



**SNDT Women's University, Mumbai**

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

**B.Sc. In Fashion Apparel Design**

**As Per NEP – 2020**

**Semester – III & IV**

**Syllabus**

**(WEF. 2025-2026)**

### Structure with Course Titles

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	<b>Semester III</b>					
30130911	Startup Strategies in the Fashion Industry	Major (Core)	4	100	50	50
30130922	Fashion Illustration: Female (Pr)	Major (Core)	4	100	50	50
30130923	Creative Pattern Making (Pr)	Major (Core)	4	100	50	50
30330911	Introduction to Fashion Marketing (Th)	Minor Stream	2	50	0	50
30430921	Value addition techniques for garments & home textiles (Pr)	OEC	2	50	0	50
		AEC (Modern Indian Language)	2	50	50	0
31330901	Fabric&GarmentUnderstanding (Pr)	FP	2	50	50	0
		CC	2	50	50	0
			<b>22</b>	<b>550</b>	<b>300</b>	<b>250</b>
	<b>Semester IV</b>					
40130911	Traditional Textiles of India (Th &Pr)	Major (Core)	4	100	50	50
40130922	Fashion Illustration: Male & Kids (Pr)	Major (Core)	4	100	50	50
40130923	Draping (Pr)	Major (Core)	4	100	50	50
40430921	Fashion Accessory Making (Pr)	OEC	2	50	0	50
40730921	Surface Ornamentation (Pr)	SEC	2	50	0	50
		AEC (Modern Indian Language)	2	50	0	50
41530901	Skill Development for Underprivileged Women (Pr)	CE	2	50	50	0
		CC	2	50	50	0
			<b>22</b>	<b>550</b>	<b>250</b>	<b>300</b>

**Exit with UG Diploma with 4 extra credits (44 + 4 credits)**

## Course Syllabus

### Semester: III

#### 3.1 Major (Core)

<b>Course Title</b>	<b>Startup Strategies in the Fashion Industry</b>
<b>Course Credits</b>	<b>4 (2+2)</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. <b>Explore</b> the fashion startup ecosystem and identify key trends, challenges, and opportunities within the Indian and global fashion industry.
	2. <b>Apply</b> startup development tools such as Business Model Canvas, Lean Startup methodology, and customer persona building to fashion-related ventures.
	3. <b>Analyze</b> various startup case studies in the fashion domain to understand the strategic decisions, innovation approaches, and market positioning of emerging brands.
	4. <b>Evaluate</b> branding, digital marketing, and Go-to-Market (GTM) strategies for launching fashion startups in both online and offline environments.
	5. <i>Design and present</i> a feasible fashion startup idea with financial planning, legal compliance, and a compelling investor pitch.
<b>Module 1 Theory(Credit 1):Understanding Fashion Startups &amp; Ecosystem</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Understand what makes a startup different from a traditional business.</li><li>• Analyse the components of the fashion startup ecosystem.</li><li>• Identify market gaps and opportunity areas in fashion.</li><li>• Generate innovative fashion startup ideas.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Introduction to Startups: Definition, characteristics, types of startups, Lifecycle of a startup</li><li>• Fashion Startup Ecosystem: Incubators, accelerators, mentors, investors, Startup trends in the Indian/global fashion industry</li><li>• Traditional Fashion Business vs Fashion Startup: Scalability, innovation, funding models</li><li>• Identifying Gaps in the Market:Problem-solving through entrepreneurship, Conducting opportunity analysis in fashion</li></ul>
<b>Module 2Theory (Credit 1):Strategy, Business Model &amp; Value Proposition</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Apply strategic thinking to build a sustainable fashion startup.</li><li>• Develop a business model specific to fashion.</li><li>• Create clear customer segments and value propositions.</li><li>• Understand the Lean Startup approach and MVP development.</li></ul>

<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Business Strategy for Startups: Vision, mission, goal setting, Strategic positioning in the fashion market</li> <li>• Fashion Business Models: D2C, omnichannel, rental, resale, sustainable fashion models, Revenue generation strategies</li> <li>• Value Proposition Design: What is the unique value offered? Matching product/service with market needs</li> <li>• Lean Startup Methodology: Build-Measure-Learn cycle, MVP (Minimum Viable Product) creation</li> <li>• Customer Segmentation &amp; Persona Development: Identifying early adopters, Mapping customer needs and behaviours.</li> </ul>
<b>Module 3 Practical (Credit 1): Branding, Digital Presence &amp; Go-to-Market Strategy</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Design a compelling brand identity for a fashion startup.</li> <li>• Develop effective digital marketing strategies using social media.</li> <li>• Plan the launch and distribution of fashion products.</li> <li>• Understand the power of storytelling and influencer marketing in fashion.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Fashion Branding Essentials: Elements of a brand: name, logo, visual identity, tone, creating brand stories that connect</li> <li>• Digital Marketing in Fashion: Role of Instagram, Pinterest, YouTube, Content marketing, email marketing, influencer outreach</li> <li>• Go-to-Market Strategy: Product launch plan</li> <li>• Online vs offline sales strategy (e-commerce, pop-ups, exhibitions)</li> <li>• E-commerce &amp; Marketplace Setup: Platforms: Shopify, Etsy, Amazon, Website basics, customer experience</li> <li>• Collaborations &amp; Community Building: Influencers, stylists, micro-communities</li> </ul>
<b>Module 4 Practical (Credit 1): Funding, Financials &amp; Legal Essentials</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Estimate startup costs and plan a basic budget.</li> <li>• Evaluate different sources of funding for fashion startups.</li> <li>• Understand the legal requirements to start and protect a fashion business.</li> <li>• Pitch a startup idea with financial clarity.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Startup Cost &amp; Budgeting: Capital requirements, fixed vs variable costs, Product costing &amp; pricing strategies</li> <li>• Funding Options: Bootstrapping, loans, angel investors, crowdfunding, Investor expectations &amp; startup valuation basics</li> <li>• Pitch Deck Preparation: Components: Problem, solution, business model, traction, team, financials</li> <li>• Legal Basics for Fashion Startups: Business registration (sole proprietorship, LLP, Pvt Ltd), GST, trade licenses, import/export licenses</li> </ul>

	<ul style="list-style-type: none"> <li>Intellectual Property in Fashion: Trademark, copyright, design protection, Fashion piracy &amp; legal safeguards</li> </ul>
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## **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):**

### Module 1: Understanding Fashion Startups & Ecosystem

#### Assignment 1: Market Gap Analysis in Fashion

- Identify and underserved emerging market in the fashion industry (e.g., adaptive fashion, sustainable kidswear, fashion for rural India).
- Explain why this market is a viable opportunity.
- Back your claim with simple data (surveys, articles, trends).

#### Assignment 2: Fashion Startup Roleplay / Debate

- Role-play or conduct a debate on:
  - "Is every fashion designer an entrepreneur?"
  - "Funding is more important than creativity in fashion startups"

### Module 2: Strategy, Business Model & Value Proposition

#### Assignment 1: Lean Canvas Poster

Use the Lean Canvas method to visually lay out your fashion startup idea including:

- Problem, solution, key metrics, unfair advantage, cost structure
- A2 Poster or Digital Submission

#### Assignment 2: Customer Persona Development

- Develop 2–3 detailed customer personas for your fashion brand idea. Include:
  - Name, age, lifestyle, income, shopping behaviour, style preferences
- Canva, PowerPoint, or hand-drawn template

### Module 3: Branding, Digital Presence & GTM Strategy

#### Assignment 1: Social Media Campaign Challenge

- Create a 1-week content plan for launching a new fashion product on Instagram
- Include post captions, hashtags, creative content ideas (reels/posts/stories)

#### Assignment 2: Logo & Brand Story Creation

- Design a logo and write a compelling brand story for your startup
- Explain how your visual identity reflects your business values
- Canva or drawing/sketch tools

### Module 4: Funding, Financials & Legal Essentials

#### Assignment 1: Costing and Pricing Simulation

- Choose a fashion product (e.g., kurta, handbag, denim jacket)
- Create a detailed costing sheet: raw materials, labor, overheads
- Set 2 pricing models: cost-based and value-based
- Excel/Google Sheets

#### Assignment 2: Legal Startup Checklist

- Research and prepare a checklist of legal formalities required to start a fashion business in India
- Cover: business registration, GST, trademark, textile laws, e-commerce regulations

#### References:

- Business of Fashion. (2024). *Startup Success in Fashion: The New Age of Direct-to-Consumer*. Retrieved from [<https://www.businessoffashion.com>]
- Shopify. (2023). *How to Start a Fashion Brand Online – Beginner's Guide*. Retrieved from [<https://www.shopify.com/blog/fashion>]
- Invest India. (2023). *Startup India – A Complete Guide for Entrepreneurs*. Retrieved from [<https://www.startupindia.gov.in>]
- YourStory. (2023). *Top 10 Women-led Fashion Startups in India*. Retrieved from [<https://yourstory.com>]
- Watt, A. (2022). *Fashion Marketing and Branding: A Complete Guide*. Bloomsbury Publishing.
- Jain, S., & Kumar, N. (2021). *Innovative Business Models in the Indian Fashion Industry*. *Journal of Entrepreneurship and Innovation in Emerging Economies*, 7(1), 1–15.
- Entrepreneurship in the Fashion Industry: Trends and Strategies. (2020). *International Journal of Business and Management Research*, 8(2), 54–61.
- Yaganeh, H., & Dabbagh, R. (2019). *The Role of Digital Marketing in Fashion Startups*. *International Journal of Marketing Studies*, 11(3), 102–115.
- Clarkson, J. (2019). *The Fashion Business Manual: An Illustrated Guide to Building a Fashion Brand*. Fashionary International.
- Abraham, A. (2016). *Entrepreneurship Development and Management*. Pearson Education India.
- Ries, E. (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business.
- Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley.
- McKinsey & Company & The Business of Fashion. (Annual Reports). *The State of Fashion*. Retrieved from [<https://www.businessoffashion.com>]

### 3.2 Major (Core)

<b>Course Title</b>	<b>Fashion Illustration: Female (Pr)</b>
<b>Course Credits</b>	<b>4 (0+4)</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. <b>Explore</b> creative thinking and visual storytelling to develop a fashion illustration portfolio suitable for academic or industry presentations.
	2. <b>Apply</b> accurate proportions to draw the female fashion figure with professional standards.
	3. <b>Analyze</b> garment construction to effectively render details, fabrics, and shading techniques.
	4. <b>Evaluate</b> the use of color, texture, and composition to enhance creativity in fashion illustrations.
	5. <b>Create</b> a cohesive set of fashion sketches suitable for portfolio development and industry-level presentations.
<b>Module 1 (Credit 1): Basics of Female Fashion Illustration</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>Understand the 10 &amp; 12-head female fashion figure and body proportions.</li> <li>Sketch basic standing and movement poses for fashion figures.</li> <li>Illustrate facial features, hairstyles, hands, and feet.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>Introduction to Fashion Illustration.</li> <li>Understanding the 10 &amp; 12-head female croquis.</li> <li>Sketching basic poses (front, side, action).</li> <li>Drawing facial features, hands, and feet.</li> <li>Line drawing and shading techniques.</li> </ul>
<b>Module 2 (Credit 1): Garment Sketching &amp; Detailing</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>Illustrate fabric draping, folds, pleats, and gathers realistically.</li> <li>Represent textile textures like silk, denim, lace, and leather using shading techniques.</li> <li>Develop technical drawing skills for fashion flats and specifications by understanding the garment construction and detailing through structured illustration.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>Types of garments: dresses, skirts, tops, pants, jackets.</li> <li>Understanding draping, folds, pleats, and gathers.</li> <li>Representing fabric textures (silk, denim, lace, leather).</li> <li>Technical drawings &amp; flat sketches for garments.</li> </ul>
<b>Module 3 (Credit 1): Color Rendering &amp; Fabric Representation</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>Apply colour theory in fashion illustration.</li> </ul>

	<ul style="list-style-type: none"> <li>• Explore mixed-media techniques (pencil, ink, paint) to enhance fashion sketches.</li> <li>• Develop the ability to match fabric textures with appropriate colouring techniques.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Colour theory and its application in fashion illustration.</li> <li>• Techniques using markers, watercolour, and coloured pencils.</li> <li>• Blending, shading, and highlighting for fabric effects.</li> <li>• Creating mood boards for fashion inspiration.</li> </ul>
<b>Module 4 (Credit 1): Portfolio &amp; Final Collection</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Design a fashion collection (3–5 outfits) based on a selected theme.</li> <li>• Create mood boards and concept presentations to support design ideas.</li> <li>• Develop a mini fashion portfolio showcasing individual style and creativity.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Developing a fashion collection (3–5 illustrated outfits).</li> <li>• Presenting fashion ideas through illustrations and mood boards.</li> <li>• Portfolio preparation: arranging and refining illustrations.</li> <li>• Final presentation techniques for fashion critiques.</li> </ul>

## **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

### Module 1: Basics of Female Fashion Illustration

- Sketch a basic fashion croquis.
- Illustrate face and hairstyle variations.

### Module 2: Garment Sketching & Detailing

- Create a set of garment sketches with details.
- Develop technical flat sketches of garments.

### Module 3: Colour Rendering & Fabric Representation

- Create fabric swatches with colour and texture representation.
- Develop a mood board based on a fashion theme.

### Module 4: Portfolio & Final Collection

- Design a fashion collection based on a chosen theme.
- Create a mini fashion portfolio.

## **References: -**

- Paci, T., &Drudi, E. K. (2021). *Figure drawing for fashion design: Volume 1* (3rd ed.). Hoaki.



- McKinney, S. (2020). *Fashion drawing templates: Female figure poses for fashion designers*. Independently published.
- Ireland, P. J. (2017). *Fashion design drawing course: Principles, practice, and techniques*. Barron's Educational Series.
- Bryant, M., & Taylor, D. (2015). *The fashion drawing course: From human figure to fashion illustration*. Promopress.
- Stipelman, S. (2013). *Illustrating fashion: Concept to creation* (3rd ed.). Fairchild Books.
- Seivewright, S. (2012). *Basics fashion design 05: Fashion drawing*. Bloomsbury Visual Arts.
- Abling, B. (2012). *Fashion sketchbook* (6th ed.). Fairchild Books.
- Allen, J. (2011). *Fashion drawing: The basic principles*. Batsford.
- Baugh, G. (2011). *The fashion designer's textile directory: A guide to fabrics' properties, characteristics, and garment-design potential*. Barron's Educational Series.
- Drudi, E. K. (2010). *Figure drawing for fashion design*. Pepin Press.
- Riegelman, N. (2006). *9 heads: A guide to drawing fashion* (3rd ed.). Nine Heads Media.

### 3.3 Major (Core)

<b>Course Title</b>	<b>Creative Pattern Making (Pr)</b>
<b>Course Credits</b>	<b>4 (0+4)</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. <b>Explore</b> foundational and advanced pattern-making techniques, including dart manipulation, slashing, and contouring, to develop innovative garment structures.
	2. <b>Analyze</b> the construction and fit of experimental patterns through mock-ups and garment trials.
	3. <b>Evaluate</b> the use of unconventional cuts, deconstruction, and geometric forms in contemporary fashion design.
	4. <b>Create</b> original garment patterns that reflect creativity, functionality, and aesthetic appeal.
	5. <b>Apply</b> pattern-to-garment conversion skills to produce a mini collection showcasing inventive and technically sound designs.
<b>Module 1 (Credit 1): Fundamentals of Creative Pattern Making</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>Understand fundamental creative pattern-making techniques.</li> <li>Apply dart manipulation for shape transformation.</li> <li>Experiment with volume and asymmetry through slashing methods.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>Difference between traditional and creative pattern making.</li> <li>Dart manipulation: shifting, elimination, and conversion.</li> <li>Slashing &amp; spreading techniques for adding volume.</li> <li>Panelling and seam placement for unique designs.</li> </ul>
<b>Module 2 (Credit 1): Fabric Manipulation &amp; Structural Design</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>Understand fabric manipulation within pattern making.</li> <li>Experiment with pleating and gathering in pattern construction.</li> <li>Apply zero-waste techniques in pattern making.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>Pleats, gathers, and ruffles in pattern making.</li> <li>Cutting and folding techniques for structured designs.</li> <li>Layering and panelling for dynamic garment construction.</li> <li>Zero-waste pattern cutting for sustainability.</li> </ul>
<b>Module 3 (Credit 1): Experimental &amp; Geometric Pattern Making</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>Apply geometric concepts in pattern design.</li> <li>Explore negative space cutting for artistic garment structures.</li> </ul>

	<ul style="list-style-type: none"> <li>• Develop layered and asymmetrical pattern styles.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Geometric pattern cutting: squares, circles, and asymmetry.</li> <li>• Deconstruction &amp; reconstruction in pattern making.</li> <li>• Negative space cutting for unconventional silhouettes.</li> <li>• Origami-inspired folding techniques.</li> </ul>
<b>Module 4 (Credit 1): Portfolio &amp; Final Collection</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Apply creative pattern-making skills to a final collection.</li> <li>• Develop a professional pattern-making portfolio.</li> <li>• Understand industry expectations for creative pattern making.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Developing a creative mini collection (3–5 outfits).</li> <li>• Pattern adjustments and final construction.</li> <li>• Portfolio documentation of pattern development.</li> <li>• Presentation techniques for industry standards.</li> </ul>

## **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

### Module 1: Basics of Creative Pattern Making

#### Assignment 1: Dart Manipulation

- Modify a basic bodice pattern using dart shifting, elimination, or conversion.
- Submit pattern pieces and final design sketches.

#### Assignment 2: Slashing & Spreading

- Create two design variations using the slashing and spreading method.
- Present paper patterns and a fabric mock-up.

### Module 2: Fabric Manipulation & Structural Design

#### Assignment 3: Fabric Texture Samples

- Create five fabric samples using pleats, gathers, and ruffles.
- Submit as a swatch book.

#### Assignment 4: Panelling in Patterns

- Design a top or skirt using panelling techniques.
- Present final pattern and a fabric prototype.

### Module 3: Experimental & Geometric Patterns

#### Assignment 5: Geometric Garment

- Create a wearable garment design inspired by geometric shapes.
- Submit final pattern pieces and a prototype.

#### Assignment 6: Deconstructed Design

- Take an old garment and redesign it into a new silhouette.
- Present before-and-after patterns and sketches.

#### Module 4: Final Collection & Portfolio

##### Assignment 7: Mini Collection (3–5 Outfits)

- Develop a small collection using creative pattern-making techniques.
- Submit final patterns and one stitched garment.

##### Assignment 8: Pattern-Making Portfolio

- Document all pattern-making processes, sketches, and technical drawings.
- Submit as a final portfolio.

#### **References: -**

- Jennings, T. (2023). *The fashion design toolkit: 18 patternmaking techniques for creative practice*. Batsford.
- Hoaki Books. (2023). *Patternmaking for womenswear: Volume 3*. Hoaki.
- Sato, S. (2022). *Transformational reconstruction: Pattern cutting for fashion design*. Laurence King Publishing.
- Sorger, R., & Udale, J. (2021). *Cutting for style*. Fairchild Books.
- Shoben, M. M., & Ward, J. P. (2021). *Pattern cutting and making up: The professional approach* (2nd ed.). Routledge.
- Guthrie, J. (2020). *Fashion sewing: Advanced techniques*. Quarry Books.
- Rissanen, T., & McQuillan, H. (2016). *Zero waste fashion design*. Bloomsbury Visual Arts.
- Armstrong, H. J. (2013). *Patternmaking for fashion design* (5th ed.). Pearson.
- Joseph-Armstrong, H. (2013). *Pattern cutting for fashion design*. Pearson.
- Roberts, J. (2013). *Creative pattern cutting*. Laurence King Publishing.
- Guthrie, J. (2012). *Fashion sewing: Advanced techniques*. Creative Publishing International.
- Nakamichi, T. (2010). *Pattern magic*. Laurence King Publishing.
- Aldrich, W. (2009). *Metric pattern cutting for women's wear* (5th ed.). Wiley-Blackwell.

### 3.4 Minor Stream

<b>Course Title</b>	<b>Introduction to Fashion Marketing (Th)</b>
<b>Course Credits</b>	<b>2 (2+0)</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. <b>Apply</b> core marketing principles to real-world scenarios within the fashion industry.
	2. <b>Analyze</b> consumer behavior and emerging market trends to inform fashion marketing decisions.
	3. <b>Evaluate</b> branding and promotional strategies for their effectiveness in reaching target audiences.
	4. <b>Create</b> integrated digital and social media marketing campaigns to enhance brand visibility and engagement.
<b>Module 1 (Credit 1): Fundamentals of Fashion Marketing</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>Students will gain foundational knowledge of fashion marketing concepts and how they shape the industry.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>Definition &amp; Scope of Marketing in the Fashion Industry</li> <li>The Marketing Mix (4Ps: Product, Price, Place, Promotion)</li> <li>Evolution of Fashion Marketing &amp; Trends</li> <li>Case Study: Marketing Strategies of Leading Fashion Brands</li> </ul>
<b>Module 2 (Credit 1): Consumer Behavior &amp; Market Research in Fashion</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>Students will analyze consumer behavior and use market research insights to inform marketing decisions.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>Understanding Fashion Consumers &amp; Buying Behaviour</li> <li>Influences on Consumer Decisions (Social, Cultural, Psychological)</li> <li>Fashion Market Segmentation &amp; Targeting Strategies</li> <li>Basics of Market Research &amp; Data Collection Methods</li> </ul>

### Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

#### Module 1: Fundamentals of Fashion Marketing

Assignment: Pick a Fashion Brand

- Choose a fashion brand (Nike, Zara, Gucci, etc.).
- Write a short report (500 words) on how it uses Product, Price, Place, and Promotion (4Ps).

#### Module 2: Consumer Behaviour & Market Research

Assignment: Mini Survey

- Ask 5-10 people about their shopping habits (Why do they buy certain fashion brands? What influences them?).
- Summarize the responses in one page with key findings.

**References: -**

- Mitterfellner, O. (2023). *Luxury fashion brand management: Unifying fashion with sustainability*. Routledge.
- Sherman, L., & Fernandez, C. (2023). *Selling sexy: Victoria's Secret and the unraveling of an American icon*.
- Moore, G. (2021). *Fashion promotion: Building a brand through marketing and communication*. Bloomsbury Publishing.
- Hines, T., & Bruce, M. (2017). *Fashion marketing: Contemporary issues*. Routledge.
- Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2017). *Marketing management: A South Asian perspective*. Pearson.
- Posner, H. (2015). *Marketing fashion: Strategy, branding and promotion*. Laurence King Publishing.
- Ellwood, M. D. (2014). *Why fashion brands die & how to save them*. Palgrave Macmillan.
- Kapferer, J.-N., & Bastien, V. (2012). *The luxury strategy: Break the rules of marketing to build luxury brands* (2nd ed.). Kogan Page.
- Hameide, K. K. (2011). *Fashion branding unraveled*. Fairchild Books.
- Easey, M. (2009). *Fashion marketing*. Wiley-Blackwell.
- Jackson, T., & Shaw, D. (2009). *Mastering fashion marketing*. Palgrave Macmillan.

### 3.5 OEC(Open Elective Courses)

<b>Course Title</b>	<b>Value addition techniques for garments &amp; home textiles (Pr)</b>
<b>Course Credits</b>	<b>2 (0+2)</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. <b>Apply</b> basic garment enhancement techniques such as embroidery, crochet, macramé, and fabric manipulation.
	2. <b>Analyze</b> the visual and functional impact of various decorative finishes on garment aesthetics.
	3. <b>Evaluate</b> the suitability of different enhancement techniques for specific fabrics and design goals.
	4. <b>Create</b> a finished garment that incorporates multiple enhancement techniques to add value and uniqueness.
<b>Module 1 (Credit 1):Basics of Garment Enhancement</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>Understand the significance of garment enhancement in fashion.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>Importance of garment enhancement in fashion</li> <li>Introduction to decorative techniques (embroidery, crochet, macramé, appliqué, etc.)</li> <li>Study of traditional vs. modern embellishment techniques</li> </ul>
<b>Module 2(Credit 1):Surface Ornamentation Techniques</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>Learn and apply hand embroidery.</li> <li>Develop basic skills in fabric layering and decorative stitching.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>Embroidery: Basic Hand embroidery techniques</li> <li>Appliqué &amp; Patchwork: Fabric layering for decoration&amp; its types</li> </ul>

### Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

#### Module 1: Basics of Garment Enhancement

Assignment: Research & Write-up

- Choose one traditional garment enhancement technique (Embroidery, Appliqué, Crochet, or Macramé).
- Write a 200-word summary on its history, use, and importance in fashion.

#### Module 2: Surface Ornamentation Techniques

Assignment: Swatch Making

- Create a small fabric swatch (6x6 inches) using Embroidery, Appliqué, or Beadwork.
- Submit with a short 100-word explanation of the technique used.

**References: -**

- Hayes, C., & Seaton, K. (2020). *A two-dimensional introduction to sashiko*. arXiv preprint arXiv:2003.14235.
- Khounnoraj, A. (2020). *Visible mending: A modern guide to darning, stitching, and patching the clothes you love*. Quadrille Publishing.
- Mehta, S., & Gupta, A. H. (2020). *Phulkari from Punjab: Embroidery in transition*. Niyogi Books.
- Watt, M. (2019). *Macramé for beginners and beyond: 24 easy macramé projects for home and garden*. Tuva Publishing.
- Khounnoraj, A. (2019). *Punch needle: Master the art of punch needling accessories for you and your home*. Quadrille Publishing.
- Derek, P. (2015). *Fabric manipulation: 150 creative sewing techniques*. Thames & Hudson.
- Brown, D. (2013). *Embroidery: A step-by-step guide to more than 200 stitches*. DK Publishing.
- Brown, C. (2013). *Embroidered & embellished: 85 stitches using thread, floss, ribbon, beads & more*. C&T Publishing.
- Parker, M., & Gill, R. (2009). *Fabric embellishing: The basics and beyond*. Landauer Publishing.
- Dilip Ghosh. (2010). *Traditional embroidery of India*. APH Publishing.



### 3.7 FP(Field projects)

<b>Course Title</b>	<b>Fabric &amp; Garment Understanding (Pr)</b>
<b>Course Credits</b>	<b>2 (0+2)</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. <b>Analyze</b> various fabric types and their market applications through field-based research.
	2. <b>Evaluate</b> fabric properties such as texture, durability, and drape through testing and industry observations.
	3. <b>Apply</b> knowledge of fabric behavior to assess its suitability for different garment constructions.
	4. <b>Create</b> informed fabric recommendations for fashion design projects based on research insights.
<b>Module 1 (Credit 1):Fabric Identification &amp; Market Research</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>Students will identify and classify different fabric types through market research.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>Basics of fibers: Natural, synthetic, and blended fabrics</li><li>Fabric construction: Woven (Saree, Bedsheets, etc)</li><li>Fabric labels and price variations</li></ul>
<b>Module 2 (Credit 1):Fabric in Garment Construction</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>Students will understand fabric behaviour in garment making, including grain, drape, and handling techniques.</li><li>They will observe and document industry practices in garment construction through factory/tailoring unit visits.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>Choosing fabrics for different types of garments</li><li>Effect of fabric grain and stretch on garment fit</li><li>Handling delicate and heavy fabrics in stitching</li></ul>

### Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

#### Module 1: Fabric Identification & Market Research

- Visit a fabric market and collect 10 fabric swatches.
- Prepare a report on fabric types, prices, and common uses.

#### Module 2: Fabric in Garment Construction

- Visit a tailoring unit or garment factory.
- Observe and document how different fabrics are used in garment production.

**References: -**

- Mitterfellner, O. (2023). *Luxury fashion brand management: Unifying fashion with sustainability*. Routledge.
- Pizzuto, J. J. (2021). *Fabric science* (12th ed.). Bloomsbury Publishing.
- Moore, G. (2021). *Fashion promotion: Building a brand through marketing and communication*. Bloomsbury Publishing.
- Postrel, V. (2020). *The fabric of civilization: How textiles made the world*. Basic Books.
- Burgess, R., & White, C. (2019). *Fibershed: Growing a movement of farmers, fashion activists, and makers for a new textile economy*. Chelsea Green Publishing.
- Wardman, R. H., & Mather, R. R. (2015). *The chemistry of textile fibres* (2nd ed.). Royal Society of Chemistry.
- Posner, H. (2015). *Marketing fashion: Strategy, branding and promotion*. Laurence King Publishing.
- Genova, A., & Moriwaki, K. (2016). *Fashion and technology*. Fairchild Books.
- Baker, L. B. (2016). *Laser cutting for fashion and textiles*. Laurence King Publishing.
- Pailes-Friedman, R. (2016). *Smart textiles for designers: Inventing the future of fabrics*. Laurence King Publishing.
- Kapferer, J.-N., & Bastien, V. (2012). *The luxury strategy: Break the rules of marketing to build luxury brands* (2nd ed.). Kogan Page.

## Semester: IV

### 4.1 Major (Core)

<b>Course Title</b>	<b>Traditional Textiles of India (Th &amp;Pr)</b>
<b>Course Credits</b>	<b>4 (2+2)</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. <b>Explore</b> various traditional Indian textiles, their origins, and cultural significance.
	2. <b>Analyze</b> different techniques such as weaving, dyeing, printing, and embroidery used in Indian textiles.
	3. <b>Evaluate</b> the materials, motifs, and craftsmanship involved in regional textile traditions.
	4. <b>Apply</b> traditional textile knowledge in developing design concepts and surface techniques.
	5. <b>Create</b> practical samples or projects that reflect the heritage and sustainability of Indian textiles.
<b>Module 1 Theory (Credit 1): Introduction to Indian Textile Heritage</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>Students will understand the historical and cultural significance of traditional Indian textiles.</li><li>They will learn to classify textiles based on techniques like weaving, printing, and embroidery.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>History and evolution of Indian textiles</li><li>Classification: Woven, printed, painted, and embroidered textiles</li><li>Role of textiles in Indian culture and festivals</li></ul>
<b>Module 2 Theory (Credit 1): Handloom Weaving Traditions</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>Students will identify and analyse major handloom textiles of India, including their materials, motifs, and weaving techniques.</li><li>They will understand the role of artisans and handloom weaving in sustainable fashion.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>Famous woven textiles: Banarasi, Kanjeevaram, Chanderi, Maheshwari, Pochampally Ikat, Paithani</li><li>Techniques: Warp and weft weaving, brocade, extra weft, jacquard</li><li>Artisan communities and government initiatives supporting handloom textiles</li></ul>
<b>Module 3 Practical (Credit 1): Traditional Dyeing &amp; Printing Techniques</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>Students will explore and differentiate various dyeing and printing techniques such as Bandhani, Kalamkari, and Ajrakh.</li></ul>

	<ul style="list-style-type: none"> <li>They will learn how natural and synthetic dyes affect fabric quality and sustainability.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>Dyeing techniques: Bandhani, Leheriya, Ikat</li> <li>Printing techniques: Kalamkari, Ajrakh, Bagru, Dabu block printing</li> <li>Importance of natural and synthetic dyes in traditional textiles</li> </ul>
<b>Module 4 Practical (Credit 1): Embroidery &amp; Textile Revival (Pr)</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>Students will identify regional embroidery techniques and their significance in Indian textiles.</li> <li>They will explore textile revival movements and apply their knowledge to contemporary fashion.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>Regional embroideries: Phulkari, Kantha, Chikankari, Zardozi, Kutch, Kasuti</li> <li>Revival efforts and use of traditional textiles in contemporary fashion</li> <li>Sustainable practices in textile preservation</li> </ul>

### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

#### Module 1: Introduction to Indian Textile Heritage

- Research and present a report on any one traditional Indian textile.

#### Module 2: Handloom Weaving Traditions

- Visit a local weaver or handloom centre and document the process.

#### Module 3: Traditional Dyeing & Printing Techniques

- Create a small dyed or block-printed fabric sample.

#### Module 4: Embroidery & Textile Revival

- Create an embroidery swatch inspired by a traditional Indian embroidery technique.

### **References: -**

- Neumann, H., & Neumann, H. (Eds.). (2023). *Textiles of India*. Prestel Publishing.
- Singh, S. (2021). *Traditional Indian Textiles*.
- Bhandari, V. (2015). *Jewelled Textiles: Gold and Silver Embellished Cloth of India*. Om Books International.
- Crill, R. (Ed.). (2015). *The Fabric of India*. V&A Publishing.
- Gupta, M. (2015). *Traditional Indian Textile*. LAP Lambert Academic Publishing.
- Kaul, M. M. (2015). *Cloth and India: 1947-2015*.
- Jain, R. (2011). *Rapture: The Art of Indian Textiles*. Niyogi Books.
- Chishti, R. K., & Singh, M. (2010). *Saris of India: Tradition and Beyond*. Roli Books.

**Semester: IV****4.2 Major (Core)**

<b>Course Title</b>	<b>Fashion Illustration: Male &amp; Kids (Pr)</b>
<b>Course Credits</b>	<b>4 (0+4)</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. <b>Explore</b> correct proportions to sketch male and children's fashion figures.
	2. <b>Analyze</b> the structural differences between adult male and kids' body forms in fashion illustration.
	3. <b>Illustrate</b> a variety of garment styles, textures, and fashion elements suited to male and kids' wear.
	4. <b>Evaluate</b> the use of color, detailing, and styling to enhance fashion sketches.
	5. <b>Create</b> a portfolio of illustrated male and children's fashion designs for academic or professional use.
<b>Module 1 (Credit 1): Introduction to Male &amp; Kids Fashion Illustration</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>Students will understand body proportions and poses for male and kids' figures.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>Male &amp; Kids Body Proportions: Differences from female figures</li><li>Basic Croquis Development: Standing, walking, and action poses</li><li>Face &amp; Features: Sketching male and kids' facial structures and expressions</li><li>Understanding Age Groups in Kids' Wear: Infant, toddler, pre-teen</li></ul>
<b>Module 2 (Credit 1): Clothing &amp; Garment Details for Male &amp; Kids Wear</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>Students will learn garment structure, fashion details, and texture rendering for men and kids.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>Male Clothing Elements: Shirts, trousers, jackets, suits, ethnic wear</li><li>Kids' Wear Elements: Rompers, frocks, T-shirts, pants, party wear, ethnic wear</li><li>Fabric Texture &amp; Rendering: Denim, wool, cotton, knits, prints</li><li>Understanding Fashion Elements: Sleeves, collars, cuffs, buttons, zippers, hemlines</li></ul>
<b>Module 3 (Credit 1): Stylization &amp; Theme-Based Illustration</b>	
	After learning the module, learners will be able to

<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>Students will develop a personal illustration style and apply creativity to themed designs.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>Fashion Stylization Techniques: Exaggeration, abstraction, and editorial styles</li> <li>Theme-Based Illustrations: Sportswear, streetwear, ethnic, casual, and partywear for men &amp; kids</li> <li>Illustrating Accessories: Shoes, bags, ties, hats, belts, etc.</li> </ul>
<b>Module 4 (Credit 1): Basic of Digital Fashion Illustration &amp; Portfolio Development</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to <ul style="list-style-type: none"> <li>Students will gain basics of digital illustration skills and prepare a professional portfolio.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>Introduction to Digital Illustration Tools: Adobe Illustrator, Photoshop, etc.</li> <li>Digital Rendering of Male &amp; Kids Wear: Adding colours, textures, and effects</li> <li>Portfolio Preparation: Creating a professional presentation of illustrated works</li> <li>Final Collection: Designing a cohesive set of male and kids' outfits</li> </ul>

### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

#### Module 1: Introduction to Male & Kids Fashion Illustration

- Develop male and kids' croquis in different poses.

#### Module 2: Clothing & Garment Details for Male & Kids Wear

- Illustrate basic male & kid's outfits (casual & formal).

#### Module 3: Stylization & Theme-Based Illustration

- Develop themed fashion illustrations for men and kids (e.g., sports, traditional, winterwear).

#### Module 4: Portfolio Development

- Develop a mini-portfolio showcasing various male and kids' fashion styles.

### **References: -**

- Fashionary. (n.d.). *Poses for Fashion Illustration - Men's*. Fashionary International Limited.
- Scrace, C. (2019). *Fashion Drawing: Inspirational Step-by-Step Illustrations*. Book House.
- Ivanova, I. (2015). *Men's Wear Fashion Illustration Resource Book: Figure Drawing Templates for Fashion Design*. Fashion Croquis.

- Ivanova, I. (2015). *Children's Wear Fashion Illustration Resource Book: Children's Figure Drawing Templates with Fashion Design Sketches*. Fashion Croquis.

### 4.3 Major (Core)

<b>Course Title</b>	<b>Draping (Pr)</b>
<b>Course Credits</b>	<b>4 (0+4)</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. <b>Identify</b> and <b>use</b> basic draping tools, fabrics, and grainlines correctly.
	2. <b>Apply</b> draping techniques to create basic garment components like bodices, skirts, and sleeves.
	3. <b>Analyze</b> fabric behavior to design advanced styles such as cowls, pleats, and bias cuts.
	4. <b>Evaluate</b> the fit, structure, and design of draped garments on a dress form.
	5. <b>Create</b> paper patterns from draped designs for use in garment construction.
<b>Module 1 (Credit 1):Introduction to Draping</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>Identify and use draping tools and materials correctly.</li> <li>Analyse fabric grainlines (warp, weft, and bias) and their impact on draping.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>Basics of draping, tools, and fabric behaviour</li> <li>Understanding grainlines: Warp, weft, and bias</li> <li>Draping a basic bodice (front &amp; back)</li> <li>Pinning, marking, and truing techniques</li> </ul>
<b>Module 2 (Credit 1):Basic Garment Draping</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>Apply dart manipulation to create bodice variations.</li> <li>Convert draped muslin into a paper pattern for production.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>Draping skirts: A-line, flared, and straight</li> <li>Draping bodices with darts and princess seams</li> <li>Draping sleeves: Set-in and raglan styles</li> <li>Converting muslin drape into paper patterns</li> </ul>
<b>Module 3 (Credit 1):Advanced Draping Techniques</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>Drape complex design elements like pleats, gathers, and asymmetric silhouettes.</li> <li>Create draped cowls, off-shoulder, and creative neckline variations.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>Draping pleats, gathers, and asymmetric designs</li> <li>Bias draping for soft and fluid silhouettes</li> <li>Draping cowls and off-shoulder styles</li> <li>Experimenting with fabric manipulation</li> </ul>
<b>Module 4 (Credit 1):Creative Draping &amp; Final Project</b>	
	After learning the module, learners will be able to



<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• Integrate couture and experimental draping methods into fashion designs.</li> <li>• Present and showcase their final draped garment professionally.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Draping for couture and avant-garde fashion</li> <li>• Developing a unique draped garment</li> <li>• Refining and finishing draped designs</li> <li>• Final presentation and evaluation</li> </ul>

### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

#### Module 1: Introduction to Draping

- Fabric Study – Identify different fabric types and mark grainlines.
- Draping a Basic Bodice – Drape a front and back bodice on a dress form.

#### Module 2: Basic Garment Draping

- Draping Skirts – Drape an A-line and straight skirt.
- Draping Sleeves – Drape a basic set-in and raglan sleeve.

#### Module 3: Advanced Draping Techniques

- Bias Draping – Drape a bias-cut dress or a cowl neckline.
- Draping with Pleats & Gathers – Create a draped design with pleats or gathers.

#### Module 4: Creative Draping & Final Project

- Final Draped Garment – Design and drape a complete outfit using advanced techniques.
- Portfolio Submission – Compile all draping projects into a portfolio.

### **References: -**

- Verreos, N., & Paul, D. (2024). *The Fundamentals of Fashion Draping*. Nikolaki, LLC.
- Attardi, D. (2021). *Fashion Draping Techniques: Volume 1*. Hoaki Books.
- Parker, T. (2020). *Draping for Fashion Design*. The Crowood Press.
- Di Marco, S. M. (2016). *Draping Basics*. Bloomsbury Publishing.
- Joseph-Armstrong, H. (2013). *Draping for Apparel Design* (3rd ed.). Fairchild Books.
- Crawford, C. (2012). *The Art of Fashion Draping* (4th ed.). Fairchild Books.

#### 4.4 OEC (Open Elective Courses)

<b>Course Title</b>	<b>Fashion Accessory Making (Pr)</b>
<b>Course Credits</b>	<b>2 (0+2)</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. <b>Analyze</b> the role and significance of fashion accessories in enhancing overall style and design.
	2. <b>Evaluate</b> various materials and construction techniques used in making accessories.
	3. <b>Create</b> fashion accessories such as jewelry, bags, and belts using appropriate tools and methods.
	4. <b>Apply</b> design principles and finishing techniques to improve the aesthetic and functional quality of accessories.
<b>Module 1 (Credit 1):Introduction to Accessory Making</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>Identify and analyse different fashion accessories and their significance.</li> <li>Understand various materials and tools used in accessory making.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>Overview of fashion accessories and their role in fashion.</li> <li>Types of accessories: Jewellery, bags, belts, hair accessories, and headwear.</li> <li>Materials used in accessory making: Leather, metal, fabric, beads, resin, wood, waste textile raw material, etc.</li> <li>Tools and equipment: Cutting tools, adhesives, sewing tools, jewellery-making tools.</li> </ul>
<b>Module 2(Credit 1):Jewelry Making</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>Work with different jewellery-making materials like beads, metal, fabric, resin, etc.</li> <li>Apply various jewellery-making techniques to create wearable designs.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>Types of jewellery: Earrings, bracelets, necklaces, rings, brooches.</li> <li>Techniques: Beading, wire wrapping, knotting, resin casting, metal embossing.</li> <li>Surface embellishments: Stone setting, engraving, painting, and mixed media techniques.</li> </ul>

#### Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

### Module 1: Introduction to Accessory Making

- Mood Board & Research – Create a trend board on contemporary fashion accessories.
- Material Swatch Book – Collect and document different accessory-making materials.

### Module 2: Jewellery Making

- Design & Sketch – Develop 3 jewellery design sketches with material selection.
- Jewellery Making Project – Create one handmade jewellery piece (earrings, necklace, or bracelet).

### **References: -**

- Brown, S. (2023). *Regenerative Fashion: A Pathway to Sustainable Development in the Fashion Industry*. Bloomsbury Publishing.
- Armitage, N. (2022). *Leathercraft: Traditional Handcrafted Leatherwork Skills*. Schiffer Publishing.
- Black, S. (2021). *The Sustainable Fashion Handbook*. Thames & Hudson.
- Caspary, P. (2021). *Modern Jewelry Made Easy: A Step-by-Step Guide to Creating Stunning Handmade Pieces*. Rockport Publishers.
- Gustafson, R. (2019). *Bag Design: Techniques, Inspiration, and Practical Tips for Creating Stylish Bags*. Laurence King Publishing.
- Muthu, S. S. (2019). *Sustainability in the Textile and Apparel Industries*. Springer.
- Gwilt, A. (2018). *Fashion Design for Sustainability*. Laurence King Publishing.
- Sagara, K. (2018). *Hand-Stitched Leather: Easy Techniques and 20 Great Projects*. Kodansha International.
- Young, M. (2017). *The Jeweler's Studio Handbook: Traditional and Contemporary Techniques for Working with Metal and Wax*. Quarto Publishing.
- Newman, J. (2016). *Mastering Contemporary Jewelry Design: Inspiration, Process, and Techniques*. Schiffer Publishing.
- Fletcher, K. (2014). *Sustainable Fashion and Textiles: Design Journeys (2nd ed.)*. Routledge.
- Becker, V. (2013). *The Art of Fine Enameling (2nd ed.)*. Stackpole Books.
- Horton, T. (2012). *The Leatherworking Handbook: A Practical Illustrated Sourcebook of Techniques and Projects*. Cassell.
- Ivo, S. (2012). *Bags: A Selection from the Museum of Bags and Purses*. ACC Art Books.

- McCreight, T. (2010). *The Complete Metalsmith: Professional Edition*. Brynmorgen Press.

#### 4.5 SEC (Skill Enhancement Courses)

<b>Course Title</b>	<b>Surface Ornamentation (Pr)</b>
<b>Course Credits</b>	<b>2 (0+2)</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. <b>Analyze</b> traditional and contemporary surface ornamentation techniques and their cultural relevance.
	2. <b>Evaluate</b> embroidery, fabric painting, dyeing, printing, and embellishment methods for their suitability in design.
	3. <b>Apply</b> creative surface decoration skills to enhance the visual appeal of textiles.
	4. <b>Create</b> unique, market-ready fashion products using a combination of surface ornamentation techniques.
<b>Module 1 (Credit 1): Introduction to Surface Ornamentation</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Understand the significance of surface ornamentation in fashion.</li> <li>• Identify traditional and contemporary ornamentation techniques.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Overview of surface ornamentation techniques.</li> <li>• Traditional vs. modern methods: Embroidery, printing, dyeing, embellishments.</li> <li>• Material exploration: Fabrics, threads, paints, beads, sequins, mirrors.</li> </ul>
<b>Module 2 (Credit 1): Embroidery &amp; Handwork Techniques</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Learn basic and advanced hand embroidery stitches.</li> <li>• Work with embellishments like beads, sequins, and mirrors.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Types of embroidery: Running stitch, chain stitch, satin stitch, French knots, mirror work, etc.</li> <li>• Regional embroidery styles: Kantha, Chikankari, Phulkari, Zardozi, Kashida, etc.</li> <li>• Application of embellishments: Beads, sequins, pearls, mirrors.</li> </ul>

#### Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

##### Module 1: Introduction to Surface Ornamentation

- Research & Mood Board – Create a presentation on different surface ornamentation styles.

- Material Swatch Book – Collect and document samples of materials used for embellishment.

#### Module 2: Embroidery & Handwork Techniques

- Hand Embroidery Sampler – Create a sample fabric piece using at least 5 or more embroidery stitches.
- Embellishment Work – Design and execute a small motif with sequins and beads.

#### **References: -**

- Homent, E. (2023). *Next-Level Needlepoint: Over 100 Skill-Building Stitches and Techniques for Modern Tapestry Embroidery*. David & Charles.
- Khounnoraj, A. (2022). *Embroidery: A Modern Guide to Botanical Embroidery*. Quadrille Publishing.
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- Boggon, S. (2020). *Creative Stitches for Contemporary Embroidery*. C&T Publishing.
- Vejar, K., & Rodriguez, A. (2020). *Journeys in Natural Dyeing: Techniques for Creating Color at Home*. Abrams.
- Joyce, A. (2019). *Hand Dyed: A Modern Guide to Dyeing Fabric and Yarn Naturally*. Abrams.
- Thomas, M. (2018). *Mary Thomas's Dictionary of Embroidery Stitches (Revised by J. Eaton)*. Search Press.
- Barnden, B. (2017). *The Embroidery Stitch Bible: Over 200 Stitches Photographed with Easy-to-Follow Charts*. Search Press.
- Dean, J. (2010). *Wild Color: The Complete Guide to Making and Using Natural Dyes*. Watson-Guptill.
- Kettle, A., & McKeating, J. (2010). *Textile Surface Manipulation*. The Crowood Press.
- Stanton, Y. (2010). *The Left-Handed Embroiderer's Companion: A Step-by-Step Stitch Dictionary*. Vetty Creations.
- Stanton, Y. (2010). *The Right-Handed Embroiderer's Companion: A Step-by-Step Stitch Dictionary*. Vetty Creations.



#### 4.7 CE (Community Engagement and service)

<b>Course Title</b>	<b>Skill Development for Underprivileged Women (Pr)</b>
<b>Course Credits</b>	<b>2 (0+2)</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. <b>Analyze</b> the impact of skill development initiatives on the empowerment of underprivileged women.
	2. <b>Apply</b> teaching methods to deliver basic and advanced techniques in sewing, embroidery, and handicrafts.
	3. <b>Evaluate</b> effective training strategies that promote sustainable livelihood opportunities for women.
	4. <b>Create</b> fashion-based entrepreneurial models tailored to community needs for social and economic upliftment.
<b>Module 1 (Credit 1):Introduction to Skill Development &amp; Community Empowerment</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Make them understand the socio-economic challenges faced by underprivileged women.</li> <li>• Learn to teach about government and NGO initiatives for skill development.</li> <li>• Identify key skills that can provide financial independence.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Importance of skill development for women empowerment.</li> <li>• Government schemes and NGO initiatives (e.g., USTTAD, STEP, NRLM).</li> <li>• Identifying target groups and community engagement.</li> <li>• Role of fashion and craft-based industries in rural employment.</li> </ul>
<b>Module 2(Credit 1):Hand Skills for Livelihood&amp; Entrepreneurship</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Learn basic stitching, embroidery, and fabric ornamentation techniques.</li> <li>• Develop skills in traditional craft techniques relevant to local communities.</li> <li>• Understand financial literacy, pricing, and budgeting for small businesses.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Basics of hand sewing, machine sewing, and finishing techniques.</li> <li>• Hand embroidery techniques, fabric embellishments, etc.</li> <li>• Making simple textile products: Bags, cushion covers, scarves, masks, etc.</li> <li>• Basics of starting a small home-based business.</li> <li>• Financial planning: Pricing, costing, and profit calculation.</li> </ul>

	<ul style="list-style-type: none"> <li>Digital platforms for selling handmade products (Etsy, Instagram, WhatsApp Business).</li> </ul>
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## **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

### Module 1: Introduction to Skill Development & Community Empowerment

- Research Report – Analyse a government or NGO program supporting women’s skill development.
- Case Study – Interview or document a success story of a woman empowered through skill training.

### Module 2: Hand Skills for Livelihood&Entrepreneurship

- Upcycling Project – Create a product using waste or upcycled fabric.
- Handmade Product Creation – Develop a small fabric product using embroidery or appliqué.

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