

**Shri Rawatpura Sarkar University,
Raipur**



Examination Scheme & Syllabus

for

BA In Fashion Design

Semester – IIIrd

(Effective from the session: 2022-23)



Three Years BA Fashion Design Programme

Scheme of Teaching and Examination

BA FD IIIrd Semester

Outcome Based Education (OBE) and Choice Based Credit System (CBCS)

(Effective from the Academic Year 2022-2023)

S.No	Course Code	Course Title	Hours / Week			Credits	Maximum Marks			Sem End Exam Duration (Hrs)
			L	T	P		Continuous Evaluation	Sem End Exam	Total	
1	BAFD301T	Fashion Merchandising & Retailing	3	1	-	4	30	70	100	3
2	BAFD302T	Fashion Studies	3	1	-	4	30	70	100	3
3	BAFD303P	Draping I	-	-	6	3	30	70	100	4
4	BAFD304P	Fashion illustration II	-	-	6	3	30	70	100	4
5	BAFD305P	Elective I	-	-	6	3	30	70	100	4
6	BAFD306P	Terms Garment & Garment Construction II	-	-	6	3	30	70	100	4
7	BAFD307P	Fashion Design & Development I	-	-	6	3	30	70	100	4
						23			700	

Elective-I

(A) Craft Documentation

(B) Adobe Photoshop



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Course Title	FASHION MERCHANDISING & RETAILING				
Course Code	BAFD301T				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Achieve A Complete Understanding Of Current Industry Developments And Gain A Superior Forecasting Ability.				
Course objectives	<p>This Course Will Enable Students To:</p> <ul style="list-style-type: none"> To Acquaint Students With The Knowledge Of Marketing And Merchandising Concepts. 				
Course Contents	<p>UNIT I Introduction , Meaning , Nature , Functions , Importance, Marketing Environment, Definitions Of Marketing , Concept Of Marketing , Marketing Mix , Segmentations, Targeting , Positioning . Analysis Of Consumers Markets Buyer Behavior.</p> <p>UNIT II Pricing Objectives & Pricing Methods, Distribution Channels : Types , Levels , Development . Promotion Mix . Marketing Channels , Relating , Wholesaling</p> <p>UNIT III Product Mix , Product Life Cycle, New Product Development , Retail Fashion Promotion – Sales Promotion , Advertising , Branding , Public Relation , Special Events</p> <p>UNIT IV Merchandising – Definition , Role And Responsibilities Of A Merchandiser , 6 Months Merchandising Plan – Buying Calendar.</p> <p>UNIT V Retailing – Types Of Retail Operations. Fashion Retail Management.</p>				
Course Outcome	<p>At The End Of The Course Student Will Be Able To:-</p> <p>Manage All Operative Tools Related To Merchandising And Buying Techniques. Review Competitor Analyses And Benchmarking To Identify Business Oppourtunities . Manage All Stages Of A Purchase Order, Making Negotiations On Commercial Terms And Developing A Seasonal Sales Strategy .</p>				



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Text Books	<ol style="list-style-type: none">1. Essential Of Marketing – Jerome E. Mc Carthy & William D. Perrault2. Principals Of Marketing – Philip Kotles 11th Edition3. Essential Of Marketing – Stanton & Futrel.
Reference Books	<ol style="list-style-type: none">1. Fashion Innovation & Marketing – Catherine Moore2. How To Sell Fashion – Annalee Gold3. Fashion Marketing – Janet Bohdanowicz & Lis Clamb



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Course Title	FASHION STUDIES				
Course Code	BAFD302T				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Importance of English in day to day life.				
Course objectives	<p>Upon completion of the course the student shall be able to</p> <ol style="list-style-type: none"> 1. Understand the behavioral needs for a pharmacist to function effectively in the areas of pharmaceutical operation 2. Communicate effectively (Verbal and Non Verbal) 3. Effectively manage the team as a team player 4. Develop interview skills. 				
Course Contents	<p>UNIT I Introduction to fashion Introduction to fashion, Fashion as a socio cultural phenomenon Factors affecting fashion- Social, Political, Technological, Geographical, Demographical, Psychographic, Lifestyle changes</p> <p>UNIT II Fashion & Culture Fashion & Culture High culture (Fine art, Literature, Classical Music, Theatre Pop culture (Television, Pop Music, Movies, celebrity culture) Low culture (Activities pursued by “ Special – interest – groups” outside the mainstream e.g. skateboarding) Study fashion in relation with Modernity and Technological advancement; Street styles – “the Bubble up effect”; industrialization and consumption; globalization</p> <p>UNIT III Theories of Fashion & Fashion Terminology Fashion theory – Trickle up, Trickle down and Trickle across Fashion Cycle - Classic, FAD, Trend, Style, Fashion product Fashion Seasons – International market and Indian market Fashion Terminologies - Design, Prototype, Manufacturing, Product Launch, Retail store, Couture, RTW, Mass-produced, Fashion Designer, Stylist, Fashion Journalist, Fad, Fit, Pattern, Size label, Care label, Laundering, Fashion Shows, Catwalk, Fashion Magazines, Webzines, Social Media, Lingerie, Longue wear, Fragrance, endorsement, Model, Mannequin, Merchandise & Fashion seasons</p> <p>UNIT IV Fashion brands & Icons Fashion Brands Fashion capitals, Fashion Icons and Role of Fashion in Movies, Sports, Politics</p> <p>UNIT V Designer Study</p>				



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	Indian designers – Sabyasachi, Manish Malhotra, Manish Arora, Ritu Kumar and Anita Dongre International designers – Alexander McQueen, Coco Chanel, Donatella Versace, Giorgio Armani, Yohji Yamamoto
Course Outcome	This course student will be able to understand the literatures for presenting the real extract of the subject to the society.
Text Books	1.Sharma RC & Mohan K – “Business Corresponding And Report Writing” 2.Alok Jain P S Bhatia & A M Shiekh – “Professional communication skills ; S.Chand & company .
Reference Books	.Alok Jain P S Bhatia & A M Shiekh – “Professional communication skills ; S.Chand & company



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Course Title	DRAPING I				
Course Code	BAFD303P				
Course Credits	L	T	P	TC	
	-	-	6	3	
Prerequisites	Introduction About Custom Fitted, Basic Pattern To Prepare Many Different Styles.				
Course objectives	<p>This course will enable students to:</p> <ul style="list-style-type: none"> • Design / Develop Product Prototypes : Design A Garment Or A Product By Draping Or Flat Pattern Making Or Bt Using Hands On Skill Or Stitching To Construct The Product To Meet Desired Specification ,Performance And Capabilities : Compatible With Client Need ,Trend ,Market Analysis ,Social And • Environmental Considerations. 				
Course Contents	<p>UNIT-I Introduction a. Mannequin (dress form) explain the measurements and how they relate to draping. b. Identify the morphological components of the female form in relation to Mannequin or industrial dress form. c. Explain the term Nomenclature. d. Position the style tape on the dress form, according to the measurements of the given size. e. Preparation of muslin (squared muslin) the module leader will explain how to square the muslin using pins, L square and industrial steam iron. The module leader will give a demonstration and the students will duplicate this technique..</p> <p>UNIT-II Draping the Basic Skirt</p> <p>UNIT-III Draping of Yoke Skirt with pleats.</p> <p>UNIT-IV Basic Bodice with dart variations.</p> <p>UNIT-V Princess Line Bodice</p>				



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Course Outcome	At The End Of The Course Student Will Be Able To:- Understanding Theories & Principles Of Behind Fabric Construction And Its Science ; History Of Art Textile ,Costumes ,Fashion Theories ,Styles , Marketing & Merchandising , Of The Past And Present To Appreciate Trends, Predict Appropriate Market Trends And Machine Knowledge..
Text Books	1.Bane Allyne , Flate Pattern Design ,Mcgrawhill PubUSA 2.Gerry Cooklin ,Introduction To Clothing Manufactures, Blackwell Science ,UK 1991 Harold Carr & Barbara Latham ,The Technology Of Clothing Manufacture, Oxford Pub ,USA, 1994
Reference Books	Draping for Fashion Design (3th Edition) - Hilde Jaff and Nurie Relis The Art of Fashion Draping (3rd Edition) - Connie Amaden-Crawford



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Course Title	FASHION ILLUSTRATION II				
Course Code	BAFD304P				
Course Credits	L	T	P	TC	
	-	-	6	3	
Prerequisites	Creative flair and drawing ability.				
Course objectives	<p>This course will enable students to:</p> <ul style="list-style-type: none"> • Introduction to fashion illustration and its role in fashion basics of clothing origins. 				
Course Contents	<p>UNIT I Figure in motion /Balance Movement</p> <p>UNIT II Face analysis and features – eyes ,nose, lips ,ears ,and hair, hands and feet</p> <p>UNIT III Fleshing or rendering techniques – skin and materials Textural rendering of garments – lace , leather, silk, wool, fur, feather, latex , denim, knitted, etc.</p> <p>UNIT IV Practical – on 12 ½ “ croqui drape a garment using the textural rendering – separates to be made.</p> <p>UNIT V Drawing from photograph – Indian traditional outfit, contemporary , western</p>				
Course Outcome	<p>At The End Of The Course Student Will Be Able To:-</p> <p>Understanding Theories & Principles Of Behind Fabric Construction And Its Science ; History Of Art Textile ,Costumes ,Fashion Theories ,Styles , Marketing & Merchandising , Of The Past And Present To Appreciate Trends, Predict Appropriate Market Trends And Machine Knowledge..</p>				
Text Books	<p>1.Bane Allyne , Flate Pattern Design ,Mcgrawhill PubUSA</p> <p>2.Gerry Cooklin ,Introduction To Clothing Manufactures, Blackwell Science ,UK 1991</p> <p>Harold Carr & Barbara Latham ,The Technology Of Clothing Manufacture, Oxford Pub ,USA, 1994</p>				



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Reference Books	Helen J Armstrong ,Pattern Making For Fashion Design ,Prentice Hall Patric Taylor Et.Al., Grading For The Fashion Industry ,Stanely Thomes Ltd., 1990 Winfred Aldrich.. Pattern Cutting .. Blackwell Science ,UK Press ,1980
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Course Title	ELECTIVE I – (A) CRAFT DOCUMENTATION			
Course Code	BAFD305PA			
Course Credits	L	T	P	TC
	-	-	6	3
Prerequisites	History of Indian art & craft documentation:-Introducing About Garment Components And Stitching Method			
Course objectives	<p style="text-align: center;">Upon completion of the course the student shall be able to</p> <ul style="list-style-type: none"> To understand the history of Indian art and its movement that shaped humanity. A deeper appreciation for art and the benefits of artistic expression, this subject will guide students to the abundant resources focusing on art appreciation and art history.. 			
Course Contents	<p>UNIT -I</p> <p>Indian Craft - an introduction - Craft in the Indian Subcontinent, the phases of craft history in the Indian Subcontinent-their development and evolution – metal craft, fibre craft – pine, coconut - coir, banana, terracotta, paper mache, Wood - chennapatna toys, bamboo craft, stone craft, kite MAKING</p> <p>UNIT- II</p> <p>Textile Crafts – Yarn craft, Fabric, Surface design - knitting, quilting, appliqué, weaving, and dyeing. Textile crafts of India – history, technique, processes - Dabu from Rajasthan, Indigo from Akola and Bagru, Leather Craft, Banarasi Silk from Banaras, Ajrak from Bhuj & Barmer, Ikat from Pochampally, Baghalpur & Sambalpur, Bagh Prints from Bagh, Madhya Pradesh, Kantha from Rajasthan & West Bengal, Chanderi Fabrics from Chanderi, MP, Lucknowi Chikan from Lucknow,</p> <p>UNIT -III</p> <p>World Crafts – Japanese Origami, Glass Blowing, Kalinga tattooing in the Philippines, Arabic calligraphy in UAE, world crafts council, Sustainable craft practices, Craft Industry in India and its working, Organizations and their working – Government, Private, Governing and Regulatory bodies(UNESCO, NGOs)</p> <p>UNIT -IV</p> <p>Local Crafts - bamboo crafts, Payatkar paintings, Sohrai Paintings, Jadopatya Paintings, Kohvar Art Tribal ornaments, Dokra Art, Pottery, Grass craft,</p>			



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	UNIT -V , Craft Documentation - recording categorizing and dissemination of information, through both graphic and written mediums.
Course Outcome	It will help to recognize and communicate ideas and meanings. These opportunities enable them to understand traditional and contemporary art, so that they develop confidence, competence, imagination and creativity. Developing sensitivity towards traditional crafts. Creating an ocean of opportunities to explore and understand local craft
Text Books	A world history of Art (17th Edition) - Hugh Honour Leonardo Da Vinci 2 Vol set Michaelangelo Life and Work - Frank Zollner
Reference Books	R1. Ranjan Aditi, Handmade in India: Crafts of India, Mapin Publishing Pvt.Ltd R2. NCERT, Exploring the Craft Traditions of India - Textbook in Field Study and Application in Heritage Crafts, National Council of Education Research and Trainin



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Course Title	ELECTIVE I – (B) ADOBE PHOTOSHOP				
Course Code	BAFD305PB				
Course Credits	L	T	P	TC	
	-	-	6	3	
Prerequisites	History of Indian art & craft documentation:-Introducing About Garment Components And Stitching Method				
Course objectives	<p>Upon completion of the course the student shall be able to</p> <ul style="list-style-type: none"> • Demonstrate knowledge of image resolution, image size, and image file format for web, video, and print. • Demonstrate knowledge of design principles, elements, and image composition. • Demonstrate knowledge of typography. • Demonstrate knowledge of color correction using Photoshop CS6. 				
Course Contents	<p>UNIT –I Introduction Variations in Photoshop applications</p> <p>History of Photoshop</p> <p>Adobe Photoshop cs2</p> <p>Adobe Photoshop cs3</p> <p>Adobe Photoshop cs4</p> <p>Adobe Photoshop cs5</p> <p>Adobe Photoshop cs6</p> <p>Adobe Photoshop cc</p> <p>UNIT- II About Photoshop, Photoshop Features</p> <p>advertisement creation, wallpapers, websites, jewelry creation, fashion designing ,animations 3d effects software development, and designs, Photo modification purpose.</p> <p>UNIT -III</p> <p>Key Board practice & commands- shortcut keys & commands</p>				



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	<p>UNIT -IV Editing Photo in camera raw photo lightings, temperature and color options for background shades</p> <p>UNIT -V Creating Web Galleries, PDF converts PDF Presentation, slide show presentation</p>
Course Outcome	<p>Students will learn the basic tools used in Adobe Photoshop to create and edit images. Students will learn how to optimize images and save images in proper file formats. Students will learn color selection and conversion as it relates to both Web and business publications.</p>
Text Books	<p>A world history of Art (17th Edition) - Hugh Honour Leonardo Da Vinci 2 Vol set Michaelangelo Life and Work - Frank Zollner</p>
Reference Books	<p>R1. Ranjan Aditi, Handmade in India: Crafts of India, Mapin Publishing Pvt.Ltd R2. NCERT, Exploring the Craft Traditions of India - Textbook in Field Study and Application in Heritage Crafts, National Council of Education Research and Trainin</p>



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Course Title	TERMS GARMENT & GARMENT CONSTRUCTION II				
Course Code	BAFD306P				
Course Credits	L	T	P	TC	
	-	-	6	3	
Prerequisites	Draping and basic sewing techniques				
Course objectives	<p>This course will enable students to:</p> <ul style="list-style-type: none"> • The Main Objective Of This Course Is To Have An In Depth Knowledge Of The Handicrafts . The Students Are Taught How To Research And Document The Various Crafts By Visiting And Meeting The Craftsmen And Personally. 				
Course Contents	<p>UNIT I Selection Of Any One Category Of Clothing Per Group Namely Playwear , Holiday / Resort Wear , Formalwear , Outwear , Sleepwear – Selection Of Any One Age Group 0-2 Yrs 2-4 Yrs 4-7 Yrs</p> <p>UNIT II The Class Will Be Divided Into 6 Groups Comprising Of 4 Students Only –Each Group Should Survey The Main Up – Market Children Wear Stores In C.G.</p> <p>UNIT III Tornatoes , Bolloons Petals , Mama’s Pet , - Under Stand The Market Segments Where Design Intervention Is Needed To Extend And Existing Range Or To Create A New Line. –Formulate Client / Customer Profiles With Special Emphasis On Taste Preferences, Season And Prince Range.</p> <p>UNIT IV Design Process :- Fabric Sourcing As Per The Requirements Of The Occasion And Season – Motif / Print Development And Surface Ornamentation Techniques Must Be Applied To Introduce An Innovative Yet Practical Design Element.</p> <p>UNIT V Design Development Sheets:- Finalization Of Design On Child Croquis – Specification Sheets With Fabric Consumption.</p>				
Course Outcome	<p>At the end of the course student will be able to:-</p> <ol style="list-style-type: none"> 11.Understand That Individuals And Societies Make Sense Of Death In Different Ways 2.Understand That There Is Diversity In Our Beliefs About Death And Dying 3.Understand Some Key Ethical Dilemmas In Dying And Assisted Dying Decisions 4.Understand Some Of The Diverse Expressions Of Grief. 				



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Text Books	1. Bane Allyne , Flat Pattern Design , Mcgrawhill Pub ... Usa 2. Gerry Cooklin , Introduction To Clothing Manufacture , Blackwell Science , Uk, 1991
Reference Books	1. Helen J Armstrong , Pattern Macking For Fashion Design , Prentice Hall 2. Winfred Aldrich ..Metric Pattern Cutting . Blackwell Science , UK Prss 1980



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Course Title	FASHION DESIGN & DEVELOPMENT I				
Course Code	BAFD307P				
Course Credits	L	T	P	TC	
	-	-	6	3	
Prerequisites	Nil				
Course objectives	<p>This course will enable students to:</p> <ul style="list-style-type: none"> • Train the students in fashion presentation, creating boards and using basic presentation techniques. 				
Course Contents	<p>UNIT I Creating Mood boards – theme based concepts.</p> <p>UNIT II Client boards – in relation to the end customer and customer identification</p> <p>UNIT III Swatch boards – swatch sizes, fabric information and its swatch layouts..</p> <p>UNIT IV Computer aided flat sketches – garment sketches in colored Illustration and flat sketches with stitch detail</p> <p>UNIT V Creating color boards – its emphasis and importance in presentation.</p>				
Course Outcome	<p>At The End Of The Course Student Will Be Able To:-</p> <p>- Enable students to work with professional documents i.e. records, letters, resumes, spec sheets, cost sheets and presentations for themes or collections</p>				
Text Books	Comdex Computer Course, Vikas Gupta, PM Publications, 2015 2. Mastering MS Office – 2000 by Tech Media				
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