marketing, and importance of digital marketing. And you will also learn what is web site and levels of web site, Difference between blog, portal & website.
  - What is digital marketing?
  - How is it different from traditional marketing?
  - ROI between Digital and traditional marketing?
  - Discussion on Ecommerce
  - Discussion on new trends and current scenario of the world?
  - Digital marketing a boon or a Bane?
  - How can digital marketing be a tool of success for companies?
  - Video on importance of digital marketing
  - Analysis of recent info graphics released by companies about digital marketing?
  - How did digital marketing help the small companies and top inc
  - Categorization of digital marketing for the business
  - Diagnosis of the present website and business.
  - Swot analysis of business, present website and media or promotion plan.
  - Setting up vision, mission, and goals of digital marketing
- **Understanding a website**
  - What is a website?
  - Levels of websites?
  - Diff b/w Blog, Portal and Website?
  - Diff b/w websites either static or dynamic

### **Module 2: Search Engine Optimization (SEO):**

- In this module you will learn complete about SEO (Search engine Optimization, what is On page optimization, Off page optimization, and you also learn how to prepare a reports like- Keywords, titles, meta tags etc..
  - On page optimization techniques
  - Off page Optimization techniques
  - Reports

### **Module 3: Social Media Optimization (SMO):**

- In this module you will learn how to do SMO (Social Media Optimization) like Facebook, Twitter, LinkedIn, Tumblr, Pinterest and more social media services optimization.
  - Introduction to social Media Marketing
  - Advanced Facebook Marketing

- Word Press blog creation
- Twitter marketing
- LinkedIn Marketing
- Google plus marketing
- Social Media Analytical Tools

**Module 4: Search Engine Marketing:**

- In this module you will learn what SME (Search Engine Marketing) is a paid tool like Google Adwords, now a days we have so many paid tools we discuss is briefly and display advertising techniques and all.
- Introduction to Search Engine Marketing
- Tools used for Search engine Marketing
- PPC /Google Adwords Tool
- Display advertising techniques
- Report generation

**Module 5: Additional Module:**

- In this module you will learn about tools for more useful to SEO, these tool used for analysis on website traffic, keyword analysis and also you can learn Email marketing and all.
- Google Analytics
- Online Reputation Management
- EMail Marketing
- Affiliate Marketing
- Social Media Analytics
- Ad designing

**Text Book:**

**1.Digital Marketing Strategy: An Integrated Approach to Online Marketing**

Book by Simon Kingsnorth

**2.Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation**

Book by Calvin Jones and Damian Ryan

**Course Title: Sustainable Textile**

**Course Code :TD 3206**

Contact hours				Credit Units
L	T	P	Total	
2	0	0	2	2

**Objective:-**

To give students an awareness of the importance of designing for sustainability in addition in to providing a valuable knowledge of current sustainable technologies, materials ,design innovation and practitioners.

## **Course outcomes:**

- 1) At the end of this course, the student will be able to develop and design sustainable textile from natural as well as recycled fibre.
- 2) The student will be able to know about sustainable fabric.
- 3) The students will submit the project report on sustainable textile.

## **Content**

### **Module I**

#### **Environmental issues in textile**

Waste textile: The Environmental and price of textile- Environmental impact of the clothing industry – potential environmental and occupational hazards in textile industry- Legacy of Waste textile. Textile, humanism and Environmental- Environmental ethics of textile.

Textile forward- Eco-textile-sustainable textile – natural as well as recycled fibers in cloth industry- concept of trash ion

### **Module II**

#### **Ecological Sensitivity and Design**

Sustainability and sustainable design – Introduction to sustainability- sustainable marketing-sustainable textiles –sourcing and direct applications- sustainable interior designs.

### **Module III**

#### **Textile Design: Combining Aesthetics with the Environment**

Philosophic Contentions of aesthetic appreciation- art and Imagination- human aesthetics –art and knowledge –art and action.

Historical roots of environmental aesthetics – Cognitive views – Non cognitive views - Aesthetics of human environmental and everyday life- Environmental aesthetics and environmentalism.

## **References**

Joanne Finkelstein, "Chic Theory," Australian Humanities Review (1995). Tucker, and Tamsinkingswell, Textile: A crash Course, New York: Watson- Guptill Publications, 2000

**Course Title: CAD Ned Graphics**

**Course Code: TD3292**

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

**Course Objectives:**

- To impart knowledge of design software tools in CAD for Dobby Design in Prints & Jacquard Weaving design in prints of design Motifs repeat for Dobby & Jacquard Design development in digital design forms and application of same in fabric development & rendering on Floor Covering Products in Carpet Bath Mat & Door Mats textiles.

**Course Outcomes:**

- 1) At the end of the course students will get trained in weaving design, printing, doobby design and jacquard design for home textile products.
- 2) At the end of the course students able to understand the Trend research on Yarn, texture, design, colour, weave & weave effect for fabric development, draping of fabric for home furnishing range of products and apparel as well.
- 3) At the end of the course students will able to make designs for apparel fabrics and home linen cum Bed linen fabrics and Carpet & Floor Covering Design

**CONTENTS:**

1. Using Ned graphic digital weaving software students are trained to develop suitable Dobby design & Jacquard design for various end use application in Home Textile & Floor Covering and apparel products.
2. Students need to develop as per Trend research on Yarn, texture, design, colour, texture, weave & weave effect .fabric development, draping of fabric for home furnishing range of products and apparel as well.
3. Development of Jacquard design fabrics for various Home linen and Floor Covering & Bed linen items.
4. Development of Dobby design for apparel fabrics and home linen cum Bed linen fabrics and Carpet & Floor Covering Design.

**Text Books:**

1. Ned graphic software for Textile Fashion Home Furnishing Overview By Amit Mittal Published on May , 2009
2. Digital Jacquard Design 2013 by Julie Holyoke

**Reference Books:**

1. Ned Graphics software for Textile & Fashion Apparel Accessories & Retail
2. Fashion design & Accessories Retail by Amit Mittal. May 2009

**Course Title: Woven Design –IV**

**Course Code: TD 3294**

**Course Objectives:**

To impart practical knowledge of various weaving, drafting pattern & weaving pattern for creative fabric development to various end use purposes.

Contact hours				Credit Units
L	T	P	Total	
0	0	6	6	4

**Course outcomes:**

- 1) At the end of this course, the student will be able to design block drafting and double cloth drafting.
- 2) The student will be able to prepare swatches from combination of weaves viz (Plain, Basket, Twill & Satin).
- 3) The student will be able to prepare weaving swatches from double cloth and extra figuring design.

**CONTENTS:**

1. Block Drafting ,
2. Double Cloth drafting and weaving
3. Wadded double cloth weaving .
4. Combination of weaves viz (Plain ,Basket ,Twill & Satin )
5. Double cloth warp & weft float weaves .

**Text Books:**

1. Inventive Weaving on a Little Loom:( Discover the Full Potential of the Rigid-Heddle Loom by Syne Mitchell.
2. Weaving: A Creative Approach for Beginners by Clara Creager Charlesorhees

**Reference Books:**

1. Creative Weaving: Beautiful Fabrics with a Simple Loom by Sarah Howard and Elisabeth Kendrick
2. Learn to Weave with Anne Field

**Course Title: Print Design –IV**

**Course Code: TD 3296**

**Course Objectives:**

- To construct a professional design brief of printed design for Indian ,USA,European Markets based on all research data in Trends .

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

**Course outcomes:**

- 1) At the end of this course, the student will be able to develop print as per trend forecast.
- 2) The student will be able to prepare the mood board, theme board, colour board, swatch board along with the product.
- 3) The student will be able to prepare the cost sheet of the product.

**CONTENTS:**

To introduce the use of varied art media to develop concepts and art works.

1. To develop theme and mood boards and color palettes.
2. To get a clear understanding of the use of the color and color ways.
3. To be able to present a collection of print design in repeats.
4. To illustrate the chosen print design collection in an interior or show its use when the collection is for fashion textiles.
5. Based on all above elements students need to develop prints for USA, European and Indian Market with motif, design, color ways & print pattern variations.

**Text Books:**

1. Textile Designs: Two Hundred Years of European and American Patterns Organized by Motif, Style, Color, Layout, and Period by Susan Meller and Joost Elffers

**Reference Books:**

1. Trend Books on Textile Home Furnishing Fashion by D.C Handicraft (Govt of India) and National Centre for Design and Product development AW 2016- 17
2. Textile Print Designs for European Markets,  
<https://www.google.co.in/search?q=textile+print+designs+for+European+market&tbm=isch&to>
3. Textile Designs: Two Hundred Years of European and American Patterns
4. A Field Guide to Fabric Design: Design, Print & Sell Your Own Fabric; Traditional & Digital Techniques; For Quilting, Home Dec & Apparel by Kim Kight 2011
5. Mastering Art of Fabric Printing & Design by Laurie Wisbrun 2012.

**Course Title: Surface Ornamentation Technique****Course Code: TD 3298**

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

**Course Objectives:**

- To make practical hand & machine techniques



for stitch variation for surface Ornamentation & decoration to create value addition of products

**Course Outcomes**

- At the end of the course participants will be able to prepare various decorative structural designs by developing skill of fabric manipulation.
- Participants will learn the technique & process of creative surface development in the home furnishings & Bed linen items .

**CONTENTS:**

1. Develop sewing techniques for Various Pleats ,Tucks ,Tuck & Fold, Gathers ,Ruffles ,Origami, Techniques , Folding Techniques , reverse stitch etc with beaded & sequins attachment for ornamentation.
2. Student has to develop decorative products of stitch variation formation of Pleats & Tucks for creative surface development in the home furnishings & Bed linen items .

**Text Books :**

1. PLEATS & TUCKS by Maria Swing
2. Pleats, Tucks & Gathers. - Anne Griffiths :: Contemporary Textile Art
3. Surface Images for couture embellishment techniques

**Reference Books:**

1. Tucks, Textures & Pleats by Jennie Rayment. J.R. Publications, 1994- Pleats (Sewing)
2. Nikki Tew's board "pleats, pin tucks & gathers on pinterest .

**Course Title: Integrated Textile Project – IV**

**Course Code: TD 3282**

**Course Objectives:**

Contact hours				Credit Units
L	T	P	Total	
Two weeks				2

To make students able to reflect the theoretical & practical learning in a given semester and to project the technical accomplishment combined with a creative flare with an in-depth conceptualization and implementation of the design process.

**Course outcomes:**

- 1) At the end of this course, the student will be able to design and develop home furnishing product range for European /USA or Indian market as based on Trend Forecast.

- 2) The student will be able to prepare the mood board, theme board, colour board, swatch board along with the product.
- 3) The student will be able to prepare the cost sheet of the product.

### **CONTENTS:**

Integrated Term project is the culmination of all that the student learns in a semester to develop their knowledge, skill, and design. They should develop the knowledge to integrate these learning with the confidence to transfer the same into product with their own design philosophy. The collection must therefore reflect the technical accomplishment combined with a creative flare with an in-depth conceptualization and implementation of the design process. Students should choose a theme and the theme should provide for wide scope for interpretation and adaptation.

Based on all the inputs received during all the six semesters, and guidelines, two –three students are required to work together to conceptualize and develop a mini collection of 6-8 home furnishing product range for European /USA or Indian market as based on Trend Forecast ,Theme,Mood Board ,Colour Board ,Client Profile,Market study, Pricing Range ,Initial Print Concept, Doodle Works ,Final Motifs&Repeat form for Prints .all element under Design process and Product development collection.

### **Methodology**

1. Work in a group of 2-3 students.
2. Avoid repetitive styles, patterns and colors.
3. Use only cotton and cotton blends.
4. Work on the accessories for the Home linens
5. Each collection should have-  
Theme. Key words, Season, Categories, Target Market ,Customer Profile, Age Group, Income, Taste and Preferences, Fabrics (construction course),Colors, Home furnishings range , Accessories, No of garments, Detail of garments, etc.

### **Text Books:**

- 1.Refer to Promostyle 2013/14 various category women,wear ,childrens wear , mens wear .AW /SS any season .
- 2.Research and Design for Fashion

### **Reference Books:**

- 1.Promostyle 2013/14 SS /AW Reference for more details ITP project .
2. Research and Design for Fashion .Fair child publication

# Semester 7

## SEVENTH SEMESTER (TEXTILE DESIGN)

<b>Theory</b>							
Sl. No	Course Code	Subject	L	T	P	Total	Credit
1	FC 4007	Intellectual Property Right	3	0	0	3	3
2	FC 4009	Entrepreneurship Development	3	0	0	3	3
<b>Total Theory</b>						<b>06</b>	<b>06</b>
<b>Practical</b>							
1	TD 4293	CAD Ned Graphics( Dobby & Jacquard )	0	0	3	3	2
2	TD 4295	Woven Design-V	0	0	3	3	2
<b>Total Practical</b>						<b>06</b>	<b>04</b>
<b>Sessional</b>							
1	TD 4285	Portfolio Development	0	0	9	9	6
2	TD 4287	Smart and Functional Textile Project	0	0	6	6	4
3	FC 4081	Industrial Internship	50 days				4
<b>Total Sessional</b>						<b>15</b>	<b>14</b>
<b>Semester total</b>						<b>27</b>	<b>24</b>

**N.B:**students will do their internship after Sem-VI during summer vacation before commencement of Sem-VII duration of 50-60 days in Apparel &Textile manufacturing organizations ,National &International Retail Brands located in India or Buying Houses.

Contact hours	Credit
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**Course Title: Intellectual Property Rights**

L	T	P	Total	Units
3	0	0	3	3

**Course Code: FC 4007****Course Objectives:**

- Demonstrate knowledge and understanding of Importance and Scope of IPR
- Demonstrate knowledge and understanding of the justifications and rationales for protecting intellectual property
- Demonstrate knowledge and understanding of Steps and Procedures of Trade Marks /Patents /Copy right registration. Industrial design rights.

**Course Outcomes:**

On completion of this unit of study, students should be able to:

- Apply intellectual property law principles (including copyright, patents, designs and trademarks) to real problems and analyse the social impact of intellectual property law and policy
- Work in teams, solve problems and manage time
- Analyse ethical and professional issues which arise in the intellectual property law context
- Write reports on project work and critical reflect on your own learning.

**CONTENTS:**

**Unit 1:** What are Intellectual Property Rights? Importance and Scope of IPR

**Unit 2:** Distinction between trademarks, patents & copy rights

**Unit 3:** Copy right and its Importance, characteristics and the law .details discussion with case study. Patents Its Importance, characteristics, and the law details discussion with case study.

**Unit 4:** Steps and Procedures of Trade Marks /Patents /Copy right registration. Industrial design rights.

**Course Title: Entrepreneurship Development****Course Code: FC 4009**

Contact hours				Credit Units
L	T	P	Total	
3	0	0	3	3

**Course Objectives:**

- To help the students to develop entrepreneurship skills, business strategy and leverages the unique aspects of the business, the opportunity and business position in the market.

**Course outcomes:**

- 1) At the end of this course, the student will be able to learn the management functions.
- 2) The student will be able to compare different forms of organization.
- 3) The student will be able to learn the ethics and social responsibility of an entrepreneur.
- 4) The student will be able to learn about the different sources of financing the new venture.

**Contents:****Unit 1: Introduction to Entrepreneurship**

Definition – Characteristics and Functions of an Entrepreneur – Common myths about entrepreneurs – Importance of Entrepreneurship.

**Unit 2: Creativity and Innovation**

The role of creativity – The innovation Process – Sources of New Ideas – Methods of Generating Ideas – Creative Problem Solving – Entrepreneurial Process.

**Unit 3: Developing an Effective Business Model**

The Importance of a Business Model – Components of an Effective Business Model – Developing and Writing the Business Plan.

**Unit 4: Appraisal of Projects**

Importance of Evaluating various options – Appraisal Techniques.

**Unit 5: Forms of Business Organization:**

Sole Proprietorship – Partnership – Joint Stock Companies and Cooperatives.

**Unit 6: Financing the New Venture**

Determining Financial Needs – Sources of Financing – Equity and Debt Funding – Evaluating Financial Performance.

**Unit 7: The Marketing Function**

Industry Analysis – Competitor Analysis – Marketing Research for the New Venture – Defining the Purpose or Course Objectives – Gathering Data from Secondary Sources – Gathering Information from Primary Sources – Analyzing and Interpreting the Results – The Marketing Process.

**Unit 8: Managing Growth of New Ventures**

Challenges of Growth – Strategies for Firm Growth – Internal and External Growth Strategies.

**Unit 9: Ethical and Social Responsibility Challenges for Entrepreneurs**

Ethics, Values and Social Responsibility – Ethics and Business Decisions.

**Text Books:**

1. The dynamics of Entrepreneurial Development and Management. Vasant Desai, Himalaya Publication.
2. Entrepreneurial Development. S.S.Khanka. S. Chand & Company, 2012

**Reference Books:**

1. Robert D Hisrich, Michael P Peters and Dean Shepherd, “Entrepreneurship”, Tata McGraw Hill, 2007.
2. Vasant Desai, "Small scale Industries and Entrepreneurship", Himalayan Publishing House, New Delhi., 2008
3. Bruce R Barringer and Duane Ireland, “Entrepreneurship – Successfully Launching New Ventures”, Pearson – Prentice Hall, 2006.
4. Mary Coulter, “Entrepreneurship in Action”, Prentice Hall of India, 2006.
5. Marc J Dollinger, “Entrepreneurship – Strategies and Resources”, Pearson Education, 2003.
6. Entrepreneurship New Venture Creation. David H. Holt. Prentice Hall .PHI, 1998

**Course Title: CADN Ned Graphics (Dobby & Jacquard)**

**Course Code: TD 4293**

**Course Objectives:**

- To impart the practical knowledge of weaving of Dobby & Jacquard digital design in Ned Graphic software where student able to know various drafting, denting & lifting of digital design into fabric development for suitable end application.

**Course outcomes:**

- 1) At the end of this course, the student will able to prepare digital design for the weaving

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

- 2) The student will be able to design the motif and prints for dobby and jacquard design. based on research in using suitable colours group ,texture , design ,pattern ,draping ,style ,price range and clients target end uses and users.

**Contents:**

Student will prepare Development of design motif ,pattern ,repeat for Dobby & Jacquard design for Domestic and Export Markets both based on research in using suitable colours group ,texture , design ,pattern ,draping ,style ,price range and clients target end uses and users.

- Developing more forms of motif Designs for Dobby Design Mechanism weave on Looms
- Development of Prints for Dobby Design by CAD Ned graphic
- Development of Prints for Jacquard Design by CAD Ned graphic
- Draping & Styling of digital woven fabric in digital surface /space .

**Evaluation Process :** student have to submit/present Digital design development works in Glossy Papers in A3/A4 paper size as per subject faculty guide /instruction the marks will divide 50 for Midterm Evaluation and rest 50 marks will be for end term evaluation.

**Text Books:**

1. Ned graphic software for Textile & Fashion Home Furnishing Overview By Amit Mittal Published on May , 2009 .
- 2.Digital Jacquard Design 2013 by Julie Holyoke

**Reference Books:**

- 1.Ned Graphics software for Textile &Fashion Apparel Accessories &Retail .
- 2.Fashion design &Accessories Retailby Amit Mittal. May 2009.
- 3.Digital Jacquard Design 2013by Julie Holyoke

**Course Title: Woven Design –V**

**Course Code: TD 4295**

**Course Objectives:**

- To impart practical knowledge of

Contact hours				Credit Units
L	T	P	Total	
0	0	3	3	2

various weaving ,drafting pattern& weaving pattern for Dobby &Jacquard Design pattern for fabric development to various end use purposes.

**Course outcomes:**

- 1) At the end of this course, the student will able to create woven design swatches based on Theme, Concepts & Forecast.
- 2) The student will able to prepare swatches from doobby design or Jacquard designs.
- 3) The student will able to prepare weaving swatches from extra figuring design.

**CONTENTS:**

Student will be guided for Creating Woven design Swatches based on T Theme ,Concepts & Forecast , students are freedom to choose own theme ,colour ways to create weave including checks ,stripes .Twill or doobby design or Jacquard designs of mixing of any two or three as mentioned combination weaves minimum six (6) swatches within (8"x 8") size sample .

**Text Books:**

- 1.Inventive Weaving on a Little Loom:( Discover the Full Potential of the Rigid-Heddle Loom by Syne Mitchell.
- 2.Weaving: A Creative Approach for Beginners by Clara CreagerCharles Vorhees

**Reference Books:**

- 1.Creative Weaving: Beautiful Fabrics with a Simple Loom by Sarah Howard& Elisabeth Kendrick
- 2.Learn to Weave with Anne Field

**Course Title: Portfolio Development**

**Course Code: TD 4285**

**Course Objectives:**

Contact hours				Credit Units
L	T	P	Total	
0	0	9	9	6

1. To display the various projects and assignments undertaken by the student
2. To develop a portfolio which is the reflection of own design philosophy
3. To reflect various inputs received both creative and technical inputs so far
4. To create the record the appropriate creativity and ideas of the field, where the student is interested.

**Course Outcomes:**

On completion of this unit of study, students should be able to:

- 1) Demonstrate a high level of professionalism by displaying the various projects and assignments.



- 2) Acquire knowledge of innovative ways of presenting Home Textile ideas. Use the knowledge acquired in an appropriate manner to develop a professional textile portfolio for their job placement, Fashion & Styling Consultancy and Project funding.

### Methodology

1. The students will refer to their work/projects/assignments undertaken during earlier semesters. This work should be digitized and edited for preparation of final portfolio.
2. In addition, different projects, surveys and documents etc. too would be available for reference. The industry internship experience too has to be included in the portfolio.
3. The design philosophy or preferences must be manifested in the form of an initial write up.
4. All design projects undertaken by the student must be included in a very brief and comprehensive presentation.
5. Effective presentation techniques must be employed along with suitable graphics and visual references.
6. Any other material developed earlier or at present for various projects must also be included.
7. Understanding of the industry must also be presented by special projects undertaken for research, market survey and case studies etc.
8. A brief CV related to the credibility of the students must be included in the portfolio with photoimages.

### Text Book:

1. Promostyl 2013 /14 and WSGN reference

### Reference Books:

1. PromostylBooks 2013 /14 and WSGN reference.

### Course Title: Smart and Functional Textile Project

Course Code: TD 4287

### Course Objectives:

1. To construct a professional Design brief of home textiles.
2. To get a clear understanding of the use of application of home textiles.

Contact hours				Credit Units
L	T	P	Total	
0	0	6	6	4

### Course Outcomes:

- 1) At the end of the course students will be able to develop designs for home Furnishing Fabrics like bed sheet, curtains, and table linens. Floor covering etc.
- 2) At the end of the course students will be able to understand the design process, forecast report, mood board, color pallet, etc & product development for end users.

**CONTENTS:**

Student are advised to choose & Developing designs for home furnishing fabrics like, Bed-sheets, Curtains, Table linens, Floor Coverings etc based on Understanding the design process, Forecast research, Developing a initial &final sketchbook, Making a Mood board, Developing a Color board /Color palette, adopted techniques for product development ,finishing, Trims & Accessories, Closures , stitching ,ect.) .at the end Developing a collection of home textiles /Bed linens or Floor Covering or Fashion /Costume Accessories for final presentation &Documentation if Possible to fulfilment of the Project .

**Text Book:**

- 1.Promostyle 2013 /14
2. WSGN reference

**Reference Books :**

1. Promostyle 2013 /14
2. WSGN reference.

**Course Title: Industry Internship (50 days)**

**Course Code: FC 4081**

Contact hours				Credit Units
L	T	P	Total	
50 days				4

**COURSE OBJECTIVES:**

- Providing a Practical exposure and acquainted with various functional aspects of home textile & apparel manufacturing cum export oriented organizations. where student can learn in real life experience as a intern trainee as well role& responsible of sincerity towards commitment for professional &organizations growth .

**COURSE OUTCOMES:**

- At the end of Internship students will be able to understand the Garment /Textile Manufacturing Function & Process in an Apparel Producing Organizations
- students able to take leadership Responsibilities and Sense of Taking decision making authority for smooth function of team works .
- Students will be able to work with all departments in a garment Manufacturing Organizations.
- Internship students will know how Design Process works in the process till finished garment produced in a Garment Manufacturing Organization .

## **CONTENTS:**

- 1) Student at the end of semester are required to undergo will go for internship duration of 6-8weeks as in a Home Textile or Apparel Manufacturing cum Export Organization or Retail Brands.
- 2) Student will work in the Designing, Merchandising, Product development or Visual Merchandising w.r.t organizations assignment or project given to students.
- 3) Observe and collect general and technical information pertaining to machinery, raw material used, yarns, fabrics and garments produced by the textile mill of the garment manufacturing unit.
- 4) Testing or quality control units to observe the quality parameters of the textiles or garments.
- 5) Managerial aspects of the industry or marketing aspects.
- 6) Students will work under all department to acquaint functional aspects of each & every activities.
- 7) Develop a collection consists of 3-4 outfits with the help of six weeks internship in the respective selected Export/ Buying Fashion Industry.
- 8) At the end of the training, he/she have to submit the internship report and will deliver a seminar on his/her experience. Evaluation will be made by team consisting internal & External examiners will evaluate the internship project submitted by the candidate

## **Evaluation Process :**

Industry Feedback report of 50 marks& Internal Jury 50 marks .

## **Text Books :**

1. Making most of your Internship by A strategic Approach by Rayon K Gower & Michael A. Mulvaney 2. Retail Internship by Samuel Moore

## **Reference Books :**

1. Summer Intern by Carrie Karasova& Jill Kargman

2. The InterhsipManual :A Step by Step Guide to Getting the Internship of your dreams by ShariseS.Kent

**Reference Note:** Students are advised to refer previous students Internship report documents for more information about various organizations .

# Semester 8

## EIGHTH SEMESTER

Sl. No	Course Code	Subject	L	T	P	Total	Credit
<b>PROJECT</b>							
1	TD 4282	Graduate Textile Design Project	0	0	30	30	20
<b>Semester total</b>						<b>30</b>	<b>20</b>

**Course Title: Graduate Textile Design Project**

**Course Code: TD- 4282**

Contact hours				Credit Units
L	T	P	Total	
0	0	30	30	20

### **COURSE OBJECTIVES:**

Students have to carry out a range of ensembles incorporating the detailed design methodology, research & process. The student can do it either at the School or at any industrial organization depending upon the sponsorship or mutual agreement of the organization, student and the School. Students have to give their presentation in front of external jury members in form of Show casing the collection as per guide by Subject Faculty for presentation .also students advised to l prepare printed documents of Graduate Textile Project Collection replica of portfolio in printed well finished documents form .

### **CONTENTS :**

1. Theme selection
  2. Research on theme
  3. Garment construction & detailing
  4. Jury Presentation
  5. Display & Presentation through fashion show
- Each student has to closely work with the faculty members or any other members assigned to him/her & submit the following-
    - Market Survey Report – Target Market / Target Client Segment. This can be done by studying a identified brand label, store visit ( market place store & virtual online store) & consumer survey for this brand.
    - Fabric & Trim Research Report.
    - Forecast Research Report.
    - Identification of particular Trends to be used in the styling & design development.
    - Theme / Inspiration Board & its write up.
    - Mood Board & its write up.
    - Client / Market Board & its write up.
    - Inspirational Key Words – Minimum of 5 words.
    - Colour Board with 2” x 2” colour chips. Pantone number & Pantone Name.
    - Fabric Swatch Board with EPI, PPI, Count, Construction, GSM, Rate & Sourced Destination.
    - Trim Board with Technical particulars, Rate & Sourced Destination.
    - Design Development Sheets.
    - Final Illustration with Rendered garments. Two collection of any of below i.e: Home Furnishings, Bed Linens , Floor Coverings or Fashion Accessories (Shawls, Stoles ,Scarves )
    - Flats & Specification sheet.
    - Costing.
  - Styles & stitches development.
  - INTERNAL & EXTERNAL JURY PRESENTATION AND VIVA
  - Photo shoot
  - Graduate Textile Design Collection Showcasing.

-----13.11.2020 -----

