

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY
LUCKNOW**



**Study & Evaluation Scheme with Syllabus
for
First Year Bachelor of Fashion And Apparel
Design (BFAD)**

**On
Choice Based Credit System
(Effective from the Session: 2016-17)**

1st Year I-SEMESTER

S. No.	Subject Code	Subject Name	L-T-P	ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RFD101	Introduction to Textile & Apparel Industry	2-1-0	70	20	10	100	3
2.	RFD102	Cultural Studies	2-1-0	70	20	10	100	3
3.	RFD103	Professional Communication	2-1-0	70	20	10	100	2
4.	RFD151	Basic Drawing	0-0-5	50	30	20	100	3
5.	RFD152	Material Studies-I	0-0-5	50	30	20	100	3
6.	RFD153	Basic Design	0-0-5	50	30	20	100	3
7.	RFD154	Computer Applications	0-1-3	50	30	20	100	3
8.	RFD155	Craft Appreciation (Modular)	0-1-3	50	30	20	100	2
9.	RFD156	Research Skill For Design	0-1-2	50	30	20	100	2
10.	RFD157	Socio Cultural Environment and Enterprises (Modular)	0-1-1		50	50	100	0
Total							1000	24

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

1st Year II-SEMESTER

S. No.	Subject Code	Subject Name	L-T-P	ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RFD201	Textiles-I	2-1-0	70	20	10	100	3
2.	RFD202	Art Appreciation	2-1-0	70	20	10	100	2
3.	RFD203	Historic Costume Indian	2-1-0	70	20	10	100	2
4.	RFD204	Elements of Fashion	2-1-0	70	20	10	100	3
5.	RFD251	Fashion Model Drawing	0-1-3	50	30	20	100	3
6.	RFD252	Material Studies-II	0-1-3	50	30	20	100	2
7.	RFD253	Communicating Fashion (Modular)	0-1-2	50	30	20	100	2
8.	RFD254	CAD-I	0-1-3	50	30	20	100	3
9.	RFD255	Fundamentals of Photography (Modular)	0-1-3	50	30	20	100	2
10.	RFD256	Design Process	0-1-3	50	30	20	100	2
Total							1000	24

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

SUMMER PROJECT (Between 2nd and 3rd Semester)

RFD101: INTRODUCTION TO TEXTILE & APPAREL INDUSTRY

Objectives

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

Learning Outcomes

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

COURSE CONTENT

UNIT- I

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

UNIT- II

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

UNIT- III

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

UNIT- IV

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

UNIT- V

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

UNIT- IV

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

Suggested Assignments

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

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

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

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

Suggested Visits

Garment fairs organized by AEPC (held twice at New Delhi) Trade fairs

Fashion shows

Retail stores

Textile research association

Production units – textile and apparel

Textbooks

Bheda, R., Managing Productivity in the Textile Industry, CBS Publisher and Distributers, new Delhi, 2003.

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

Reference Material

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

Web Sources

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

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

RFD102: CULTURAL STUDIES

Objectives

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

Learning Outcomes

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

COURSE CONTENT

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

Suggested Assignments

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

Suggested Movies

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

- Mirch masala
- Manthan
- Ben Hur
- God Must Be Crazy
- Harishchandrachi Factory
- Achhut Kanya
- Do Bigha Zameen
- Persepolis
- Mamma Mia
- Babette's Feast etc.

Suggested Visits

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

Textbooks

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

Reference Material

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

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

Web Sources

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

RFD103: PROFESSIONAL COMMUNICATION

Objectives

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

Learning Outcomes

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

COURSE CONTENT

Key Concepts:

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

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

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

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

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

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

7. **Fashion and Clothing Terminology:**

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

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

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

Web Sources

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

RFD151: BASIC DRAWING

Objectives

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

Learning Outcomes

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

COURSE CONTENT

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Unit-V

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

Suggested Assignments

- Submission of twenty detailed object drawings with shading

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

Suggested Visits

- Local monuments
- Local zoo for sketching animals

Textbooks

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

Reference Material

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

Web Sources

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

RFD152: MATERIAL STUDIES-I

Objectives

- To explore the materials present in our environment

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

COURSE CONTENT

UNIT-I INTRODUCTION TO MATERIAL STUDIES

□□ Importance of understanding material for effective designing

Classification of material and their properties

Powder - colors, dyes etc.

Liquid- paints, adhesives, chemicals, GP resins

Semi liquids/ Semi Solids: adhesive, glues, fabric paints, etc.

Granular- sand, gums, grains, resins, clay, POP, plastic grains, etc.

Linear: wires, yarns, twines, ropes, ribbons, straw, tapes etc.

Plainer: paper, fabric, leather, foil, sticks

Solid: wood, metals, glass, thermocol, stone, plastics, bottle caps, wax etc.

UNIT-II INTRODUCTION TO WORKING TOOLS

Measuring tools (ruler and its types, inch tape, vernier caliper, screw gauge, fishing scale, analytical weighing balance, two pan balance, measuring glass/cup/spoons, spring scale, pendulum balance etc.)

Marking tools (pen, pencil, markers, sketch pens, chalk, tracing wheel, whitener, powder, thread, masking tape etc.)

Work holding device (tongs, plucker, magnet etc)

Cutting tools (Scissor, cutter, knife, blade, nail cutter, punching machine, chisels)

UNIT-III

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

UNIT IV

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

UNIT V

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

Suggested Assignments

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

PROJECT – 1 (Individual activity)

- Make a clay model of any fruit / vegetable
- Make a pottery article on a potter's wheel
- Print paper using various materials such as vegetables, threads, comb etc and develop hand bags using the same
- Make colorful beads of different shapes and sizes using POP
- Create innovative spirals and shapes using metal wires
- Create innovative yarns using different linear material
- Develop textures using different materials
- Make a theme based composition coordinated with accessories using different types of planar material
- Develop products using paper mache technique
- Make Puppets using different material

PROJECT – 2 (Group activity)

- Create a 2-D surface using sand as a medium
- Make flower sticks using different categories of materials (fabric, paper, chemical etc.)
- Use yarns / ribbons / twines for creative hair braiding
- Make 3-D geometrical shapes using metal sheets
- Use thermocol to make a 3-D model of a building
- Use combination of granular / linear / plainer / solid mediums to create a product
- Use combination of more than two categories of material to create an innovative product
- A theme based installation using different categories of material (atleast five)
- Make colored candles of various shapes

Suggested Visits

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

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

Textbooks

1. Thwaites, G., Indian Inspiration, Traplet Publications Ltd., 2003
2. Newman & Thelmar, Plastic as an art form, Clinton book Co., 1972
3. Budzik & Richards, Sheet metal technology, Bobbs-Merrill Educational Publishing, 1981
4. Verhelst & Wilbert, Sculpture: tools, Materials and Techniques, Prentice-Hall, 1973
5. Kowal, Dennis and Crown, Dona Z. Meislach, Sculpting, Casting, Mould Techniques and Material, Publishers, New York, 1972
6. O.P. Khanna, Material Science and Metallurgy, Khanna publications, 1998
7. Wilbert Verherst, Sculpture: Tools, Materials & Techniques, Prentice-Hall 1988
8. R.K. Rajput, Material Science, Publisher, S. K. Kataria & Sons, 2009
9. Richard Budzik, Sheet Metal Technology, Macmillan Publishing Company, 1985

10. Leslie Pina, Beads in Fashion, Schiffer Publishing, 1999
11. E.R. Huckleberry, How to make your own Wooden jewellery, T A B Books, 1979

Reference Material

1. Reygate, K., Rubber Stamping, search press Ltd., 2006
2. Stevens, Chine, Fund with Paper scultpture, search press, 1998
3. Raz, Haim, Stained Glass, Sterling Publishing Co., 2007
4. Atlas, Ronit., Contemporary Mosaics, Sterling Publishing Co., 2007
5. Parnes, Tair, Beaded jewellery, Sterling Publishing Co., 2007
6. Gestalting, Paper Craft-2, Daily Feed, Publishing, 1998
7. Rajput, R.K., Material Science, S. K. Kataria & Sons, 2009

Web Sources

1. <http://www.papercraftsmag.com/index.html>
2. <http://craftgawker.com/post/category/clothing/>
3. <http://woodcraft.org.uk/>
4. <http://pinterest.com/pug1/clay-crafts/>
5. <http://pinterest.com/rincklemalhotra/best-out-of-waste/>

RFD153: BASIC DESIGN

Objectives

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

Learning Outcomes

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

COURSE CONTENT

UNIT-I BASICS OF DESIGN

Introduction to design

Definitions – design, types of design (structural and decorative)

Visualizing design from nature and manmade references

Sensitization to inner perceptions and emotions

- UNIT-II BASICS OF DESIGN
- Elements of Design
 - Introduction
 - Understanding the elements through their use in various designs – furniture, logos, graphics, fabric prints, garments, bags, shoes etc.
 - Principles of Design
 - Introduction
 - Understanding the principles through their use in various designs – furniture, logos, graphics, fabric prints, garments, bags, shoes etc.
- UNIT-II ELEMENTS OF DESIGN
- Point
 - Line - directing, dividing, psychological effects of line, illusion.
 - Shape and form – geometric and organic
 - Space – negative and positive space
 - Texture – tactile and visual textures
 - Understanding the elements in context of different body shapes and apparel design
- UNIT-III COLOR
- Hue
 - Value
 - Saturation
 - Color Wheel
 - Color Schemes
 - Color Psychology
 - Color Interaction
 - Color Identification
- UNIT-IV PRINCIPLES OF DESIGN
- Balance – symmetric, asymmetric and radial
 - Proportion
 - Rhythm – through repetition, progression, transition, radiation and continuous line movement
 - Harmony
 - Emphasis
 - Understanding the principles in context of different body shapes and apparel design
- UNIT-V AESTHETIC QUALITIES OF DESIGN ELEMENTS
- Formal qualities
 - Expressive qualities

Suggested Assignments

PROJECT – 1

Collect pictures showing structural and decorative design (atleast five each)

Collect pictures of different products showing various elements and principles of design (atleast five each)

Select any simple object from the environment (leaf, flower, phone, car, stationary box, lunch box, pencil, eraser etc.) and give a name to it (proper noun) based on the visible characteristics of the object

Associate the personality of any one classmate with a color and give reasons

PROJECT - 2

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

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

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

Replicate different textures from the environment (fifteen)

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

PROJECT - 3

Make a Color Wheel

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

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

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

Color Interaction – (three exercises each)

Make two colors look alike by changing the background

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

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

PROJECT - 4

Create different compositions depicting individual principles (atleast two each)

Create different compositions correlating different principles (atleast two)

Suggested Visits

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

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

Reference Material

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

7. Basic Design- The Dynamics of Visual Form, Maurice de Sansmarg, The Herbert Press, 1964
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2. <http://www.usask.ca/education/coursework/skaalid/theory/cgdt/color.htm>
3. <http://art.pppst.com/elements.html>
4. <http://www.johnlovet.com/test.htm>
5. http://en.wikipedia.org/wiki/Design_elements_and_principles
6. http://en.wikipedia.org/wiki/Line_art
7. <http://pinterest.com/iamalyssa/color-boards/>

RFD154: COMPUTER APPLICATIONS

Objectives

- To learn the basic knowledge of computers and its applications since it has become an integral part of fashion design
- To familiarize with the computer hardware and software, operating systems and office package
- To provide comprehensive knowledge about presentation software
- To inculcate required skills to work in the environment operating
- To understand browser basics, search engines and internet applications

Learning Outcomes

- Understand fundamentals of computers and their office applications
- Be able to use operating systems
- Be able to use internet
- Be able to create multimedia presentations
- Be able to use formulas and perform calculations on spread sheet

COURSE CONTENT

UNIT-I COMPUTER FUNDAMENTALS

Introduction to Computers.

Introduction and parts of computer

Characteristics of a computer

Classification of computers

Application of computers

Computer Hardware

Introduction

Elements of computer

Input devices (keyboard, pointing device, scanning device, voice input device)

Central Processing Unit

Output devices (printers & its types, soft copy- CRT, flat panel)

Storage devices (diskette, hard disk, optical disk- CD's, DVD, pen drives etc.)

Computer Software

Introduction

Type of software

System software

Application software

Programming software

Computer peripherals- Virus, Anti-virus software, Spyware, etc.

UNIT-II OPERATING SYSTEM & APPLICATIONS

Introduction to various operating systems

Introduction and advantages of Windows

Working with file structures and file formats

Desktop and settings

Start menu, task bar, recycle bin

Basic accessories

Paintbrush

Notepad

Calculator

Control Panel (display, mouse, add/remove hardware and software, regional settings, modem, Bluetooth)

UNIT – III WORKING WITH DOCUMENTS

Create, open, close and save document

Shortcut keys

Working with text, formatting text, working with table, formatting page (insert text, special characters, insert page break, select text, cut, copy, paste, redo, undo, move text between active documents, search and replace text, spell check, making hyperlinks, changing color, fonts, background & layout related to documents, alignment, indent, tabs, bullets, numbering, wrapping text, formatting paragraphs, create tables, change table formatting, insert, delete columns and rows, add table borders, borders and shading, templates, styles, headers & footers, columns, page layouts and margin)

Drawing tools, graphics, inserting and linking images, clipart and other objects

Mail merge

Printing document (print options, print preview)

UNIT- IV MULTIMEDIA PRESENTATIONS

Understanding presentation, types and prospective clients

Features of presentations & shortcut keys

Creating new templates and layouts, formatting slides, working with text and its formatting (insert slide, indent, bullets, setting format styles & themes, font, style, effects, color, paragraph formatting, align, text direction, word art)

Hyperlinks

Drawing tools, animations, transitions, graph and organizational chart (animation preview, slide show option, set up slide show, record narration, rehearse timings)

Presentation view (slide show, slide sorter view, slide view, note page view etc.)

Printing presentation (printing option & print preview)

UNIT –V

WORKING WITH WORKBOOK

Introduction to worksheet & workbook, shortcut keys

Working with workbook (open, close, save, save as, save workspace, open existing files, folder) entering & editing data (data entry, cell alignment, edit, clear, numbers, date, time, navigation, cut, copy, paste, paste special, freeze, spell check, wrapping text, Auto fill)

Formatting worksheets (headers & footers, scale, margin, orientation), formatting rows & columns (cut, copy, paste, size, alignment, indent, borders & shading, freeze), performing calculations (excel formulas, excel functions)

Excel charts, creating graphs such as column, bar and pie

Data management (data tables, sort a table), linking the spreadsheet

Workbook views

Printing worksheet

UNIT-VI

INTERNET APPLICATION

Introduction and Basic use of Internet

Access to internet

Advantages and disadvantages of internet

Internet Services

Internet Relay Chat (IRC)

Newsgroup and Bulletin Boards

Video Conferencing

Browsing, Searching and Surfing

Copying, saving text and images

TCP/IP concept

World wide web

Uploading and Downloading

E- mailing (creating an email ID, sending and receiving emails, attachments)

Suggested Assignments

List down the application software products used for the following

Graphics designing

2D animation

Video Editing

Draw any organic motif using paintbrush

Write any fashion related article on note pad

Make your bio-data with your personal, academic and other relevant information. Also add your photograph to it. Make the page visually appealing using all the formatting features of the word

Create a presentation of 10 slides on any given topic given by the faculty using power-point along with an audio and video input. Also use scanned images from various sources

Make a workbook for a class containing the roll numbers, names, marks obtained in five main subjects, total marks, percentage, and ranks. Use formatting features to make it visually appealing

Create an email account and send a reply to an email containing an attachment that you received from your classmate

Logo design

Vector theory

Font anatomy

Illustrator tools

Clipping Masks

Layers and blending modes

Drawing tools, brushes

Typography

Typesetting

Font Classification and recognition

Type effects

Live Trace and Live Paint

Working with Bitmaps in Vector Files

Page Layout

Character and Paragraph styles

Page numbering

InDesign tools

Composition, balance, tension and other formal elements

Creativity

Textbooks

1. Respective software manuals
2. Sinha, Kr., P., Computer Fundamentals, BPB Publications, 2003.
3. Norton, P., Complete Guide to MS Office 2000, BPB Publications, 1999
4. Basandra, S.K., Computers Today (Galgotia, 1st Edition), 2005.
5. Kakkar, D.N. & Goyal, R., Computer Applications in Management (New Age, 1st Edition), 2009.
6. Rajaraman, V., Fundamentals of Computers, PHI, 2008.
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9. Prasad, D.S., Basic Computer Skill, Sapna Book House Ltd., 2003

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2. Lawrenceville, Pr., A Guide to Microsoft office 2000 professional, Pearson.
3. Computer Fundamentals and windows with Internet Technology- SciTech Publication Pvt. Ltd.
4. Basandra, S., Computer Today, TMH, 2009.

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2. <http://www.computerhope.com/shortcut/excel.htm>
3. <http://www.baycongroup.com/powerpoint2007/index.htm>
4. <http://paintbrush.sourceforge.net/>
5. <http://notepad-plus-plus.org/>
6. <http://www.hemantabaral.com/Computer%20Fundamental.pdf>
7. <http://en.wikipedia.org/wiki/MS-DOS>
8. <http://windows.microsoft.com/en-us/windows-vista/Introduction-to-computers>
9. <http://www.computerhope.com/msdos.htm>
10. http://en.wikipedia.org/wiki/Windows_95
11. http://en.wikipedia.org/wiki/Microsoft_Office

RFD155: CRAFT APPRECIATION (MODULAR)

Objectives

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

Learning Outcomes

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

COURSE CONTENT

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

PROJECT – 1

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

- Local craft clusters in the vicinity
- Any local craft organization / NGOs etc. and their area of work (if possible)
- The students will be expected to document the visits through the following–
 - Maintain a field diary with observations, sketches, names of participating / visited artisans and organizations etc.
 - Interviews and questionnaires
 - Photographs
 - Video recordings
 - Collecting pamphlets / brochures / any other printed material of the participants / visited organization
 - The students will have to prepare an illustrated visit report and submit to the concerned faculty

PROJECT – 2

- The students will conduct a survey and document any one local craft in the near vicinity
- During this, the students will study the complete process of craft manufacturing, raw material procurement, preparation, production, customer profile etc.
- Visual documentation will be done through field diary, photographs, video recordings etc.
- At the end of the study, the students will prepare a document compiled with complete study and visual data
- The students will also prepare an audio-visual presentation for the same
- For the jury evaluation the students will display the collected and sourced material as well as research undertaken for the project

Reference Material

1. Craft Maps of India, Dastkari Haat Samiti
2. Jaitly, Jaya, Viśvakarmā's Children: Stories of India's Craftspeople, Concept Publishing Company, 2001
3. Jaitly, Jaya, The Craft Traditions of India, Tiger Books International, 1990
4. Ranjan, Aditi and Ranjan, M. P. Handmade in India: A Geographic Encyclopedia of Indian Handicrafts, Abbeville Press, 2009
5. Cooper, Ilay, Arts and crafts of India, Thames and Hudson, 1996
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3. www.sewalucknow.org/
4. <http://www.sewatfc.org/>
5. <http://sewadelhi.org/>
6. <http://www.grameencrafts.com/>
7. <http://www.aiacaonline.org/craftmark-members.asp?links=craftm4>
8. http://www.speakingwithhands.com/article_details.php?aid=87

RFD156: RESEARCH SKILL FOR DESIGN

Objectives

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

Learning Outcomes

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

COURSE CONTENT

UNIT-I IMPORTANCE OF RESEARCH IN DESIGN

Need of research
Applications of research
Nature of research

UNIT-II PROCESS OF RESEARCH

Idea generation
Gathering information (library, field visits, internet, interpersonal communication etc.)
Analysis
Synthesis
Hypothesis
Plan of action

UNIT- III CONCEPT RESEARCH

Data collection for a specific project

Library (universities, institutes, museums, private, online)

Books

Magazines

Journals

Newspapers

Research articles etc.

Book Stores

Internet

Internet

Interviews

Observation

- Photographs
- Questionnaires etc

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

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

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

Suggested Assignments

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

Suggested Visits

As per the requirements of undertaken research

Reference Material

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

RFD157: SOCIO CULTURAL ENVIRONMENT AND ENTERPRISES (MODULAR)

Objectives

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

Learning Outcomes

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

COURSE CONTENT

Introduction to the subject and its relevance to the course

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

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

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

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

Environmental issues

Green concept

Recycling

Waste management

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

PROJECT – 1: MACRO ENVIRONMENT STUDY

Methodology

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

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

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

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

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

Revisiting the environment and collection of primary data

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

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

Analysis and group presentation of the documented information

PROJECT – 2: MICRO ENVIRONMENT STUDY

Methodology

Same groups of Project 1 will work on this project

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

Detailed study of the selected environment

Sequential diagram of the process followed in the selected micro environment

Presentation

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

Documentation of the collected information

Individual presentation and submission of documented work

PROJECT – 3: SMALL ENTERPRISE STUDY

Methodology

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

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

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

Understanding the enterprise on the following terms:

- Raw material resource
- Materials and technology used for production
- Production structure
- End product
- Customer profile
- Environmental aspects

Presentation

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

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

Reference Material

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

RFD201: TEXTILES-I

Objectives

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

Learning Outcomes

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

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

COURSE CONTENT

UNIT-I INTRODUCTION TO TEXTILES

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

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

UNIT-II TEXTILES FIBRES AND THEIR PROPERTIES

(Source, production and properties)

Important properties of textile fibres

Natural cellulosic fibres- cotton, flax, jute, ramie

Natural Protein fibres- wool, silk

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

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

Special use fibres- elastomeric fibres, aramid, carbon

Microfibres- Texel, Modal, etc.

Innovative fibre

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

UNIT- III YARNS

- Yarn manufacturing process

Mechanical Spinning

Chemical spinning processes- dry spinning, melt spinning,

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

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

Yarn numbering system- direct and indirect system

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

Sewing threads

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

Fabric testing - Physical tests

Thread count: ends per inch and picks per inch

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

Evaluation of fabric drape

Seam / yarn slippage

Chemical tests - Dimensional stability, mercerization, chlorination

UNIT-IV FABRIC CONSTRUCTION TECHNIQUES

Weaving

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

UNIT-IV OTHER FABRIC CONSTRUCTION TECHNIQUES

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

Suggested Assignments

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

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

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

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

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

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

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

Instruments Required

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

Suggested Visits

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

Textbooks

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

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1. Bhardwaj, S.K. and Mehta, P.V., Managing Quality in the Apparel Industry, New Delhi, New Age International, 1998
2. Brackenbury, T., Knitting Clothing Technology, Blackwell Science Publishers, 2005
3. Express Textile Journal
4. Field, A., The Ashford Book of Weaving, Shoal Bay Press, 1991
5. Grayson, M., Encyclopedia of Textile, Fiber and Nonwoving Fabrics. New York: John Wiley & Sons, 1984
6. Hallett, C., and Johnston, A., Fabric for Fashion, The Swatch book, Laurence King Publishing, London, 2010
7. Hollen, N. & Saddler, J., Textiles (6th Ed.), New York: Macmillan, 1988
8. Horrock & Anand, Handbook of Technical Textiles, Woodhead Publishers, 2000
9. Huphirs, M., Fabric Reference, 4th Edition, Pearson Education, Inc, 2009
10. Joseph, M.L., Essentials of Textiles, 6th edition, Holt, Rinehart and Winston Inc., Florida, 1988
11. Kothari, V.K., Behera, B.K., Quality Control in Textiles and Apparel Industry- A& B, Delhi, Department of Textile Technology, IIT – Proceedings of Workshop- 3-5 October, 1996
12. Marjory, L. J., Essentials of Textiles, New York, 1976
13. Marjory, L. J., Introductory Textile Science (3rd Ed.) New York, 1977

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15. Seiler, A., Textiles Classification of Techniques, Crawford House Press, 1994
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17. Shaikh, I. A., Pocket Weaving Expert- A practical handbook on textile weaving, Lahore, Pakistan

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

RFD202: ART APPRECIATION

Objectives

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

Learning Outcomes

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

COURSE CONTENT

UNIT-I ANCIENT PERIOD
 Indus Valley Civilization- Art and artifacts of the time, city planning etc.
 Mauryan period
 Sunga period
 Kushan period
 Gandhara period
 Gupta period

UNIT-II SOUTHERN AND NORTHERN INDIA
 Pallava period
 Chola period
 Chalukya period
 Rashtrakuta period
 Hoysala period
 Vijayanagar period

Chandela period

Orissan

UNIT-III LATE MEDIEVAL AND EARLY MODERN AGE

Islamic Sultanate Delhi

Mughal period

UNIT-IV WESTERN ART – ANCIENT TO MIDDLE AGES

▪ Ancient world

Prehistoric Art- Old Stone Age & New Stone Age

Egyptian Art and Architecture

▪ Classical period

Greek Art and Architecture

Roman Art and Architecture

The middle ages

Byzantine

Romanesque

Gothic

UNIT- V FIFTEENTH – EIGHTEENTH CENTURY

Renaissance

Baroque

Rococo

UNIT- VI THE MODERN WORLD

Neo classicism, Romanticism, Realism

Impressionism , Post- Impressionism

Fauvism, Cubism

Expressionism

Dadaism, Surrealism

Bauhaus

Suggested Assignments

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

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

Suggested Visits

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

Textbooks

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2. Roy C.Cavern, Indian Art:A Concise History, Thames & Hudson,1976
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RFD203: HISTORIC COSTUME INDIAN

Objectives

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

Learning Outcomes

- Be aware of the chronology of various dynasties and rulers in the political history of India

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

COURSE CONTENT

UNIT-I	ORIGIN OF CLOTHING Evolution of clothing Origin and development of costumes Functions of clothing Theories of clothing
UNIT-II	NORTHERN AND NORTH WESTERN INDIA Indus valley civilization Vedic period The Maurya and Sunga periods Satvahana period Kushan period Gupta period Post-Gupta period
UNIT-III	SOUTHERN INDIA The Pallavas The Cholas The Rajputs The Vijayanagara Empire
UNIT-IV	THE MEDIEVAL INDIA Ghurid dynasty Slave dynasty Khalji dynasty Tughlaq dynasty Timur and Sayyid dynasty Lodi dynasty Pre-Mughal period Mughal period The Post-Mughals British period
UNIT-V	THE PRESENT DAY DRESS Northern India Eastern and Northeastern India Western and Central India Southern India

Suggested Assignments

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

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

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

Suggested Movies

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

Siddhartha

Amrapali

Utsav

Agnivarsha

Mughal-e-azam

Umrao jaan

Pakeezah

Razia sultan

Chaudhvi ka chand

Gandhi

Shatranj ke khiladi

Lagan

Mangal pandey etc.

TV Serials

Bharat ek khoj

Chanakya

Chandragupta Maurya

Suggested Visits

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

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

Textbooks

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

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

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3. <http://www.mahmoodgroup.com/functionsofclothing/index.html>
4. http://en.wikipedia.org/wiki/Clothing_in_India
5. <http://ancientwonders.wordpress.com/2009/02/25/ancient-clothing-of-india-women/>
6. http://indianetzone.com/50/costumes_ancient_india.htm
7. <http://histclo.com/chron/ancient/india/indus.html>
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9. <http://www.scribd.com/doc/49592033/The-costume-of-Mughal-women>

RFD204: ELEMENTS OF FASHION

Objectives

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

Learning Outcomes

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

COURSE CONTENT

UNIT-I FASHION VOCABULARY

Fashion terminology (fashion, style, couture, haute couture, accessories, avant garde, classic, collection, fad, fashion cycle, fashion forecast, haute couture, knock-off, bridge fashion, line, mark up or mark on, pre-a-porter, style, trend, motifs, blends, trimmings, details, toile, boutique, atelier, silhouette, fashion forecasting, grading, draping, ready-to-wear, retailer, visual merchandising, merchandiser, stylist, hue, value, intensity, texture, repeat, proportion, balance, rhythm, CAD, pattern, pattern making etc)
Design terminology (elements and principles of design)
Color terminology (dimensions, color psychology, color wheel, color schemes)
Fabric terms (fibre, yarn, fabric, weaving, warp, weft, thread count, balance, grain line, selvedge, knits, etc.)
Fashion accessory terminology (footwear, jewelry, gloves, hats, belts, scarves, umbrellas, hand bags, sunglasses etc)
Common sewing terms (alter, seam allowance, backing, back stitch, bias, fray, facing, lining, puckering etc.)

UNIT-II FASHION FORECASTING

Introduction
Forecasting for colors, fabrics, style, embellishment & accessories
Promotion
Fairs (Heimtextil, Premier Vision etc)
Journals and magazines (The Wall Street Journal, Apparel India, Couture Asia, Id, Face, Apparel online, Fashion newsletter, WWD, Wall Paper, Sportswear International, Fashion Forecast International, Inside fashion, International textiles, Promostyl, Here and there, Textile View, Trends Collezioni, Vogue, Cosmopolitan, ELLE, GQ magazine, Allure, Grazia etc.)
Websites (www.fashioncenter.com, www.fgi.com, www.wgsn.com, www.vogue.com, www.wwd.com etc)

UNIT-III FASHION DEVELOPMENT

Fashion cycles (introduction , acceptance, peak, decline and obsolete, waxing and waning of fashion)
Consumer groups (fashion leaders and fashion followers)
Adoption of fashion (traditional fashion adoption, reverse adoption and mass dissemination)
Consumer buying (motives, fashion selection on the basis of styling features and practical considerations)
Fashion categories (women's wear, men's wear, children's wear, sportswear, resort wear, sleepwear, casual wear, formal wear etc.)

UNIT-IV INTERNATIONAL FASHION

Fashion Education
Milan- Domus Academy
New York- Fashion Institute of Technology
London- London School of Fashion, Royal College of Art
Fashion capitals of the world – Tokyo, Paris, Milan, London, Germany (exclusivity and five top designers from each capital)

Designers (Coco Chanel, Christian Dior, Yves Saint Laurent, Ralph Lauren, Donatella Versace and Valentino, Karl Lagerfeld, Dolce & Gabbana)
Fashion Weeks (Paris, Milan, New York, London)
Fashion Brands
High fashion (Tommy Hilfiger, Christian Dior, Calvin Klein, Versace etc.)
Ready-to-wear (H&M, Ralph Lauren Polo brands, CK by Calvin Klein, DKNY, Versus by Versace etc.)
Retail stores (Marks and Spencers, Target, JC penny, Neiman Marcus, Harrods, Zara International and many more)

UNIT-V

FASHION IN INDIA

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

Unit –VI

CAREERS IN FASHION

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

Suggested Assignments

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

- High fashion
- Mass fashion
- Classic
- Fad

Collect atleast ten pictures of ensembles from various magazines, newspapers etc. depicting different color schemes.

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

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

Identify your favorite fashion designer and analyze the exclusivity of his/her work with reference to work, design, silhouette, colors, etc.

Presentation on careers in fashion.

Textbooks

1. Fringes G. S., Fashion From Costumes to Consumer, 4th Edition, Prentice Hall Career & Tech, 1982
2. Carr H., & Latham B. , The Technology of Clothing Manufacture, 2nd edition, Blackwell Sc., 1994
3. Tate, S.L. and Edwards, M.S., The Complete Book of Fashion Design, New York, Harper & Row Publication, 1982
4. Tortora, P. & Calasibetta, C.M., Dictionary of Fashion, Om Book International, 2005
5. Brannon, E. L., Fashion Forecasting, Fairchild Publication, 2010
6. Goworek, H., Careers in Fashion & Textiles, Om books International, 2007
7. Seeling, C., Fashion-The Century of the Designers, Konemann Publisher, May 2000
8. Ireland, P. J., Encyclopedia of Fashion, B.T. Batsford Ltd., 1995
9. Thames & Hudson, Dictionary of Fashion & fashion Designers, T & H Ltd., London, 2008

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2. Hidalgo, M. R., The Sourcebook of Contemporary Fashion Design, Collins Design, 2010
3. Stegemeyer, A., Who's Who in Fashion, Fairchild Publications, 1984
4. Stone, E., Fashion Merchandising: An Introduction, (4th edition), Mc. Graw Hill Book Co., 1985
5. Jarnow, J. & Dickerson, K., Inside Fashion Business, Macmillan. Johnson, New York
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3. <http://online.wsj.com/public/page/news-fashion-style-industry.html>
4. www.fashioncenter.com
5. www.fgi.com
6. www.vogue.com
7. <http://www.allure.com/>
8. <http://www.grazia.it/>

RFD251: FASHION MODEL DRAWING

Objectives

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

Learning Outcomes

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

COURSE CONTENT

- UNIT-I FIGURE DRAWING (Normal Proportion)
Live drawing from model
Proportion and anatomy
Study of head, hands and feet
Study of eyes, ears, nose and mouth
Study of different postures and movements
Drawing of different age group figures
- UNIT-II DRAWING FASHION FIGURES (Stylization)
Ten head female croqui
Front view
Back view
 $\frac{1}{2}$ Profile view
 $\frac{3}{4}$ Turned view
Ten Head male croqui
Front view
Back view
 $\frac{1}{2}$ Profile view
 $\frac{3}{4}$ Turned view
- UNIT-III ANALYSIS OF BODYPARTS
Face analysis with hairstyles
Hand analysis
Feet analysis
- UNIT-IV FLESHING OF FEMALE AND MALE CROQUIES
Front View
Back view
 $\frac{1}{2}$ Profile view
 $\frac{3}{4}$ Turned view

Suggested Assignments

PROJECT-1

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

PROJECT-2

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

Draw sketches of ten faces with different hairstyles

PROJECT-3

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

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

Textbooks

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

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1. Raynes, J., Complete Anatomy & Figure Drawings, Anova Batsford, 2007
2. Talham, C., & Julian S., Fashion Design, Barron's Educational Series, Incorporated, 2011
3. James, L., Costume and Fashion: A Concise History, T&H Pub, 2002
4. Barcsay, J., Anatomy for the Artist,
5. Sterling Publishing Company, Incorporated, 2006
6. David K. Rubins, The Human Figure, Penguin Books, 1976

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1. www.human-anatomy-for-artist.com
2. www.ligedrawingsociety.co.uk
3. www.fashionillustration.or.kr
4. www.fashionmission.nl
5. www.fashion-era.com

RFD252: MATERIAL STUDIES-II

Objectives

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

Learning Outcomes

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

COURSE CONTENT

UNIT-I INTRODUCTION TO TEXTILE MATERIAL

□□ Yarns study
Fabrics study
Loom study

UNIT-II YARN CRAFT

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

Macramé
Knotting
Crochet
Braiding
Tasselling
Twining

UNIT-III FABRIC CRAFT

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

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

UNIT-IV WEAVING]

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

Basic weaves – plain, basket, rib, twill & its variations, satin,
Advanced weaves – color & weave effects, pile, block drafts, extra weft
Creative weaving

Suggested Assignments

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

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

Suggested Visits

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

Textbooks

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

Reference Material

1. Ewy, Jane, Art to Wear, North Light Books, 2005
2. Braddock, Sarah E., Techno Textiles, Thames & Hudson, 1999
3. Sommer, Elyse, Inventive Fiber Crafts, Prentice Hall, 1977
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2. www.yarn-craft.co.uk/
3. pinterest.com/lionbrand yarn/crafts-with-yarn/
4. www.marthastewart.com › Crafts
5. www.cutoutandkeep.net › Bustle › Becca Kordas
6. www.incredibleart.org/lessons/middle/weave.htm

RFD253: COMMUNICATING FASHION (MODULAR)

Objectives

- To expose to various aspects of the fashion industry
- To understand the fashion world from the perspective of designers and film makers

- To get an insight into the lives, inspirations and working styles of the popular national and international fashion designers
- To understand the realities of functioning of the fashion and related industries from experts involved within the field

Learning Outcomes

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

COURSE CONTENT

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

Suggested Assignments

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

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

RFD254: CAD-I

Objectives

- To learn vector image formats through Corel Draw applications
- To acquire sound knowledge of the principles of graphic design
- To conceptualize design and its implementation using Corel Draw
- To incorporate in design students the ability to represent and create visuals using tools of Corel Draw
- To design and develop structural and applied design for product development

Learning Outcomes

- Be able to acquire basic understanding & skills of vector graphics software
- Be able to apply learnt tools and techniques for design development
- Be able to integrate design skills with the technology of computer applications.
- Be able to provide an asset for the designers to come at par with the modern technology
- Be able to combine available data with software tools for effective designing
- Understand Corel Draw as a tool for documentation

COURSE CONTENT

UNIT-I COREL DRAW

Tools and their application

- Introduction to Corel Draw software (definition and shortcut keys, RGB and CMYK color modes)

Page layout (size, orientation, page formatting, rulers, guidelines, nudge, table formatting, setting up grids etc.)

Menu bar, property bar, standard bar options

Importing bitmaps and tracing bitmap

Exporting

UNIT-II TOOL BAR

- Application of each tool
- Pick tool (duplicate, rotate, skew, mirror)
- Shape tool (shaping objects, shaping text)
- Bezier tool
- Eraser tool, knife tool
- Crop tool
- Zoom tool (zoom-in, zoom-out)
- Basic shapes tool and other drawing tool (circle, semi circle, 3/4th circle, rectangle, triangle, charts)
- Text tool (shaping text, lens)
- Table tool

- Special effects (eyedropper, blend, drop shadow, envelope, contour, distort)
- Color eyedropper
- Outline pen tool
- Fill tool
- Power clip objects

UNIT-III COREL DRAW

Application in terms of digital design

- Logos and visiting cards
- Motif development
- Repeat pattern layout (clone, step and repeat)
- Product layout

UNIT-IV DESIGN & DETAILING

Draw details/silhouettes of the following and apply various textures and effects for:

Collars
Sleeves
Pockets
Skirts
Trousers
Accessories

UNIT-V FASHION ILLUSTRATION

Drawing fashion croquis
Draping on fashion croquis

Suggested Assignments

Design atleast ten motifs using basic shapes

Practice any five free hand motifs from temple architecture like stone and wood carvings

Design atleast ten motifs using shape tool and bezier tool and add various special effects

Practice any ten logos of different brands

Design atleast ten different logo concepts for your brand. Choose any one. Design a visiting card and incorporate the chosen logo in the same

Develop atleast two designs for the following:

Nursery prints

Floral prints

Geometrical

Polka dots

Abstract

Stripes

Checks

Stylized motifs

Combining different elements of design (e.g. stripes with floral prints etc)

Design an advertisement/poster (look board & information poster) on a topic given by the faculty concerned, using typographical tools of Corel Draw

OR

To replicate a two page magazine layout having graphics, images and typography, for effective representation using Corel Draw software

Make a repeat layout pattern for any five designs and map (place) each design on an appropriate product (home furnishing, apparel or fashion accessory products) keeping in mind the scale of design, direction etc.

Design atleast five jewelry pieces with detailing (hats, necklace, finger ring, ear rings, pendant, bracelet, cuff links, tie, tiepins, bags, belts, shoes)

Create a flat sketch of male and female croquette of appropriate scale (geometrical form)

Create atleast 5 different postures of male and female flesh croquis on Corel Draw

Based on five selected themes (executive wear, casual wear, beach wear, sportswear etc.) design atleast two garments each and drape on an appropriate posture of a flesh croqui. Also create a suitable backdrop for the same.

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

Textbooks

1. Respective software manuals
2. Altman, R., Corel Draw X5, BPB Publications
3. Bangia, R. , Corel Draw, Khanna Book Publishing, Delhi, 2003
4. Phyllis, D, CorelDraw 11 for windows & Macintosh, Schwartz-Steve Publisher

Web Sources

1. Corel draw Tutorials

RFD255: FUNDAMENTALS OF PHOTOGRAPHY (MODULAR)

Objectives

- To learn the fundamentals of photography
- To understand photography as a medium of communication
- To understand photography as a conceptual process
- To develop basic competency in handling photography equipment
- To develop a base for development of creative photography skills
- To improve images through photo correction tools

Learning Outcomes

- Be able to use camera as a tool
- Understand the different peripherals and their usage
- Understand compositions, placement of elements and interplay of light and shade in a photographic frame
- Be able to handle and manipulate various photography tools for effective photography
- Be able to use photography as a tool for documentation

COURSE CONTENT

UNIT-I INTRODUCTION TO PHOTOGRAPHY

Orientation

Scope of the subject

The basic science of photography

UNIT-II INTRODUCTION TO CAMERAS AND OTHER PHOTOGRAPHY EQUIPMENT

- Film camera
- Types of lenses
- Types of camera films
- Film speeds
- Film developing process
- Flash and artificial light
- Reflectors
- Types of filters
- Tripod, monopod and handheld
- Digital camera
- Digital SLR camera
- Memory cards

UNIT-III WORKING OF A CAMERA

- Focal length
- Shutter speed
- Aperture
- Exposure
- Depth of field
- Daylight photography
- Flash photography
- Outdoor photography
- Indoor photography
- Picture correction and alteration

UNIT-IV ASSIGNMENT – 1 (on working with different apertures, shutter speeds, exposure values and depth of field)

UNIT-V ASSIGNMENT – 2 (on daylight photography)

UNIT-VI ASSIGNMENT – 3 (on flash photography)

UNIT-VII ASSIGNMENT – 4 (on outdoor photography)

UNIT-VIII ASSIGNMENT – 5 (on indoor photography)

Suggested Assignments

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

The students are required to collate all the work done during the course and present as a combined portfolio at the end of the semester with proper mounting, photograph details and due labeling.

The assignments (as mentioned in Units IV – VIII) can be based on various subjects like nature, architecture, landscapes, public places, portraits, human form etc. The students will click pictures of the subjects using different apertures, shutter speeds, exposure values, lightings etc. and compare the results to understand the quality of their work.

Suggested Visits

- Photography exhibitions
- Photo studios
- Local photographers

Reference Material

1. Langford, Michael, Basic Photography – 7th Edition, Focal Press, 2000
2. Grimm, Tom and Grimm Michele, The Basic Book of Digital Photography, Penguin Group US, 2009
3. Langford's Basic Photography – The Guide For Serious Photographers (9th Edition), Focal Press, 2010
4. Stroebel Leslie D., Zakia Richard Donald, Basic Photographic Material and Processes, Elsevier Science & Technology Books, 2009
5. Eggers, Ron, Basic Digital Photography: A Comprehensive Step-By-Step Guide to Selecting and Using Digital Cameras, Scanners and Software, Amherst Media, 2000

Web Sources

1. [http:// learnbasicphotography.com/](http://learnbasicphotography.com/)
2. photo.net > Learn About Photography
3. www.digitalrev.com > Learn > Help & Tips
4. www.dofmaster.com/courses/basic/
5. www.basic-digital-photography.com/
6. www.cambridgeincolour.com/tutorials.htm
7. www.dptips-central.com/digital-photography-basics.html

RFD256: DESIGN PROCESS

Objectives

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

Learning Outcomes

- Be able to research, analyze and use collected data for ideation and concept development

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

COURSE CONTENT

UNIT-I STEPS IN DESIGN PROCESS

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

UNIT-II DESIGN DEVELOPMENT

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

UNIT-III DESIGN CONCEPTION

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

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

Select an appropriate theme for design development

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

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

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

UNIT-IV DESIGN DEVELOPMENT

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

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

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

UNIT-V DOCUMENTATION, PORTFOLIO AND PRESENTATION

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

Also, record the stepwise design development process through photography

Compile a portfolio of the theme board, color palette, story board, all doodles, initial concepts, detailed illustration of the final selected design with specifications, proper mounting and appropriate labeling and the detailed product illustration in suitable surroundings

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

Suggested Visits

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

Reference Material

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

Web Sources

1. <http://inspirationfeed.com/articles/design-articles/design-process-flowchart-that-all-freelancers-designers-must-have/>
2. http://www.google.co.in/url?sa=t&rct=j&q=design%20process%20steps&source=web&cd=10&cad=rja&ved=0CFgQFjAJ&url=http%3A%2F%2Fwww.engr.uconn.edu%2F~abboud%2FLect-2.ppt&ei=PPZbUdToIluSrgeUmoDwCw&usg=AFQjCNH3lVN9IE9y8UxlvV6DDp8_k0mRFA&bvm=bv.44697112,d.bmk
3. http://www.academia.edu/561522/Layout_for_different_Textile_design_prints
4. <http://patternobserver.com/courses/the-ultimate-guide-to-repeats/>