



# **Savitribai Phule Pune University**

*(Formerly University of Pune)*

**Faculty of Science**

**S.Y. B.Sc. Fashion Design**

**Choice Based Credit System Syllabus**

**To be implemented from Academic Year 2019-2020**

**Titles of Papers and Scheme of Study****SY. B.Sc. Fashion Design - Semester III****Theory**

Sr. No.		Credits	No. of Lectures Per Week	Marks (Internal + External)
BSFD201	Design Process	1	1	15+35= 50
BSFD202	Fashion Marketing and Merchandising	2	2	15+35= 50
BSFD203	Surface Embellishment 2	2	2	15+35= 50

**Practical**

Course No	Course Title	Total No of Lectures/Practical Per Week	Standard of Passing		
			Internal Marks	External Marks	Total Marks
BSFD201	Design Process	2	15	35	50
BSFD202	Fashion Marketing and Merchandising	1	15	35	50
BSFD203	Surface Embellishment 2	2	15	35	50
BSFD204	Advanced Fashion Illustration	2	50	50	100
BSFD205	Pattern Making and Garment Construction 1	4	30	70	100
BSFD206	Design Project 1	2	70	30	100

- For Design Project external examination shall be in form of Viva and presentation by industry expert.

**TY. B.Sc. Fashion Design - Semester IV**

Sr. No.		Credits	No. of Lectures Per Week	Marks (Internal + External)
BSFD207	Fashion Merchandising	4	4	30+70= 100

**Practical**

Course No	Course Title	Total No of Lectures/Practical Per Week	Standard of Passing		
			Internal Marks	External Marks	Total Marks
BSFD208	Range Development – Women's	6	50	50	100
BSFD209	Pattern Making and Garment Construction 2	6	50	50	100
BSFD210	Advanced Computer Application	4	70	30	100

## **SEMESTER III**

### **Paper I**

#### **BSFD201: Design Process (Theory Course)**

##### **OBJECTIVES**

- To develop the skills to make design collections on various topics
- To aesthetically express personal ideas or feelings through a particular medium
- To understand the functional and non- functional qualities of a design.

##### **Unit 1. Introduction to Design Process Development**

Introduction to design thinking

##### **Unit 2. Stages of Thinking**

The design process- Stage 1 – Define, Stage 2 – Research, Stage 3 – Ideate, Stage 4 – Prototype, Stage 5 – Select, Stage 6 – Implement, Stage 7 – Learn

##### **Unit 3. Market Research**

Identifying drivers, Information gathering, Target groups, Samples and feedback

##### **Unit 4. Ideation**

Basic design, directions, Themes of thinking, Inspiration and references, brainstorming, Value, Inclusion, Sketching, Presenting ideas

## **BSFD201: Design Process (Practical Course)**

### **Unit 1. Introduction to Design Process Development**

Introduction to design thinking

### **Unit 2. Stages of Thinking**

The design process- Stage 1 – Define, Stage 2 – Research, Stage 3 – Ideate, Stage 4 – Prototype, Stage 5 – Select, Stage 6 – Implement, Stage 7 – Learn

### **Unit 3. Market Research**

Identifying drivers, Information gathering, Target groups, Samples and feedback

### **Unit 4. Ideation**

Basic design, directions, Themes of thinking, Inspiration and references, brainstorming, Value, Inclusion, Sketching, Presenting ideas

### **Unit 5. Refinement**

Thinking in images, thinking in signs, Appropriation, Humors, Personification, Visual metaphors, Modification, thinking in words, Words and language, Type 'faces', thinking in shapes, thinking in proportions, Thinking in colour

### **Unit 6. Prototyping**

Developing designs, 'Types' of prototype, Vocabulary

### **Unit 7. Implementation**

Format, Materials, Finishing, Media, Scale, Series/Continuity

### **Unit 8. From Concept to Presentation**

Mood board, Story board, Concept development

**SEMESTER III****PAPER II****BSFD202: Fashion Marketing (Theory Course)****Objectives**

- To learn understanding about the marketplace and the approach towards marketing.
- To familiarize students, understand the concept of merchandising with respect to time management and activities.
- To have a practical hand on Approach of merchandising in an apparel company.

**Unit 1: Introduction**

Introduction to retail, marketing, management and merchandising, Terminology

**Unit 2: Fashion Retailing**

History, Scope, Importance, types, techniques and Channel distribution

**Unit 3: Fashion Marketing**

Types, four P's, Fashion Promotion, Advances, Trade shows, Market weeks, Exhibitions, Fashion Shows, Market Survey and Research, Market Segmentation

**Unit 4: Fashion Buying**

Introduction, Fashion Buying Process, Buying cycle and strategies

**Unit 5: Luxury Brand Marketing**

Marketing strategies for luxury brands, elements, factor effecting

**Unit 6: Fashion E-tailing**

Introduction to e-tailing, types of e-tailing, social media impact, Strategies

**BSFD202: Fashion Marketing (Practical Course)****Unit 1: Fashion Retailing**

Retail Brand Study – History, present scenario, contribution in Fashion Industry

**Unit 2: Fashion Marketing**

Practically visiting and observation in/of Fashion Promotion, Trade shows, Market weeks, Exhibitions, Fashion Shows, Market Survey and Research, Market Segmentation

**Unit 3: Luxury Brand Marketing**

Case Studies of luxury brand Marketing strategies for luxury brands, elements, factor effecting

**Unit 4: Fashion E-tailing**

Case Studies of e-tailing companies, social media impact, Strategies

**SEMESTER III****Paper III****BSFD203: Surface Embellishment 2 (Theory Course)****Objectives**

- To introduce the students to the basics of dyeing and printing.
- Understanding the importance of fabric processing.
- Understanding the procedure to dye and print fabrics
- Awareness about the environmental hazards caused by the effluents of wet processing industry

**Unit 1. Introduction to Fabric Processing**

Importance of Fabric Processing, preparation of the greige fabric for dyeing and printing process, ways of using dyeing and printing for decoration of fabrics

**Unit 2. Textile Print Design**

Types of textile prints, Types of repeats in textile design

**Unit 3. Introduction to Dyeing**

Types of dyes, Stages of Dyeing - Fiber, Yarn, Fabric and Garment, After treatments and care for dyed goods

**Unit 4. Dyeing Methods**

Traditional Dyeing Techniques – Tie and Dye, Batik

**Unit 5. Introduction to Fabric Printing**

Types of Printing – Direct, Discharge and Resist printing techniques.  
Modern methods – Roller Printing, Transfer Printing, Digital Printing, Ink Jet Printing, Laser printing and Emboss Printing. After treatments and care for printed goods.

**Unit 6. Fabric Printing**

Traditional Methods – Block, Screen, Stencil, discharge

**Unit 7. Natural Dyeing Methods**

Introduction to natural dyeing, Types of natural dyes and dyeing process

**Unit 8. Creative Dyeing and Printing Techniques**

Rust dyeing, Ice dyeing, Mud dyeing, Water Marbling, Batik Painting, Salt resist tie & dye, Hot glue stenciling, Burnt out, Embossed Painting, Bleach printing,

**Unit 9. Fabric Painting**

Introduction and materials used for fabric painting, transferring design on fabric, Historical background, Techniques of fabric painting, Traditional methods of fabric painting

## **BSFD203: Surface Embellishment 2 (Practical Course)**

### **Unit 1. Textile Print Design**

Designing various types of textile prints and repeats

### **Unit 2. Introduction to Dyeing**

Types of dyes, Stages of Dyeing - Fiber, Yarn, Fabric and Garment, After treatments and care for dyed goods

### **Unit 4. Dyeing Methods**

Traditional Dyeing Techniques – Tie and Dye, Batik

### **Unit 5. Introduction to Fabric Printing**

Types of Printing – Direct, Discharge and Resist printing techniques.  
Modern methods – Roller Printing, Transfer Printing, Digital Printing, Ink Jet Printing, Laser printing and Emboss Printing. After treatments and care for printed goods.

### **Unit 6. Fabric Printing**

Traditional Methods – Block, Screen, Stencil, discharge

### **Unit 7. Natural Dyeing Methods**

Introduction to natural dyeing, Types of natural dyes and dyeing process

### **Unit 8. Creative Dyeing and Printing Techniques**

Rust dyeing, Ice dyeing, Mud dyeing, Water Marbling, Batik Painting, Salt resist tie & dye, Hot glue stenciling, Burnt out, Embossed Painting, Bleach printing,

### **Unit 9. Fabric Painting**

Introduction and materials used for fabric painting, transferring design on fabric, Historical background, Techniques of fabric painting, Traditional methods of fabric painting



## **SEMESTER III**

### **Paper IV**

#### **BSFD204: Advance Fashion Illustration (Practical Course)**

##### **Objectives**

- To develop understanding the knowledge and skills of Illustration.
- To develop understanding various illustration techniques of different fabrics, and to acquire the skills to apply those techniques in sample form

##### **Unit 1. Fashion Reading**

Photo analysis, Magazine Interpretation

##### **Unit 2. Design Focus and Lay out**

Designing compositions using figures, fabrics, silhouettes, colors etc

##### **Unit 3. Stylized Fashion Figure**

Develop stylized fashion figures using various mediums, poses and papers

##### **Unit 4. Fashion Illustrator study and Interpretation**

National and International fashion illustrators' study, Techniques interpretation and developing your own style

##### **Unit 5. Fashion Flats and Technical Drawing Presentation**

Line drawing of different garments in 2D forms such as skirts, pants, blouses, shirts, dresses, jackets and sportswear

## **SEMESTER III**

### **Paper V**

## **BSFD205: Pattern Making and Garment Construction 1 (Practical Course)**

### **Objectives**

- To develop the knowledge and skills of constructing women's advance garments

#### **Unit 1. Sleeves and Bodice Combination**

Kimono, Dolman, Batwing, Raglan

#### **Unit 2. Evening Gown**

One-piece Dress, Bridal Gown, Evening gown, Corset, Strapless Bodice

#### **Unit 3. Women's Top**

Casual top, Formal top, Shirt

#### **Unit 4. Women's Palazzo**

Plain, Pleated, Flared

#### **Unit 5. Women's Denim and Trousers**

Denim, Formal trouser, Fitted trouser, Culottes

#### **Unit 6. Women's Draped Garment**

Cowl and draped gown

#### **Unit 7. Indian Traditional Wear**

Stitched Nauwar Saree, Ghagra Choli

#### **Unit 8. Bias Cut dresses**

Two dresses

**SEMESTER III**

**Paper VI**

**BSFD206: Design Project 1  
(Practical Course)**

On the given knowledge of design development process in Design Process (BSFD 201) Design following

1. Design motifs – minimum 5 motifs
2. Design various prints using above motifs with repeats

**SEMESTER IV****PAPER I****BSFD207: Fashion Merchandising (Theory Course)****Objectives**

- To learn understanding about the marketplace and the approach towards visual merchandizing.
- To familiarize students, understand the concept of visual merchandising with respect to time management and activities.
- To have a practical hand on Approach of visual merchandising in an apparel store.

**Unit 1: Introduction to Fashion Merchandising**

Types, Concepts, Merchandise planning, sampling, costing, negotiation, TNA,

**Unit 2: Merchandise Planning**

Concepts of Apparel product line, planning, designing, developing, directing, coordinating and controlling, Life cycle of product, Product Classification

**Unit 3: Consumer Behavior**

Introduction to consumer behavior, influencing factors, Buying process, Types of Buyers, Individual versus Industrial buyer

**Unit 4: Introduction to Visual Merchandising**

Meaning, Importance, role in the fashion industry, customer experience, working in the visual merchandising industry, The Basics of Visual Merchandising, Dominance factor in VM

**Unit 5: Display design Techniques**

Line, composition, texture, colour, lighting, store Exteriors & interiors

**Unit 6: Visual Merchandising Kit**

Store Planning & Fixtures, Window display, store architecture, space planning layouts, displaying the merchandise, mannequins, fixtures, selection of fashion merchandise, Window Dressing, Draping and Typography.

**Unit 7: Research and design**

Visual design development, model making and experimentation, concept development, presentation and communication, Merchandise Presentation, Quality & Process in VM

**Unit 8: The future of visual merchandising**

Shopping trends and innovation, technology and digital visual merchandising, sustainability, internationalization

## **SEMESTER IV**

### **PAPER II**

#### **BSFD208: Range Development – Women's (Practical course)**

##### **Objectives**

- To develop the knowledge and skills of design process
- To develop better understanding in students about women's preferences and choices while designing for them

##### **Unit 1: Introduction and Background to design**

Understanding the design process

##### **Unit 2: Analyzing the brief**

Innovation and analysis of design concept

##### **Unit 3: Research**

Inspiration, Direction, Observation, Trends

##### **Unit 4: Fashion Forecasting**

Using forecasting while designing

##### **Unit 5: Design Process**

Development, Color, Texture, Silhouette, Proportion

##### **Unit 6: Understanding Fabrics**

Sourcing fabric, Developing new fabric

##### **Unit 7: Construction**

Construction, Embellishment, Prototype

##### **Unit 8: Executing the collection**

Final costumes of the collection

##### **Unit 9: Photoshoot and CAD**

Preparation and executing photoshoot and developing CAD portfolio

## **SEMESTER IV**

### **Paper III**

#### **BSFD209: Pattern Making and Garment Construction 2 (Practical Course)**

##### **Objectives**

- To develop the knowledge and skills of constructing men's basic as well as advance garments

##### **Unit 1. Indian Men's Wear**

Kurta Pyjama

##### **Unit 2. Gent's Shirt**

Formal, Casual, Manila, kurta style

##### **Unit 3. Gent's Denim and Trouser**

Denim, Pleated, Plain, with darts

##### **Unit 4. Men's Casual Bottoms**

Capri, Shorts, bell bottoms, Dhoti

##### **Unit 5. Jodhpur Suit**

##### **Unit 6. Vest Coats**

With collar and without collar

##### **Unit 7. Sherwani**

**SEMESTER IV****Paper IV****BSFD210: Advance Computer Application  
(Practical Course)****Objectives**

- Understanding the basic tools of CAD software and developing basic design set using tools.
- Develop new patterns using the basic set on CAD system

**Unit 1. Introduction to Corel Draw**

Understanding the tools used in CorelDraw, drawing shapes in CorelDraw, Working with color and filling objects.

**Unit 2. Handling objects**

Shaping, Layers, Using Nodes, Trimming, Welding, Cropping, Intersecting, Aligning, Cloning, Positioning, Scaling, Rotating, Combining, Grouping, locking, Replacing

**Unit 3. Special Effects**

Using lenses, adding 3D effect, Blending, Texts and formatting, Pages and layouts, File formats

**Unit 4. Introduction to Adobe In- design**

Getting started and understanding the software, Basic tools and their usage, rulers, grids, and guides

**Unit 5. Handling objects**

Drawing basic shapes, editing paths, tracing the artwork, symbols, using colour, colour management, proofing colors, colour setting, selecting and arranging the objects, rotating and reflecting objects, reshaping objects, blending the objects, creating 3D objects, Texts and formatting the texts

**Unit 6. In-design for fashion**

Drawing the flats, sketching the garments, croquis drawing, Create Layouts for a Fashion Magazine, styling using software, preparing tech packs, Filling the garments with prints, Tracing of garment

**Unit 7. Create a Project**

Develop a collection using all the software's