



Savitribai Phule Pune University

(Formerly University of Pune)

Faculty of Science

F.Y. B.Sc. Fashion Design

Choice Based Credit System Syllabus

To be implemented from Academic Year 2019-2020

A) Eligibility –

1. H.S.C. or equivalent with minimum 50 % aggregate marks in Science. For considering other streams bridge programme to be offered at college level.
2. 3 years Diploma course of Board of Technical Education conducted by Govt of Maharashtra and equivalent.
3. Higher Secondary School Certificate with English and Vocational Subjects + 2 level (MCVC) .

B) The programme will of 120 credits of regular pattern along with Choice Based Credit as prescribed by University, making it total as 132 credits. The general structure of course will be divided into 6 semesters.

Titles of Papers and Scheme of Study

F. Y. B. Sc. Fashion Design of B. Sc. (Fashion Design) – Semester 1

Theory

Sr. No.		Credits	No. of Lectures Per Week	Marks (Internal + External)
BSFD101	Introduction to Fashion Studies	4	4	30+70= 100
BSFD102	Textile for Apparel	4	4	30+70= 100
BSFD103	Presentation Skills	1	1	15+35= 50
BSFD104	Garment Construction Techniques	1	1	15+35= 50
BSFD105	Elements and Principles of Design	1	1	15+35= 50

Practical

Course No	Course Title	Total No of Lectures/Practical Per Week	Standard of Passing		
			Internal Marks	External Marks	Total Marks
BSFD103	Presentation Skills	1	15	35	50
BSFD104	Garment Construction Techniques	2	15	35	50
BSFD105	Elements and Principles of Design	2	15	35	50
BSFD106	Surface Embellishment 1 - Needlecraft	2	15	35	50

F. Y. B. Sc. Fashion Design of B. Sc. (Fashion Design) – Semester 2**Theory**

Sr. No.		Credits	No. of Lectures Per Week	Marks (Internal + External)
BSFD107	History of Fashion	4	4	30+70= 100
BSFD108	Traditional Textiles and Embroideries of India	2	2	30+70= 100

Practical

Course No	Course Title	Total No of Lectures/Practical Per Week	Standard of Passing		
			Internal Marks	External Marks	Total Marks
BSFD108	Traditional Textiles and Embroideries of India	2	15	35	50
BSFD109	Fashion Illustration	4	30	70	100
BSFD110	Pattern Making & Garment Construction	4	30	70	100
BSFD111	Computer Application in Fashion	2	15	35	50

Detail Syllabus:**SEMESTER I****Paper I****BSFD101: Introduction to Fashion Studies (Theory Course)****Objective:**

1. To develop a sound knowledge base and understanding fashion terminology
2. To familiarize students with fashion business, elements and challenges.

Unit 1. Introduction to Fashion

Definition and Terminology, Importance of Clothing

Unit 2. Business of Fashion

Importance of Fashion, Economic importance of Fashion Business, Four levels of Fashion (Primary level, Secondary the Retail level & Auxiliary level), Roles in Fashion Industry, Indian Fashion Industry

Unit 3. Nature of Fashion

Definition of Fashion, Evolution of Fashion, Terminology of Fashion, Principles of Fashion, Movement Theory of Clothing Origin Fashion cycle, Theories of fashion adoption, Principles of Fashion, International Fashion centers

Unit 4. Environment of Fashion

Market Segmentation - Demographics, Geographic, Psychographics, Behavioral, Economic, Social environment

Factor Influencing fashion – Political, Social, Environmental, geographical, cultural, Gender and age

Unit 5. Fashion Categories

Men's Wear, Women's Wear, Kids Wear

Unit 6. Designer and brand study

Study of International and National designers and brands

Text/reference books :

1. Fashion from concept to consumer by Gini Stephens Frings
2. The Business of Fashion: Designing, Manufacturing and Marketing by Leslie Davis Burns, Kathy K. Mullet, Nancy O. Bryant
3. The Dynamics of Fashion by Elaine Stone
4. The Fashion Industry and Its Careers: An Introduction by Michele M. Granger
5. The Little Dictionary of Fashion by Christian Dior
6. Dior by Dior
7. Chanel Collections and Creations by Daniele Bott
8. Clothing Technology by Heberly Berger

SEMESTER I**PAPER II****BSFD102: Textile for Apparel (Theory Course)****Objectives:**

1. To learn about textile business and its importance in fashion business
2. To learn to identify multiple fabrics and understand performance characteristics
3. To familiarize students to fiber properties, their manufacturing processes and end usage while designing

Unit 1: Textile Terms

Textile terminology used frequently.

Unit 2: Fiber

Introduction, Classification and Manufacturing Process, Properties and End use of natural and man-made fibers, Fiber Blends

Unit 3: Yarns

Introduction, Yarn Classification, Yarn spinning process, Yarn Properties (yarn twist, count, strength), Yarn Blends

Unit 4: Fabric Construction – Woven

Introduction to woven fabrics, Classification of weaves, Weaving Mechanism, what is a Loom, Classification of looms

Unit 5: Fabric Construction – Knits

Introduction to Knits, Classification of knit fabrics, Types of Knitting machines, Comparison between knits and woven

Unit 6: Fabric Construction – Non woven

Non- Woven Fabrics: Methods and Materials to Manufacture Non- Woven Fabrics; Bonded Fabrics; Foam Laminated Fabrics; Felt

Unit 7: Smart and Technical Textile

Introduction to smart textiles, Electronics applied to textiles, Uses of smart textiles, Introduction to technical textiles, Types of technical textiles and their end use, specific areas of application of technical textiles

Unit 8: Fabric Finishes

Importance, Durability of finish, Classification of Finishes, Types of Fabric Finishes

Unit 9: Identification of Fibers and Fabrics

Technical and non-technical Tests to identify fibers and fabrics

Unit 10: Introduction to Labels

Importance of care labelling, Care labelling systems, Common care labels and their symbols, Eco mark and Trade marks

Reference Books:

1. Clothing Technology by Sheila Jefferson
2. Textiles by Sarah Kadolph
3. Textile from fiber to fabric by Berard Cobman
4. Textile Fibers, dyes, Finishes and Processes by Howard L Needles
5. Understanding Fabrics: from fiber to finished cloth by Debbie Ann Gioello
6. Swatch Reference Guide for Fashion Fabrics by Deborah E. Young
7. Understanding Fabrics by Akshay Tholia

SEMESTER I**Paper III****BSFD103: Presentation Skills (Theory Course)****Objective:**

1. To introduce students to the theory, basics, tools and importance of communication
2. To develop the skills of students for proper self-expression, effective social communication, voice modulation as well as business etiquettes required for fashion business
3. To enhance their skills in Writing as well as Oral communication to develop their Personality and Self Confidence.

Unit 1. Communication in Presentation

Importance of Communication, Types of Communication, Barriers of Communication, Stages of Communication Cycle, Elements of Effective communication

Unit 2. Creative Writing Skills

Importance and scope of creative writing, Essentials of effective writing, Types of creative writing (Report, Letters, Memo, circulars, MOM, Notice, CV, Resume, Biodata, Covering letters, Applications for Jobs, Articles, case studies)

Unit 3. Speaking Skills

Importance of speaking skills, Activities and Practice speaking skills (Dialogues, Conversations, Role play, interviews, Mock Sessions, Debates, Group Discussions), Effective oral communication, Public speaking, Etiquettes and manners

Unit 4. Digital Communication

Impact of digital technology on communication, Types and uses of digital communication, Digital communication writing (email, voice mail, broadcast messages, tele and video conference, Video profile, Blog, Feed backs)

Text/reference books :

1. How to Write and Speak Better by Reader's Digest
2. Always Know what to say by Peter W. Murphy
3. How to speak How to listen by Mortimer J Adler
4. The definitive book of Body Language by Barbara Pease
5. How to communicate by Martha Davis
6. The handbook of creative writing Edited by Steven Earnshaw
7. Building Reading skills By Brigance
8. The Psychology of Creative Writing Edited by Scott Barry Kaufman James Kaufman
9. Personality Development and Soft Skills by Barul Mitra
10. Professional Speaking Skills by Arun Koneru

BSFD103: Presentation Skills (Practical Course)

Unit 1. Digital Communication

Digital communication writing (email, voice mail, broadcast messages, tele and video conference, Video profile, Blog, Feed backs)

Unit 2. MS Word

Documenting, use of internet with word, Editing in Word

Unit 3. MS PowerPoint

Making Presentations, use of internet with MS PowerPoint, Editing PPT

SEMESTER I**Paper IV****BSFD104: Garment Construction Techniques
(Theory Course)****Objective:**

- To develop understanding the knowledge and skills, regarding the operational use of sewing machines, and its application
- To develop understanding various construction techniques for different fabrics, and to acquire the skills to apply those construction techniques in sample form.

Unit 1. Introduction to Sewing Machine and its mechanism

Sewing Machine parts, sewing machine operation, Sewing Machine Problems and Solutions, Types of needle – Hand and machine , sewing threads

Unit 2. Seams, Added Fullness

Uses of seams

Unit 3. Fullness

Uses and measurements of added fullness

Unit 4. Plackets

Uses and measurements of Plackets

Unit 5. Pockets

Uses and measurements of Pockets

Unit 6. Necklines, Arm holes

Uses and measurements of Necklines, Arm holes

Unit 7. Waistbands

Uses and measurements of Waistbands

Unit 8. Collars, Cuffs and yokes

Uses and measurements of Collars, Cuffs and yokes

BSFD104: Garment Construction Techniques (Practical Course)

Unit 1. Seams

- Sewing Practice
- Hand seams – Temporary stitches, permanent stitches
- Machine seams – Straight seam, curved, cornered seam, Flat felled seam, French seam, top seam, double top seam, faggoted seam, slot seam, bound seam

Unit 2. Tucks

Types of tucks - Pin, crossed, curved, group, wide, smocked, shell

Unit 3. Fullness

- Pleats - Kick pleat, box, inverted, combination, knife, sunray
- Added fullness – Gathering, shirring, frills
- Darts – waist dart, fish dart, tuck dart, straight dart

Unit 4. Plackets

- Types of Plackets – One-piece placket, Two-piece placket, Kurta/Diamond Placket, Continuous strip placket, Zipper plackets (Lapped, Center and invisible)
- Inserting various fasteners in above plackets

Unit 5. Pockets

Types of Pockets – Patch pocket (Shirt pocket, Patch pocket with pleat and gathers), In seam pocket, welt pocket, Pocket with flaps)

Unit 6. Necklines and armhole finishing

- Types of Neckline finishing – Fused, Unfused, Bias
- Armhole finishing

Unit 7. Waistbands

Types of waistbands – fused, elasticized, mixed

Unit 8. Cuffs, collars and yokes

Assembling cuffs, collars and yokes

SEMESTER I**Paper V****BSFD105: Elements and Principles of Design****(Theory Course)****Objective:**

- To develop understanding and psychology elements of design (point, line, color, texture, space, shape, form etc.) as well as understanding principles of design
- To develop students to analyze the end use of elements and principles of design while designing.
- To generate sense of composition using the elements of design along with the principle of design

Unit 1. Importance of Elements and Principles of Design

Definition and meaning of design, Importance of design, Importance of Elements and Principles of Design, Elements of Design, Principles of Design

Unit 2. Study of lines

Types of lines and their role in designing, Psychological effects, Optical Illusions, Visual association

Unit 3. Study of Shapes and forms

Types of Shapes, forms and their role in designing, Psychological effects, Optical Illusions, Visual association, Silhouettes

Unit 4. Study of colors

Color Theory, Dimensions of colors, Properties of colors, Psychological effects, Optical Illusions, Visual association, Color wheel, Color schemes

Unit 5. Study of Textures

Types of textures, Categories of texture, Psychological effects, Visual association

Unit 6. Study of Space

Introduction to space, importance of space

Unit 7. Understanding Principles of Design

Introduction to principles of design (Rhythm, Repetition, Harmony, Emphasis, Balance, Gradation, Radiation)

Unit 8. Aesthetics qualities of Elements of Design

Formal qualities, Expressive qualities, Symbolic qualities

BSFD105: Elements and Principles of Design **(Practical Course)**

Unit 1. Study of lines

Using different types of lines and their usage in designing, Psychological effects of lines, Optical Illusions using lines

Unit 2. Study of Shapes and forms

Using different types of Shapes, forms and their usage in designing, Psychological effects, Optical Illusions, Visual association, Silhouettes

Unit 3. Study of colors

Using different Colors, Dimensions of colors, Properties of colors, Psychological effects, Optical Illusions, Visual association, Color wheel, Color schemes

Unit 4. Study of Textures

Using various types of textures, Categories of texture, Psychological effects, Visual association

Unit 5. Study of Space

Using space while designing

Unit 6. Understanding Principles of Design

Usages and effects of principles of design (Rhythm, Repetition, Harmony, Emphasis, Balance, Gradation, Radiation)

Unit 7. Aesthetics qualities of Elements of Design

Using Formal qualities, Expressive qualities, Symbolic qualities of all elements

SEMESTER I**Paper IV****BSFD106: Surface Embellishment 1 – Needlecraft (Practical Course)****Objective:**

- To introduce students to basic embroidery stitches
- To develop the ability to make new design using hand and machine embroidery

Unit 1. Basics of embroidery

- Introduction to embroidery,
- Basic equipment's and selection according the requirement,
- Methods of Transferring designs,
- Care and preservation of embroidery articles
- Identification based on visual inspection / data sheets be carried out

Unit 2. Hand Embroideries

- Straight Stitch
- Knotted Stitches
- Looped Stitches
- Filled Stitches
- Cross Stitches
- Couching
- Satin ribbon embroidery

Unit 3. Machine Embroideries

- Types of embroidery machines,
- Types of machine embroidery stitches and process

Unit 4. Yarn Craft

- Crochet
- Knitting
- Tatting
- Macramé

Unit 5. Fabric Craft

- Smocking
- Applique work
- Patch work
- Cut work
- Quilting
- Drawn Thread Work

Unit 6. Other Ornamentation

- Mirror work
- Bead Work
- Zari, Gota work

- Punch work
- Stump Work
- Liquid embroidery

SEMESTER II**PAPER I****BSFD107: History of Fashion (Theory Course)****Objectives**

- To learn understanding and appreciation of the evolution of the Indian clothing at the cradle of the civilization, prehistoric times through the classical eras to the middle ages and in the most recent times.
- To familiarize students with of Indian costumes which acts as a vital piece of material that helps to understand what has happened in the past and how it affects our present
- To learn about the historic importance and relevance of the costumes and take inspiration and influence for their own creations

Unit 1: Origin of Clothing

Major civilizations in India and their impact on clothing

Unit 2: Pre Historic Period

Early adoption of Apparel, Early Ancient period, The textile trade in Ancient world

Unit 3: Ancient Period

Egypt, China, Thailand, Japan, Greece, Roman, Iron Age of Europe

Unit 4: Medieval Period

Byzantine, Early Medieval Europe, Britain, Africa, Asia, America

Unit 5: Renaissance and Early Modern Period

Renaissance Europe, Early Modern Europe, Pre-colonial North America, Colonial period and Industrial Revolution.

Unit 6: 20th and 21st Century

Haute couture era, Roaring 20's, Difficult years, Post war 2 period, Troubled times, America forges ahead, Early 2000's till present time

Unit 7: Bronze and Iron Age

Indus Valley Civilization, Vedic Civilization

Unit 8: Second Urbanization

Buddhism and Jainism, Mahajanapadas, Maurya, Sangam Period

Unit 9: Medieval Period

Early Classical Period, Classical Period (Gupta Empire), Early Medieval Period, Delhi Sultanate, Vijayanagara Empire, Regional Powers

Unit 10: Modern Period

Mughal Empire, Marathas, Sikhs, European Exploration, East India Company Rule, Rebellion of 1857, British Raj, Independence Movement

Reference Books:

1. Fashion the mirror of History by Michael Batterberry
2. Dress History New Directions in Theory and Practice by Charlotte Nicklas, Annebella Pollen
3. 100 year of Fashion by Cally Blackman
4. Encyclopedia of Clothing and Fashion by Valerie Steel
5. Fashion Costume and Culture by Sara Pendergast and Tom Pendergast
6. History of Ancient India by J L Mehta
7. The Art of India by C. Sivanranamurti
8. A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century by Upinder Singh

SEMESTER II**PAPER II****BSFD108: Traditional Textiles and Embroideries of India
(Theory course)****Objectives**

- To learn about the significance and function of traditional textiles, embroideries and handicrafts of India
- To familiarize students with the characteristics of Indian traditional dyed, printed, painted, woven, embroidered and explore the constraints and benefits related to its application.
- To let students, explore the contemporary fabrics of recent decade which offer exciting options for an increasingly complex range of consumer demands.

Unit 1: Significance of Traditional Textile and Functions of Embroideries

Introduction and importance of traditional textiles, embroidery of India

Unit 2: North India – Textiles and Embroideries

Jammu and Kashmir,
Punjab,
Himachal Pradesh,

Unit 3: Central India – Textiles and Embroideries

Madhya Pradesh,
Utter Pradesh

Unit 4: East India – Textiles and Embroideries

Odisha,
West Bengal,
Land of Seven Sisters,
Bihar,
Jharkhand

Unit 5: West India – Textiles and Embroideries

Goa,
Gujrat,
Rajasthan,
Maharashtra

Unit 6: South India – Textiles and Embroideries

Andhra Pradesh,
Karnataka,
Kerala,
Tamil Nadu

Unit 7: Indian Cottage Industry

Handicrafts and cottage industry

Reference Books:

1. Saris of India by Kapur Chishti and Ambasanyal
2. Textile art of India by KOKYO Hatanaka
3. Traditional Textiles of India by Parul Bhatnagar
4. Ajrakh Impressions and Expressions by Dr. Ela Dedhia and M. Hundekar
5. Handicrafts of India by Kamladevi Chattopadhyay

**BSFD108: Traditional Textiles and Embroideries of India
(Practical course)****Unit 1: North India – Rendering Textiles and Embroideries**

Jammu and Kashmir,
Punjab,
Himachal Pradesh,

Unit 2: Central India – Rendering Textiles and Embroideries

Madhya Pradesh,
Utter Pradesh

Unit 3: East India – Rendering Textiles and Embroideries

Odisha,
West Bengal,
Land of Seven Sisters,
Bihar,
Jharkhand

Unit 4: West India – Rendering Textiles and Embroideries

Goa,
Gujrat,
Rajasthan,
Maharashtra

Unit 5: South India – Rendering Textiles and Embroideries

Andhra Pradesh,
Karnataka,
Kerala,
Tamil Nadu

SEMESTER II**Paper III****BSFD109: Fashion Illustration (Practical Course)****Objectives**

- To develop creative drawing skills required for designing through exercises.
- To develop an eye to extract forms, prints & textures from Nature to create a base for understanding design.
- To develop an understanding of a “Human Figure” with various views that conveys the essential basics for “Fashion drawing”.

Unit 1. Introduction to Fashion Illustration

Introduction and importance of Fashion Illustration

Unit 2. Object Drawing & Usage of Different mediums

Lines & Shading exercises using various pencil & color mediums, Grade pencils, Color pencils, Poster color/ water color, Charcoal
Introduction to Perspective – Objective, Figurative

Unit 3. Kids Figure Drawing

Stick Figures and Mechanical Figures, Fleshed figures, Basic drawing of Kids) figure with appropriate proportions (girls & boys from baby to teen agers), Various views of kid's figure - front, back, side and 3/4th

Unit 4. Adult Figure Drawing – Female

Stick Figures and Mechanical Figures, Fleshed Figures, Basic drawing of Female figure with appropriate proportions, Various views of the Female figure (front, back, side and 3/4th)

Unit 5. Adult Figure Drawing - Male

Stick Figures and Mechanical Figures, Fleshed Figures, Basic drawing of Male figure with appropriate proportions, Various views of the male figure (front, back, side and 3/4th)

Unit 6. Fashion Figure Drawing - Female

Illustrating various fashion Figures in different poses - male and female

Unit 7. Draping of Garments

Draping garments on various poses with basic garment categories

Unit 8. Rendering Fashion Illustration

Render kids, male & female fashion illustrations using various medias mentioned above.

Unit 9. Rendering fabrics and clothing composition

Rendering different fabrics to study their fall, fold, drape and texture, Woven, knits & non-woven, Print & plain, combining various garment details like silhouettes, lengths, drapes, folds, motion & shadows etc. for various fabric

detailing and understanding the way fabric falls onto body

SEMESTER II

Paper IV

BSFD110: Pattern Making (Practical Course)

Unit 1. Introduction to Pattern Making

Basic Principles of pattern making, Taking Body measurements, Tools of pattern making, Work room terms and definitions

Unit 2. Introduction to Kids Garment

Drafting Basic bodice block of kids
Drafting Basic sleeves block of kids
A line frocks
Simple frock
Party Frock

Unit 3. Introduction to Draping

Terminology, Types of Dress forms, Tools required, suggested fabrics for draping, Dummy Preparation, Muslin Preparation

Unit 4. Girls Garments Drafting

A. Skirts – Dirndl, Gypsy, Ruffled, Balloon, Circular, Yoked, Pleated
B. Tops – Halter top, Pinafore with collar, Peasant
C. Collars – Peter pan, Cape, Sailor
D. Sleeves – Plain, puff

Unit 5. Adult Basic Blocks

A. Basic Bodice Block
B. Sleeves Block
C. Skirt Block

Unit 6. Dart Manipulation

Slash & spread method
Pivotal method

Unit 7. Female Garments

A. Skirts – A line, Circular, Gored, Paneled, Circular with uneven hemline,
B. Torso – Basic torso, Sheath, Shift dress, Princess (Shoulder, Armhole) Cut, Tent foundation

Unit 8. Indian Female Garments

A. Kurta – Basic, Kurta with collar
B. Salwar – Basic, Patiala, Dhoti
C. Saree Blouse – Princess cut, 4 darts, with cups & lining

Unit 9. Other Details

- A. Collars – Mandarin, Shirt collar, funnel neck line
- B. Sleeves – Leg o mutton, Bishop, Petal

SEMESTER II**Paper IV****BSFD111: Computer Application in Fashion (Practical Course)****Objectives**

- To understand the basic tools of CorelDraw and photoshop and developing the basic pattern set using the tools.
- To develop flat drawings, prints and patterns

Unit 1. Introduction to Adobe Photoshop

Understanding the tools used in Photoshop, Interface layout, Palettes, Colour boxes and modes

Unit 2. Handling Objects

Cropping, Resizing, Correcting, Adding Flash, Color Adjustment, Image essentials, Drawing and painting, Texts

Unit 3. Special Effects

Layers, Image adjustments, Image repair and restoration, Image transformations, Filters and effects

Unit 4. Internet and Photoshop

Using internet with Photoshop for design development

Unit 5. Introduction to Illustrator

Interface Introduction to Adobe Illustrator, Panels & Workspaces in Adobe Illustrator, Artboards in Adobe Illustrator, Vector basics / Selection & Direct selection tool, Fill & Stroke effects, Using Colour / Swatches / Pantone's / Gradients, creating shape vectors, grouped vectors & Compounding vector shapes, Drawing with the Pen tool / Brush tool / Pencil tool, The Blob brush tool & Eraser tool