

Sant Gadge Baba Amravati University, Amravati
 Syllabus Prescribed for Second Year UG/PG Programme
 Programme: BFD (Bachelor of Fashion Designing)
 Semester III

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
BFD 301	History of Fashion	(3/w)

Cos- students will

1. Acquaint to past costumes forms and fancies
2. Aware of the fashions of a specific period.

Unit	Content	Periods
Unit I	Fashions of the ancient Egypt.1500 B.C to1000 B.C. <ul style="list-style-type: none"> • Garment features. • Fabrics. • Motifs. • Accessories. 	8
Unit II	French fashions in the period of Renaissance (1600 1400). <ul style="list-style-type: none"> • Silhouettes • Embellishment • Head wear, footwear, jewellery. 	8
Unit III	Elegance of Byzantium(1400.-.1200 A D) <ul style="list-style-type: none"> • Silhouettes • Adornment • Accessories... Headwear, footwear, jewellery. 	8
Unit IV	Chinese fashion of period (1700.-.1600) <ul style="list-style-type: none"> • Style in dress • Decorative motifs, • Accessories.. Headwear, footwear, jewellery. 	8
Unit V	Fashion history of Japanese costume (1800 Century)	8
	*SEM – collection & prepare album of ancient costume of countries mention in syllabus.	
	COs: Student will be aware of ancient history of fashion.	

References

- 1) Annalee Gold, One world of fashion, 4th Edition, Fair Child Publications, New York.
- 2) Marybelle S.Bigelow, Fashion in History, Western Dress, Prehistoric to Present, Macmillan Publishing Company New York (2009)
- 3) Manmeet Sodhiya, history of fashion Kalyani publication Hyderabad.

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Semester III

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
BDF 302	History of Western Costume	Theory -3/w

Cos- Student will

Get knowledge about origin and history of costume

Acquire knowledge of history of Western costume

Unit	Content	Periods
Unit I	Origin and development of clothing. <ul style="list-style-type: none">• Functions of clothing.	8
Unit II	Ancient Egyptian costumes with regard to <ul style="list-style-type: none">• Draping style• Materials• Accessories• Colors used.	8
Unit III	Costumes of Rome. <ul style="list-style-type: none">• Special features• Draping style adopted for male, female.	8
Unit IV	Costumes of France with special features and changes during the 15th century.	8
Unit V	Costumes of ancient Greece.	8
	*SEM - <i>Collection of costume samples of western using website</i>	
	Cos- Student will get knowledge about western history of costume	

References :-

- 1) Merybelle S. Bigelow, fashion in history, western dress prehistoric to present second edition make Milan publishing company New York
- 2) Crawford, Morris De Camp, the philosophy of dress New York
- 3) Davenport, Millia, the book of new York, Crown, 1966
- 4) D; Assailly, Gisele, Ages of Elegance, Paris Hachette, 1968.

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Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
BFD 303	Fashion Illustration	Theory -3/w

Cos: Students will

1. Know the fashion inspiration and concepts
2. Acquaint about fashion designers domestic and international
3. Aware of innovations in fashion

Unit	Content	Periods
Unit I	Classification of fashion. <ul style="list-style-type: none"> • designer international and domestic 	8
Unit II	Fashion forecasting.	8
Unit III	Factors affecting forecasting	8
Unit IV	Fashion inspiration and concepts. <ul style="list-style-type: none"> • Films, • Exhibitions, • Galleries, museums, • Books magazines, • Architectures, • Photography, theatre, • Travel and internet 	8
Unit V	Innovations <ul style="list-style-type: none"> • research inspiration. 	8
	*SEM - Theme Rendering: developing a line of garments based on theme (anyone of the following) Wear ramp wear, sportswear, executive wear, nightwear traditional Indian costume	
	Cos- Student will acquaint about the skill of theme rendering.	

Reference:

- 1) Abling Bina, fashion Sketch Book, fair child publishers, New York.
- 2) Mckelvey Kathryn, illustrating fashion backwell science Munslow Janine.
- 3) Seamen Julian, professional B.T.Batsford Ltd. London.
- 4) Ireland,Patrick John, Fashion Illustration,B.T.Batsford Ltd. London.

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Semester III

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
BFD-304	Construction Basics	Theory -3/w

Cos- Students will get enable about

Basic construction skills and gain confidence.

Unit	Content	Periods
Unit I	Construction basics: <ul style="list-style-type: none">• Hand sewing techniques• Hand and machine stitches	8
Unit II	Dart and seams. <ul style="list-style-type: none">• Types of dart and pleats	8
Unit III	Tucks pleats and gathers. Shirring, smocking and ruffles.	8
Unit IV	Neckline and collars.	8
Unit V	Pockets and packets. Sleeve and sleeve finishes	8
	Note: all construction basics shall be taken in the following manner. 1) definition role importance types designing making and application	
	*SEM - Prepare an album with different types of smocking	
	Cos Student will develop skill in smocking	

References:

- 1) Complete guide to sewing... readers Digest.
- 2) Encyclopedia of dress making, Raul Jewel,APH publishing corporation.
- 3) Creative clothing construction, McGraw Hill,1973.

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Semester III

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
BFD305	Draping Method and Fashion Designing	Theory -3/w

Cos-

Students will

1. Impart knowledge and understand principles of draping
2. Develop skills of designing through draping.

Unit	Content	Periods
Unit I	Introduction to draping: Silhouettes of individual dress form equipments.	8
Unit II	Elements of fabric.	8
Unit III	Development of bodies, sleeve, and skirt block by draping method.	8
Unit IV	Design development necklines, asymmetric styling.	8
Unit V	Advanced modeling	8
	*SEM - Design various types of neckline COS - Student will develop skill of neckline designing	

References

- 1) Fashion design on the stand, Dawn Clock,1996
- 2)Crawfam C A., The art of Fashion Draping, Fairchild publications New York.
- 3) Sheldon Maratha Gene.. design through draping USA Burgers publishing company
- 4) Backman, Helen,L. Theory of fashion design, New York, John wiley and sons.

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Semester III

Code of the Course/Subject	Title of the Course/Subject	(No. of Periods/Week)
BFD 306	History of fashion	practical 4 p/w

Cos Students will aware of the fashions of a specific period.

* List of Practical/Laboratory Experiments/Activities etc.

Construction of costume of any one country.

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Semester III

Code of the Course/Subject	Title of the Course/Subject	(No. of Periods/Week)
BDF 307	History of Western Costume	practical 4 p/w

Cos Student will acquire knowledge of Western costume

* List of Practical/Laboratory Experiments/Activities etc.

1. Preparation of an album of ancient Western costumes.

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Semester III

Code of the Course/Subject	Title of the Course/Subject	(No. of Periods/Week)
BFD 308	Fashion Illustration	Practical 4 p/w

Cos Students will be aware of innovations in fashion

*** List of Practical/Laboratory Experiments/Activities etc.**

Practicals: fashion Illustration
(Sketching of different action crocky based on the basic figure learnt earlier)
Garments and garment details:

- Neckline and colours.
- Sleeve details
- Skirts and pants
- Blouses quotes and jackets
- Drawstring and fastening
- Tessels and tucks.
- Frills, fringes and gathers cowls and cascades.
- Hemlines and insertions.
- Yolks and underskirts.

Sketchings of accessories:

- Hats and head gears.
- Footwear.
- Bags and purses.
- Jewellery

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Semester III

Code of the Course/Subject	Title of the Course/Subject	(No. of Periods/Week)
BFD-309	Construction Basics	practical 4 p/w

Cos Students will get enable about basic construction skills.

*** List of Practical/Laboratory Experiments/Activities etc.**

- 1) Prepare samples of seams.
 - 2) Prepare types of tucks, pleats and gathers.
 - 3) Prepare types of necklines and colours.
 - 4) Prepare types of pockets and plackets.
- Prepare an album of hand sewing techniques.

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Code of the Course/Subject	Title of the Course/Subject	(No. of Periods/Week)
BFD(310)	Draping Method and Fashion Designing	practical 4 p/w

1. **Cos** Students will develop skills of designing of bodice skirt style.

*** List of Practical/Laboratory Experiments/Activities etc.**

Preparation of bodies sleeve and skirt block.

Design development. Designing and construction of bodice skirt style one each.

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Semester IV

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
BFD 401	Traditional Indian costume	Theory -3/w

Cos: Student will

Know the special features of traditional costumes.

Examine the influence of traditional costumes to the change in clothing practices.

Unit	Content	Periods
Unit I	Introduction and history of Indian traditional Costume.	8
Unit II	Male costumes: Details of costumes, jewellery and accessories of male costumes of different states. Special features of male costume.	8
Unit III	Female costumes: Details of costumes jewellery and accessories of different states of India. Draping style and special features.	8
Unit IV	Costumes of different occasions: Bridal costumes of religious functions and festivals.	8
Unit V	Tribal Costumes of India: Costumes of Banjara Himachal Pradesh and Nagaland	8
	*SEM - Prepare an album on any one tribal costume.	
	Cos- Student will get detail knowledge of tribal costume.	

References:

- 1) Brij Bhushan, Jamila: the crafts of weavers, becauseums and textiles of India, D E Tarapore Valla sons & Co.Pvt.Ltd.Bombay 1958.
- 2) Gurey G.S.: Indian costumes the popular book Depot, Mumbai.
- 3) Roshan Alkaji: Costumes of India.
- 4) Dar: costumes of India and Pakistan.
- 5) Lester Katherine: Historic Costume, 1956

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Semester IV

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
BFD 402	Fashion marketing and merchandising	Theory -3/w

Cos -
 Student will
 Import knowledge regarding the marketing environment.
 Guide the process of product development towards the market needs.

Unit	Content	Periods
Unit I	Introduction to Fashion marketing. Fashion business.	8
Unit II	Fashion market and marketing Environment. Fashion marketing planning market research.	8
Unit III	Product in relation to Fashion. Product life cycle process of product development the making of a brand branding strategies and brand management.	8
Unit IV	Promotion., Role of promotion methods of promotion personal selling designing and Management of different methods of promotion.	8
Unit V	Pricing Principals and methods of pricing: pricing in relation to product type product life cycle. Distribution outlet etc.	8
	*SEM - Product preparation and marketing of textile article at least 25 product of any textile article	
	Cos- Student will detail idea of marketing	

References:

- 1) Stone (1990) sample fashion merchandising, McGraw publishing.
- 2) kotler p. marketing management.
- 3) Fashion from concept consumer, Ginni Stephens Frings,,3rd Edition.
- 4) Sen Gupta, Brand Positioning,Tata McGraw Hills.
- 5) Olean Peter, consumer behavior and marketing strategy, 5th Edition, McGraw Publishing.

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Semester IV

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
BFD 403	Fashion Communication	Theory -3/w

Cos-Students will get enable

To critically appreciate and understand the intricacies of the fashion

Industry and to impart skills of communication comprising the visualization and illustration.

Unit	Content	Periods
Unit I	Fashion and the communication process	8
Unit II	Written communication: fashion writing, creative writing, reporting features editing and printing techniques.	8
Unit III	Image management and advertising public relations, press laws and media ethics.	8
Unit IV	Visual communication: visual merchandising and display. Fashion photographs, fashion shows and multimedia.	8
Unit V	Communication in practice: Scripting shows, conducting interview, reporting events, fashion critics, planning PR campaigns, formality case studies, designing catalogue and brochure. Layout for stands ints exhibition, visualization of decor and ambience, choreography of fashion event.	8
	SEM - Make assignment on written communication	
	Cos Student will impart skill in written communication	

References

- 1)Farbey,AD.: How to produce successful advertising Konkan page India Pvt Ltd
- 2)Jethwaney J.N.(1999), Advertising, phonics publishing house Pvt. Ltd.
- 3)Roundy N andMair D(1985), strategies for technical communication, little brown and company Boston torrent Journals: Clothesline.Clothe on.com.

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Semester IV

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
BFD 404	Traditional Textiles of India	Theory -3/w

Cos- Students will

Acquaint with the traditional textiles of India

Impart knowledge of various techniques used in traditional textiles

Unit	Content	Periods
Unit I	Died textiles of India: <ul style="list-style-type: none">• Tie and die of Gujarat Rajasthan and Tamilnadu.• Ikats of Orissa.• Pochampally of Andhra Pradesh.	8
Unit II	Printed and painted textiles: <ul style="list-style-type: none">• Kalamkari (painted and printed)• Madhubani• Sanganer printing	8
Unit III	Woven textiles of India: <ul style="list-style-type: none">• Brocades.• Shawls of Kashmir.	8
Unit IV	Indian sarees	8
Unit V	Khadi and cottage industries.	8
	*SEM - Make an album on printed and painted textile	
	COS- Student will develop skill in printed and painted textile	

References

- 1) Rta Kapoor Chishti and Rahul Jain, hand corrupted Indian textiles, tradition and beyond cluster press Pvt .Ltd, Greater Kailash-II Market,New Delhi.
- 2) chattopadhyay Kamla Devi (1975): handicrafts of India, New Delhi, Indian council of cultural relations.
- 3) Dongerkary S.(1851), the Romans of Indian Embroidery, Bombay Thakkar co.

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Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
BFD 405	Advanced Apparel designing	Theory -3/w

Cos - Students will

Skillfully done pattern designing and construction.

Aware of quality assurance norms and evaluate quality in apparel.

Unit	Content	Periods
Unit I	Evaluating the quality of Apparel. Identification of the components of apparel. Identification of the components of apparel. Fibre content shaping devices underlying fabrics pockets neckline hem treatments decorative details.	8
Unit II	Dresses without waistline seams (best on Tarrso foundation).	8
Unit III	Princess line foundation: Panel dress foundation, Empire foundation.	8
Unit IV	Strapless foundations: Stepless princess bodies foundation. Bra-Top Torso Foundation. Princess Torso Foundation.	8
Unit V	Pants- Introduction to pants. Trouser Foundation-Bermuda and short Foundation.	8
	*SEM - Design and stitch any crotch line pattern.	
	Cos- Student will develop skill in designing and stitching crotch line pattern	

References

- 1) Helan Joseph Armstrong-patternmaking for fashion design 3rd edition Pearson education Pvt Ltd Indian branch.
- 2)Natalle Bray, More dress pattern designing,IV addition back wheel science Ltd.

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Semester IV

Code of the Course/Subject	Title of the Course/Subject	(No. of Periods/Week)
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Practical 4 p/w

BDF 406	Traditional Indian costume	
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Cos: Student will know the special features of traditional costumes.

*** List of Practical/Laboratory Experiments/Activities etc.**

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| <ol style="list-style-type: none">1) Prepare an album of regional costumes of India.2) Visit a museum of traditional costumes.3) Write a report of the visit. |
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Semester IV

Code of the Course/Subject	Title of the Course/Subject	(No. of Periods/Week)
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Practical 4 p/w

BFD 407	Fashion marketing and Merchandising	
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Cos Student will import knowledge regarding the marketing environment.

*** List of Practical/Laboratory Experiments/Activities etc.**

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| 1) Submission of marketing research.
2) Plan and collection of data.
3) Interpretation and reporting of the market research. |
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Code of the Course/Subject	Title of the Course/Subject	(No. of Periods/Week)
BFD 408	Fashion Communication	Practical 4 p/w

Cos Students will impart the skills of communication comprising the visualization and illustration.

*** List of Practical/Laboratory Experiments/Activities etc.**

Practical (internal) Any two assignments related to above mentioned topics in unit 5

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Code of the Course/Subject	Title of the Course/Subject (Pr)	(No. of Periods/Week)
		Practical 4 p/w

BFD 409

Traditional Textiles of India

Cos - Students will acquaint with the traditional textiles of India

*** List of Practical/Laboratory Experiments/Activities etc.**

Collection of samples from different sources and preparation of album

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Semester IV

Code of the Course/Subject	Title of the Course/Subject (Pr)	(No. of Periods/Week)
BFD 410	Advanced Apparel designing	Practical 4 p/w

Cos - Students will skillfully done pattern designing and construction.

*** List of Practical/Laboratory Experiments/Activities etc.**

Practicals

- 1) Design and stitch princess line dress.
- 2) Design and stitch a one piece dress.