



SNDT Women's University, Mumbai

**Bachelor of Science
(Fashion Apparel Design)**

B.Sc. (Fashion Apparel Design)

As Per NEP - 2020

**Syllabus
(2024-2025)**

**Credit structure For Under Graduate Programmes in Humanities, Science and Technology and
Interdisciplinary Studies Faculties
(2024 May as per GR dated 13/03/2024)**

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Terminologies

Abbreviation	Full-form	Remarks	Related to Major and Minor Courses
Major (Core)	Main Discipline		
Major (Elective)	Elective Options		related to the Major Discipline
Minor Stream	Other Disciplines (Inter/ Multidisciplinary) not related to the Major	either from the same Faculty or any other faculty	
OEC	Open Elective Courses/ Generic		Not Related to the Major and Minor
VSC	Vocational Skill Courses		Related to the Major and Minor
SEC	Skill Enhancement Courses		Not Related to the Major and Minor
AEC	Ability Enhancement Courses	Communication skills, critical reading, academic writing, etc.	Not Related to the Major and Minor
VEC	Value Education Courses	Understanding India, Environmental science/education, Digital and technological solutions, Health & Wellness, Yoga education, sports, and fitness	Not Related to the Major and Minor
IKS	Indian Knowledge System	I. Generic IKS Course: basic knowledge of the IKS II. II. Subject-Specific IKS Courses: advanced information about the subject: part of the major credit	Subject Specific IKS related to Major
OJT	On-Job Training (Internship/Apprenticeship)	corresponding to the Major Subject	Related to the Major
FP	Field projects	corresponding to the Major Subject	Related to the Major
CC	Co-curricular Courses	Health and Wellness, Yoga education sports, and fitness, Cultural Activities, NSS/NCC and Fine/ Applied/Visual/ Performing Arts	Not Related to the Major and Minor
CE	Community Engagement and service		Not Related to the Major and Minor
RP	Research Project	corresponding to the Major Subject	Related to the Major

Programme Template

Program Degree.		B.Sc.
Parenthesis if any(Specialization)		Fashion Apparel Design
Preamble		<p>In recognition of the dynamic interplay between creativity and innovation in the realm of fashion, we, the faculty and administration of S N D T Women's University, Mumbai hereby establish the Bachelor of Science program in Fashion Apparel Design. This program is designed to cultivate a cadre of visionary designers who possess not only a profound understanding of the rich tapestry of fashion history but also the technical skills and entrepreneurial acumen to shape the future of the industry.</p> <p>Rooted in the ethos of artistic expression and functional design, the B.Sc. in Fashion Apparel Design is a comprehensive academic endeavor that blends theoretical knowledge with practical application. Through a rigorous curriculum encompassing elements of design theory, garment construction, textile science, and trend analysis, students will embark on a transformative journey of discovery and innovation.</p> <p>Furthermore, our program is committed to fostering a collaborative and inclusive learning environment where students from diverse backgrounds can exchange ideas, challenge conventions, and push the boundaries of creativity. By embracing interdisciplinary perspectives and engaging in hands-on projects, our graduates will emerge as versatile professionals equipped to navigate the complexities of the global fashion landscape.</p> <p>With a steadfast dedication to excellence and a forward-thinking approach, the Bachelor of Science program in Fashion Apparel Design aims to empower the next generation of fashion leaders to make enduring contributions to the field, driving both artistic expression and sustainable innovation. Through this program, we aspire to nurture creative visionaries who will shape the future of fashion with ingenuity, integrity, and a profound appreciation for the transformative power of design</p>
Programme Specific		After completing this programme, Learner will
Outcomes(PSOs)	1.	Proficiency in Design Concepts: Graduates should demonstrate a deep understanding of design principles, including color theory, textile manipulation, pattern making, and garment construction techniques.
	2.	Technical Competence in Apparel Production: Students should be proficient in using various tools, equipment, and software relevant to fashion design and

		garment production, such as CAD software, sewing machines, and pattern drafting tools.
	3.	Creativity and Innovation: Graduates should exhibit creativity and innovation in developing original fashion designs, incorporating new trends, materials, and techniques to create aesthetically pleasing and marketable apparel.
	4.	Knowledge of Textiles and Materials: Students should have a comprehensive understanding of different textiles, fabrics, and materials used in apparel design, including their properties, characteristics, and suitability for various garment types.
	5.	Understanding of Fashion Trends and Consumer Behavior: Graduates should be able to analyze fashion trends, consumer preferences, and market demands to develop fashion collections that meet the needs and desires of target consumers.
	6.	Ethical and Sustainable Practices: Graduates should understand the ethical and sustainability issues related to fashion design and production, and be able to integrate principles of sustainability into their design processes and decisions.
	7.	Professionalism and Entrepreneurial Skills: Students should develop a strong work ethic, professionalism, and entrepreneurial mindset, preparing them for careers in the fashion industry as designers, entrepreneurs, stylists, or fashion consultants.
Eligibility Criteria for Programme		<p>Eligibility Criteria for Admitting Students in First Year in B.Sc Fashion Apparel Design Program</p> <p>1. Eligibility Criteria for B.Sc-I Year</p> <ul style="list-style-type: none"> i. Passed 12th grade in any stream. ii. Completed a full-time diploma of at least two years after 10th grade from SNTD or any recognized university/board iii. For NRI & Foreign students, an equivalence certificate from the Association of Indian Universities (AIU), New Delhi. <p>2. Criteria for Selecting Students for the 1st Year (Entry-Level):</p> <ul style="list-style-type: none"> - Colleges will conduct aptitude tests covering general knowledge, language skills, and creativity through studio tests. - Students will be considered for provisional admission based on their test performance. - Provisionally admitted students must pass the 12th-grade exam or its equivalent with at least 45%. - Colleges with fewer applications may fill seats subject

		<p>to availability and will still conduct aptitude tests.</p> <ul style="list-style-type: none"> - Reservation policies of the Government of Maharashtra and SNDT University Mumbai will be followed. - If there are fewer applicants, seats may be filled based on availability, and interviews may be conducted. - CET (Common Entrance Test) is not compulsory. Colleges may conduct their own tests. - If a college does not conduct CET, preference will be given to academic records (minimum 45% required).
Intake		120

Structure with Course Titles

B.Sc. (Fashion Apparel Design)

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester I					
1003090 1	Fashion Studies (Th) Part I	Major (Core)	2	50	50	0
		Major (Core)	2	50	0	50
		Major (Core)	2	50	50	0
1043091 1	Fashion Photography	OEC	4	100	50	50
1063090 1	Fashion Studies (Pr)	VSC S1	2	50	50	0
1073090 1	Fiber & Yarn Science	SEC	2	50	50	0
	English - I	AEC (English)	2	50	0	50
	Inception of India Knowledge System	IKS (Generic)	2	50	0	50
		VEC	2	50	0	50
	Co-curricular activity	CC	2	50	50	0
			22	550	300	250
	Semester II					
2003091 1	Fashion Studies (Th) Part II	Major (Core)	2	50	0	50
		Major (Core)	2	50	50	0
		Major (Core)	2	50	0	50
		VSC S2	2	50	0	50
		VSCS2	2	50	0	50
2043092 1	Basic Fashion Illustration (Pr)	OEC	4	100	50	50
2073090 1	Introduction to retailing	SEC	2	50	50	0
	English -II	AEC (English)	2	50	50	0
		VEC	2	50	0	50
	Co-curricular activity	CC	2	50	50	0
			22	550	250	300

Exit with UG Certificate with 4 extra credits (44 + 4 credits)

SEMESTER I

1.1 Major (Core)

Course Title	Fashion studies I (Theory)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to,
	1. Understand the evolution and impact of fashion on society, including its historical development and cultural significance.
	2. Analyze the basic principles of fashion design and apply them to create innovative and culturally relevant designs.
	3. Evaluate the relationship between fashion and technology, recognizing its influence on design, production, and communication.
	4. Compare and contrast the concepts of fast fashion and sustainable fashion, and analyze their implications on consumer behaviour and industry practices.
Module 1(Credit 1) - Fashion Fundamentals	
Learning Outcomes	After learning the module, learners will be able to,
	1. Understand the significance of fashion in society, including its historical roots and evolution over time.
	2. Acquire knowledge about the basic principles governing fashion design and the creative process involved.
	3. Explore the interaction between fashion, culture, and technology, fostering critical thinking and analysis.
Content Outline	<ul style="list-style-type: none">● Introduction to Fashion● Definitions & Overview● The Role of Fashion in Society● History & Origin of Fashion● Basic Principles of Fashion Design● Fashion Research Analysis● Fashion Development● Fashion and Culture● Fashion Terminology & Concepts● Design Process● Technology in Fashion
Module 2(Credit 1) - Understanding the Fashion World	
Learning Outcome:	After learning the module, learners will be able to
	1. Comprehend the difference between fast fashion and sustainable fashion, grasping the environmental and social implications of each.
	2. Understand how consumers influence the fashion cycle and consumption patterns, gaining insight into the decision-making process behind purchasing fashion items.
	3. Acquire foundational knowledge of retail management principles, including merchandising, inventory control, and customer service, essential for success in the fashion retail industry.

Content Outline	<ul style="list-style-type: none"> ● Fast Fashion vs. Sustainable Fashion ● Fashion Cycle ● Consumers & Fashion Consumption ● Retail Management ● Textile Materials ● Global Fashion Industry ● Current Issues & Future Trends ● Fashion Production & Manufacturing ● Fashion Marketing & Branding ● Fashion Media Communication
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Assignment/Activities towards Comprehensive Continuous evaluation (CCE):

Module 1

1. Collect pictures, colors, and fabrics that showcase a fashion trend you currently like. Arrange them on a board to express your idea and create a mood board.

Module 2

2. Choose one fashion trend and create a poster explaining its importance and impact on the fashion industry. Use images, brief descriptions, and examples to illustrate your points.

References:

1. Elaine Stone, Sheryl A. Farnan (2018) *The Dynamics of Fashion* Fairchild Books
2. Gini Stephens Frings (2014) *Fashion: From Concept to Consumer* Pearson
3. Roland Barthes (1990) *The Fashion System* University of California Press
4. John Hopkins (2021) *Fashion Design: The Complete Guide* Bloomsbury Visual Arts
5. Malcolm Barnard (2007) *Fashion Theory: A Reader* Routledge
6. Teri Agins (2000) *The End of Fashion: How Marketing Changed the Clothing Business Forever* Harper Paperbacks
7. Rebecca Arnold (2009) *Fashion: A Very Short Introduction* Oxford University Press
8. Diana Crane (2000) *Fashion and Its Social Agendas: Class, Gender, and Identity in Clothing* University of Chicago Press
9. Kate Fletcher (2014) *Sustainable Fashion and Textiles: Design Journeys* Routledge
10. Mike Easey (2009) *Fashion Marketing* Wiley-Blackwell

1.4. Open Elective Courses/Generic (OEC)

Course Title	Fashion Photography
Course Credits	4
Course Outcomes	1. Gain historical insights and identify key figures and movements in fashion photography, establishing a foundational understanding of its evolution.
	2. Master aesthetics and composition principles, utilizing color, texture, and form to enhance fashion photographs, while demonstrating proficiency in styling and wardrobe selection.
	3. Develop expertise in lighting techniques, distinguishing between natural and artificial light, implementing studio setups, and creatively manipulating shadows and highlights.
	4. Analyze the representation of gender, race, and body image in fashion photography, explore cultural influences, compare its relationship with other visual arts, and adapt to contemporary trends including digital techniques and social media impact.
Module 1(Credit 1) -	
Learning Outcomes	After learning the module, learners will be able to,
	1. Gain an understanding of the historical development of fashion photography, recognizing its evolution and influence over time..
	2. Identify and analyze the contributions of key figures and movements that have shaped the field of fashion photography
	3. . Develop a foundational knowledge of the significant trends and technological advancements that have impacted fashion photography.
Content Outline	<ul style="list-style-type: none">● Introduction to Fashion Photography:<ul style="list-style-type: none">- Historical overview of fashion photography- Key figures and movements in the field
Module 2 (Credit 1) -	
Learning Outcome:	After learning the module, learners will be able to,
	<ol style="list-style-type: none">1. Apply the principles of composition specific to fashion photography, enhancing their ability to create visually compelling images.2. Explore and utilize color, texture, and form effectively to convey mood and style in fashion photography3. Develop skills in styling and wardrobe selection, understanding their importance in creating cohesive and striking fashion photographs.

Content Outline	<ul style="list-style-type: none"> ● Aesthetics and Composition <ul style="list-style-type: none"> - Principles of composition in fashion photography - Use of color, texture, and form - Styling and wardrobe selection
Module3 (Credit 1) -	
Learning Outcomes	<p>After learning the module, learners will be able to,</p> <ol style="list-style-type: none"> 1. Differentiate between natural and artificial lighting techniques, mastering various studio lighting setups.. 2. Experiment with creative use of shadows and highlights, enhancing their technical proficiency in lighting for fashion photography 3. Critically analyze the representation of gender, race, and body image in fashion photography, exploring the cultural influences on fashion imagery.
Content Outline	<ul style="list-style-type: none"> ● Lighting Techniques <ul style="list-style-type: none"> - Natural light vs. artificial light - Studio lighting setups - Creative use of shadows and highlights ● Fashion and Identity <ul style="list-style-type: none"> - Representation of gender, race, and body image in fashion photography - Cultural influences on fashion imagery
Module 4 (Credit 1) -	
Learning Outcome:	<p>After learning the module, learners will be able to,</p> <ol style="list-style-type: none"> 1. Compare fashion photography with other visual arts, understanding its unique place and influence within the broader art world 2. Evaluate the role of fashion photography in museums and galleries, gaining insight into its artistic and cultural significance. 3. Stay current with contemporary trends, mastering digital photography and post-production techniques, and understanding the impact of social media on the democratization of fashion photography
Content Outline	<ul style="list-style-type: none"> ● Fashion Photography and Art <ul style="list-style-type: none"> - Comparisons with other visual arts - Fashion photography in museums and galleries ● Contemporary Trends <ul style="list-style-type: none"> - Digital photography and post-production techniques - Social media and the democratization of fashion photography - Emerging styles and approaches

Assignment/Activities towards Comprehensive Continuous Evaluation (CCE):

Module 1

1. Create a collage representing the evolution of fashion photography. Research and select images from different historical periods, highlighting key figures and movements in the field.

Module 2

2. Select a fashion theme and create a styled photo shoot using basic wardrobe items.

Module 3

3. Choose a natural or artificial lighting setup and capture a series of portraits using yourself or a model as the subject.

Module 4

4. Gather images from various sources such as magazines, social media, or online platforms, and compile them into a collage-style presentation.

References:

1. Bruce Smith (2008) *Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade* Rotovision
2. Eliot Siegel (2008) *The Fashion Photography Course: First Principles to Successful Shoot - the Essential Guide* Thames & Hudson
3. Eugenie Shinkle (2008) *Fashion as Photograph: Viewing and Reviewing Images of Fashion* I.B. Tauris
4. Rossella (2004) *Lighting People: A Photographer's Reference* Peachpit Press
5. Chris Tarantino and Ken (2005) *Digital Fashion Photography* Prentice Hall
6. Maria Morris Hambourg (2004) *Fashioning Fiction in Photography since 1990* The Museum of Modern Art, New York

1.5 Vocational Skill Courses (VSC)

Course Title	Fashion studies (practical)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to,
	1. Differentiate between various types of fabrics (natural, synthetic, blends) and analyze their properties such as texture, weight, drape, and stretch.
	2. Acquire skills in fabric testing methods (shrinkage, colorfastness, strength) and demonstrate proficiency in handling different fabrics during sewing processes.
	3. Demonstrate competence in basic garment construction techniques, including the operation of sewing machines, hand stitching, and various hemming methods
	4. Be proficient in fashion illustration tools and techniques, capable of creating fashion figures, poses, and designing a mini collection through illustrations.
Module 1(Credit 1) - Introduction to Fabrics and Textiles & Fabric Testing	
Learning Outcomes	After learning the module, learners will be able to,
	1. Identify and classify different types of fabrics including natural, synthetic, and blends
	2. Analyze fabric properties such as texture, weight, drape, and stretch.
	3. Perform fabric testing procedures for shrinkage, colorfastness, and strength
Content Outline	<ul style="list-style-type: none"> ● Introduction to Fabrics and Textiles <ul style="list-style-type: none"> - Understanding different types of fabrics (natural, synthetic, blends). - Identifying fabric properties (texture, weight, drape, stretch). - Fabric sourcing and swatch collection. ● Fabric Testing and Handling <ul style="list-style-type: none"> - Techniques for fabric testing (shrinkage, colorfastness, strength). - Handling different fabrics during the sewing process. - Basics of fabric cutting and grainlines.
Module 2(Credit 1) - Garment Construction Techniques & Fashion Illustration	
Learning Outcome:	After learning the module, learners will be able to,
	1. Operate a sewing machine safely and effectively for basic garment construction.

	2. Apply various hemming techniques, including blind hem and rolled hem, to finished garments.
	3. Render fashion figures and poses accurately and expressively.
Content Outline	<ul style="list-style-type: none"> ● Garment Construction Techniques <ul style="list-style-type: none"> - basics of sewing machine - Basic sewing techniques (hand stitching, machine stitching). - Hemming techniques (blind hem, rolled hem). ● Fashion Illustration <ul style="list-style-type: none"> - Introduction to fashion illustration tools and techniques. - Drawing fashion figures and poses. - Designing a mini collection through illustrations

Assignment/Activities towards Comprehensive Continuous Evaluation (CCE):

Module 1

1. Collect swatches of five different fabrics (natural, synthetic, and blends) and create a labeled sample book, noting their properties such as texture, weight, and drape.

Module 2

2. Use basic sewing techniques and fashion illustration tools to create a mini-fashion collection

References:

1. Joseph J. Pizzuto (2016) *Fabric Science* Fairchild Books
2. Alison Smith (2009) *The Sewing Book* DK Publishing
3. Anna Kiper (2011) *Fashion Illustration: Inspiration and Technique* David & Charles

1.6 Skill Enhancement Courses (SEC)

Course Title	Fiber & Yarn Science
Course Credits	2
Course Outcomes	After going through the course, learners will be able to,
	1. Understand the basic types and properties of fibers.
	2. Learn the processes involved in fiber production.
	3. Gain knowledge of yarn formation techniques and their applications.
Module 1(Credit 1) - Fibers	
Learning Outcomes	After learning the module, learners will be able to,
	1. Define and classify different types of fibers and distinguish between natural and synthetic fibers.
	2. Gain knowledge of the physical and chemical properties of various fibers, including strength, elasticity, absorbency, and dye affinity.
	3. Understand the processes involved in the production of natural and synthetic fibers and learn basic techniques for fiber identification and testing.
Content Outline	<ul style="list-style-type: none"> ● Introduction to Fibers <ul style="list-style-type: none"> - Definition and classification of fibers - Natural vs. synthetic fibers ● Natural Fibers <ul style="list-style-type: none"> - Types: Cotton, Wool, Silk, Linen - Properties and uses ● Synthetic Fibers <ul style="list-style-type: none"> - Types: Polyester, Nylon, Acrylic - Properties and uses ● Fiber Properties <ul style="list-style-type: none"> - Physical properties: Strength, elongation, elasticity - Chemical properties: Absorbency, dye affinity ● Fiber Production Processes <ul style="list-style-type: none"> - Natural fiber extraction (e.g., cotton ginning, wool scouring) - Synthetic fiber manufacturing (e.g., polymerization, extrusion) ● Fiber Identification and Testing <ul style="list-style-type: none"> - Microscopic examination - Chemical tests
Module 2 (Credit 1) - Yarns	
Learning Outcome:	After learning the module, learners will be able to,
	1. Understand the basic types of yarns, including their definitions, classifications, and differences between spun and filament yarns.
	2. Learn about various yarn manufacturing processes, including spinning and texturizing techniques.
	3. Identify and explain the different applications of yarns in apparel, fashion, and technical textiles.

Content Outline	<ul style="list-style-type: none"> ● Introduction to Yarns <ul style="list-style-type: none"> - Definition and classification of yarns - Spun vs. filament yarns ● Yarn Manufacturing Processes <ul style="list-style-type: none"> - Spinning processes: Ring, rotor, air-jet - Texturizing processes ● Yarn Properties <ul style="list-style-type: none"> - Yarn count and denier - Twist, strength, elongation ● Yarn Testing <ul style="list-style-type: none"> - Tensile testing - Evenness testing ● Specialty Yarns <ul style="list-style-type: none"> - Blended yarns - Fancy yarns (e.g., boucle, slub) ● Applications of Yarns <ul style="list-style-type: none"> - Apparel and fashion - Technical textiles and industrial applications
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Assignment/Activities towards Comprehensive Continuous Evaluation (CCE):

Module 1

1. Design a presentation comparing the properties, production processes, and identification methods of natural and synthetic fibers, highlighting their uses in different industries.

Module 2

2. Create a yarn classification chart illustrating the properties and applications of spun and filament yarns.

References:

1. H. V. Sreenivasa Murthy *Textile Fibers, Dyes, Finishes, and Processes*
2. V. K. Kothari *Fiber Science and Technology*
3. T. S. Hariharan *Yarn Production: Technology and Applications*
4. Gohl E.P.G. Velensky, L.D (2003)*Textile Science* CBS Publishers and Distributors
5. HallA.J. (2004) *The standard handbook of Textiles 8th edition* WoodheadPublishing
6. VidyaSagar, P.V. (2005) *Hand Book of Textiles* A. Mittal Publications

SEMESTER II

2.1 Major Core

Course Title	Fashion studies II (Theory)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. Develop a strong understanding of the creative process in fashion design, incorporating elements and principles of design to produce innovative and visually appealing fashion concepts.
	2. Acquire proficiency in fashion illustration and sketching techniques, enabling them to effectively communicate their design ideas visually.
	3. Grasp the importance of sustainable design practices in fashion, learning to incorporate eco-friendly materials and manufacturing processes into their designs, thus contributing positively to the environment and society.
Module 1(Credit 1) - Fashion Design and Innovation	
Learning Outcomes	After learning the module, learners will be able to
	1. Understand how to generate unique and innovative fashion designs through exploration and experimentation.
	2. Apply fundamental design principles to create visually appealing and balanced fashion designs.
	3. Develop proficiency in fashion illustration and sketching techniques to effectively communicate their design ideas visually.
Content Outline	<ul style="list-style-type: none">● Creative Process in Fashion Design● Elements and Principles of Design● Fashion Illustration and Sketching Techniques● Fabric Manipulation and Surface Design● Sustainable Design Practices in Fashion● Innovation in Materials and Textiles● Collaborations in Fashion Design● Couture vs. Ready-to-Wear: Understanding the Difference● Fashion Forecasting and Trend Analysis● Fashion Entrepreneurship and Start-up Strategies
Module 2(Credit 1) - Fashion Business and Management	
Learning Outcome:	After learning the module, learners will be able to,
	1. Know how fashion businesses make money and run economically, including the different ways they operate and how it affects making profits and growing.
	2. Understand how products move through the fashion industry, from getting materials to making finished items for customers. You'll also learn ways to make this process work better and cost less.
	3. Gain knowledge and skills in choosing, buying, and advertising fashion products to meet what customers want. This includes understanding trends, setting prices, and promoting the products.

Content Outline	<ul style="list-style-type: none"> ● Fashion Economics and Business Models ● Supply Chain Management in the Fashion Industry ● Merchandising and Buying Strategies ● Fashion Law and Intellectual Property Rights ● Ethical and Social Responsibility in Fashion Business ● E-commerce and Digital Strategies for Fashion Retail ● Fashion Finance and Budgeting ● Strategic Planning and Brand Management ● Leadership and Team Management in Fashion Companies ● Crisis Management and Risk Assessment in Fashion Business
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Assignment/Activities towards Comprehensive Continuous Evaluation (CCE):

1. Module 1

Pick a famous fashion outfit. Look closely at it to see how it's put together. Write a short essay about what you find. Explain how things like colors, shapes, and how they're arranged make the outfit look good. Also, draw some pictures to show what you mean.

2. Module 2

Choose a fashion brand or company you admire and analyze its business model. Write a short report (500-700 words) explaining how the company makes money, its target market, and its key strategies for profitability and growth.

References:

1. Roland Barthes (1990) *The Fashion System* University of California Press
2. Elaine Stone (2018) *The Dynamics of Fashion* Fairchild Books
3. Ruth Singer (2013) *Fabric Manipulation: 150 Creative Sewing Techniques* David & Charles
4. Kate Fletcher (2014) *Sustainable Fashion and Textiles Jo: Design urneys* Routledge
5. Anna Kiper (2011) *Fashion Illustration: Inspiration and Technique* David & Charles
6. Lorynn Divita, Ann Marie Fiore (2017) *Fashion Forecasting* Fairchild Books
7. Tsan-Ming Choi (2012) *Fashion Supply Chain Management: Industry and Business Analysis* IGI Global.

2.6 Open Elective Courses/Generic (OEC)

Course Title	Basic Fashion Illustration
Course Credits	4
Course Outcomes	After going through the course, learners will be able to,
	1. Develop sketching skills with a focus on proportion, movement, and style.
	2. Enable to develop skills in designing fashion accessories
	3. Develop skills to visually communicate design ideas through illustrations, including garment details, textures, and color palettes.
	4. Enhance ability to draw fashion figures and clothing
Module 1(Credit 1)-	
Learning Outcomes	After learning the module, learners will be able to,
	<ol style="list-style-type: none"> 1. Acquire the skill to sketch fashion figures and garments, with a focus on proportion, movement, and style. 2. Apply knowledge of anatomy and colour schemes in artistic way.
Content Outline	<ol style="list-style-type: none"> 1. Basics of design <ul style="list-style-type: none"> ● Elements and Principles of design 2. Human Anatomy <ul style="list-style-type: none"> ● Introduction to human anatomy and proportions ● Study of human body parts -Man, woman & child.. 3. Basic color schemes- achromatic, analogues, monochromatic, complimentary, and neutral.
Module 2(Credit 1) -	
Learning Outcomes	After learning the module, learners will be able to,
	<ol style="list-style-type: none"> 1. Develop basic croqui drawing techniques illustrating various movements and mechanical poses. 2. Acquire skills in croqui drawings and depicting movement.

Content Outline	<ul style="list-style-type: none"> ● Croqui and movement. ● Croqui and movement -Basic croqui drawing ● showing different movements and mechanical poses, Fleshing of block figures (leg and hand movement, front and 3/4view)8 head, 10 head and 12 head croqui for women, men and children
Module 3 (Credit 1) -	
Learning Outcomes	<p>After learning the module, learners will be able to,</p> <ol style="list-style-type: none"> 1. Visually communicate design ideas through fashion illustrations. 2. Develop new illustrations for accessories and Necklines, collars, Sleeves.
Content Outline	<ol style="list-style-type: none"> 1. Accessory designing <ul style="list-style-type: none"> ● Accessory details to show Indian and western look that go well with the garment (1 or 2 examples to give basic concepts) such as jewelry, bags, shoes, hats, watches, purses, umbrella, hairstyle, etc. 2. Basic necklines, collar, sleeve and variation. <ul style="list-style-type: none"> ● Drawing of different neckline patterns (any 10) ● Drawing of different color patterns in (any 10) ● Drawing of different sleeve pattern any (any 10)
Module 4 (Credit 1) -	
Learning Outcomes	<p>After learning the module, learners will be able to,</p> <ol style="list-style-type: none"> 1. Examine the law of fabric suspension. 2. Apply knowledge by adopting at least five different fabrics on a garment.
Content Outline	<ol style="list-style-type: none"> 1. Law of fabric suspension <ul style="list-style-type: none"> ● Rendering different fabrics and fall such as cotton, chiffon, silk, pleats, frills, ruffles, gathers, denim, leather for Terry Pile effect, etc. adoption of any five fabrics on garment. ● Procure fabric sample made out of specific materials and render it while observing on 12 head croqui (any 2 samples)

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

- Continuous internal evaluation of 50 marks
- Two Modules = 25 marks each

References:

1. Khurana P. Sethi M., (2007) *Introduction to Fashion Technology* Laxmi Publications.
2. Chapman N., Cheek J. (2012), *Creative Fashion Drawing: A Complete Guide to Design and Illustration Styles* (Essential Guide to Drawing), Arcturus Publishing Ltd
3. Lafuent M. (2008), *Fashion Illustration Techniques (Drawing)*, Taschen GmbH Publishing
4. Singhal R., Bharali K. (2010) *Fashion Rendering*, Om books publications
5. Karampuri D., Bhosale J. (2012). *Liberty Fashion Sketch Book*, Liberty Publication
6. Takamura Z., (2012), *Fashion Illustration Techniques*, Rockport Publishers
7. Mc Kelvey, Janine K. W., (2007), *Illustrating fashion*, Blackwell Publishers Ltd
8. Takamura Z., (2012), *Fashion Illustration Techniques: A Super Reference Book for Beginners* Paperback – Import,
9. Manuela Brambatti M., (2017) *Fashion Illustration and Design: Methods & Techniques for Achieving Professional Results*, Promo press.

2.7 Skill Enhancement Courses (SEC)

Course Title	Introduction to Retailing
Course Credits	2
Course Outcomes	After learning the module, learners will be able to,
	1. Infer the fundamental concepts of marketing & marketing management.
	2. Explore the key elements of the marketing mix and product mix
	3. Define and recognize the significance of retail management.
	4. Summarize factors influencing retail industry & Current prospects of Indian retail scenario.
Module 1(Credit 1) -	
Learning Outcomes	After learning the module, learners will be able to,
	1. Identify various marketing concepts & distribution channels.
	2. Determine the significance of retail marketing.
Content Outline	Introduction to Retailing <ul style="list-style-type: none"> Market, Marketing, Marketing Management, Concept of Goods. Concept of Marketing mix & Product mix, Pricing Policies, Channels of Distribution, Wholesaler & Retailers. Meaning, Definition and Importance of retail marketing, classification and organization structure in retail.
Module 2(Credit 1) -	
Learning Outcomes	After learning the module, learners will be able to,
	1. Apply knowledge to analyze the factors influencing the retail industry & assess challenges faced by retailers.
	2. Predict the future prospects of the retail industry in the Indian context
Content Outline	<ul style="list-style-type: none"> Introduction to retail Management <ol style="list-style-type: none"> Definition, Importance, features of retail management, Factors influencing retail industry, challenges faced by retailers, growth of retail in recent years, future prospects of retailing in Indian scenario.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

1. Visit of local retail and whole sale market and write visit and observation report on it.
2. Do a survey and present challenges faced by retailers and their expected solution

References:

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5. Lusch D., (1990), *Retail Management*, South Western Cengage Learning
6. Levy M. & Barton A Weitz, (2008), *Retail Management*, Tata McGraw Hill
7. Jaico J., (2008), *Retail Strategies- understanding why we shop* Publishing House, Mumbai
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11. K.S. Menon, (2013), *Store Management*, Macmillan India Ltd.