

Curriculum and Credit Framework for Undergraduate Programme (Single Major) as per NEP-2020

B.Sc. Fashion Design and Lifestyle Technology

(Four-Year Undergraduate Programme)

1st & 2nd Semesters

For Batch w.e.f. Session 2023-24



**University School for Graduate Studies,
Chaudhary Devi Lal University
Sirsa-125055, Haryana**

2023

1. Exit options and Credit requirements

SINGLE-MAJOR

Exit with	Credit requirement
Certificate in Fashion Design: After successful completion of First year (Two semesters) of the Four-Year Undergraduate Degree Programme.	48 (Including Internship of 4 Credits)
Diploma in Fashion Design and Lifestyle Technology: After successful completion of Two years (Four semesters) of the Four-Year Undergraduate Degree Programme.	94 (Including Internship of 4 Credits)
Bachelor of Science in Fashion Design and Lifestyle Technology: After successful completion of Three years (Six semesters) of the Four-Year Undergraduate Degree Programme.	136
Bachelor of Science in Fashion Design and Lifestyle Technology (Honours/Honours with Research) After successful completion of Four Years (Eight semesters) of the Undergraduate Degree Programme.	184

Table: Courses and Credit Scheme of Single Major

**3-Year UG Undergraduate (B.Sc. Fashion Design & Lifestyle Technology) and
4-Year UG Undergraduate (B.Sc. Fashion Design & Lifestyle Technology – Honours/Honours
with Research)**

Course Category	Course Code	Course Title	Level	Credits			Marks		
				L	P	Total	Int	Ext	Total
<u>SEMESTER-I</u>									
1. DSC	BSc/FDLT/SM/1/DSC/101	Design Studies	100	2	-	2	15	35	50
	BSc/FDLT/SM/1/DSC/102	Design Studies (Lab-Work)	100	-	2	2	-	50	50
	BSc/FDLT/SM/1/DSC/103	Sewing Technology	100	2	-	2	15	35	50
	BSc/FDLT/SM/1/DSC/104	Sewing Technology (Lab-Work)	100	-	2	2	-	50	50
2. MIC	BSc/FDLT/ SM /1/MIC/101	History of Fashion	100	4	-	4	30	70	100
3. MDC	CDLU/FDLT/1/MDC/101	Fashion Forecasting	100	3	-	3	25	50	75
4. AEC	Hindi/AEC/101	Hindi-I	100	2	-	2	15	35	50
5. SEC	CDLU/FDLT/1/SEC/101	Fashion Art-I (Practical)	100	-	3	3	0	75	75
6. VAC	EVS/VAC/101	EVS-I	100	2	-	2	15	35	50
TOTAL						22			550
<u>SEMESTER-II</u>									
1. DSC	BSc/FDLT/ SM /2/DSC/105	Fashion Illustration	100	2	-	2	15	35	50
	BSc/FDLT/ SM /2/DSC/106	Fashion Illustration (Lab-Work)	100	-	2	2	-	50	50
	BSc/FDLT/ SM /2/DSC/107	Introduction to Textiles	100	2	-	2	15	35	50
	BSc/FDLT/ SM /2/DSC/108	Introduction to Textiles (Lab-Work)	100	-	2	2	-	50	50
2.MIC	BSc/FDLT/ SM /2/MIC/102	Dynamics of Fashion	100	4	-	4	30	70	100
3. MDC	CDLU/FDLT/2/MDC/102	Brand Management	100	3	-	3	25	50	75
4. AEC	ENG/AEC/101	English-I	100	2	-	2	13	35	50
5. SEC	CDLU/FDLT/2/SEC/102	Fashion Art-II (Practical)	100	-	3	3	0	75	75
6. VAC	CDLU/VAC/101	Communication Skills	100	2	-	2	15	35	50
						22			550

SEMESTER – I

BSc/FDLT/SM/1/DSC/101

DESIGN STUDIES

Credits: 2 (Theory)

Max. Marks: 50

Lectures: 30

Final Term Exam: 35

Duration of Exam: 2 Hrs.

Internal Assessment: 15

Objective: The main objective of this subject is to make the students understand the basic elements & principles of design for new product development.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Introduced with different elements of design.

CO2: Learn proper use of color and its schemes

CO3: Study of principles of design.

CO4: Learn suitable clothing according to different age groups.

***Note for the Paper Setter:** The question paper will consist of **five** questions in all. The first question will be compulsory and will consist of **seven** short questions of **1** marks each covering the whole syllabus. In addition, **four** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one compulsory question** and **two more questions** selecting at least one question from each unit.*

UNIT I

Introduction to design: The concept of design, classification of design,

Elements of Design: Color, texture, shape, line, dots, checks, prints, and rendering effects,

Illusion effects of elementary designs on clothing. Integration of elements and principles of design to develop a product, the inspirational concept of design to generate innovation, theme-based designing, and inspirational designing.

UNIT II

Color schemes- Warm, Cool, Hue, Value, Intensity, Complementary, split complementary, achromatic, monochromatic analogous, tints, tones, and shades. Color composition: Color mixing, visual identification of hues in color, and generation of the same. Principles of design: Repetition, Gradation, Radiation, Dominance, Contrast, balance, proportion emphasis on rhythm, Unity, and harmony.

Suggested Readings:

1. Gupta S., Garg N. and Saini R., *Clothing Textile and Laundry*.
2. Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, Gail Greet Hannah, 2002
3. Basic Principles of Design, Manfred Maier, Vol. 1-4
4. Comdex Fashion Design, Vol I, Fashion Concepts, Navneet Kaur, Vikas Pub, 2010
5. Sodhia M., *Design Studies*, Kalyani Publishers.
6. Farem S. and Hudson T., *Fashion design course*
7. Lewis T., *Ultimate guide to become a designer*

BSc/FDLT/SM/1/DSC/102

DESIGN STUDIES (LAB WORK)

Credits: 2 (Practical)

Max. Marks: 50

Lectures: 4 Hrs per week

Final Term Exam: 50

Duration of Exam: 3 Hrs.

Objective: The main objective of this subject is to make the students understand the basic elements & principles of design for new product development.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Introduced with different elements of design.

CO2: Learn proper use of color and its schemes

CO3: Study of principles of design.

CO4: Learn suitable clothing according to different age groups.

Practical work:

- Make a folder on Color schemes- Warm, Cool, Hue, Value, Intensity, Complementary, split complementary, achromatic, monochromatic analogous, tints, tones, and shades.
- Color composition: Color mixing, visual identification of hues in color, and generation of the same.
- Elements of Design: Color, texture, shape, line, dots, checks, prints, and rendering effects Illusion effects of elementary designs on clothing
- Use of different color mediums

Suggested Readings:

1. Gupta S., Garg N. and Saini R., *Clothing Textile and Laundry*.
2. Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, Gail Greet Hannah, 2002
3. Basic Principles of Design, Manfred Maier, Vol. 1-4
4. Comdex Fashion Design, Vol I, Fashion Concepts, Navneet Kaur, Vikas Pub, 2010
5. Sodhia M., *Design Studies*, Kalyani Publishers.
6. Farem S. and Hudson T., *Fashion design course*
7. Lewis T., *Ultimate guide to become a designer*

BSc/FDLT/SM/1/DSC/103
SEWING TECHNOLOGY

Credits: 2 (Theory)

Lectures: 30

Duration of Exam: 2 Hrs.

Max. Marks: 50

Final Term Exam: 35

Internal Assessment: 15

Objective: The objective of this course is to help the students to acquire the skill in terms of sewing techniques.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Introduced with different elements of design.

CO2: Learn proper use of sewing tools

CO3: Study of principles of design.

CO4: Learn suitable clothing according to different age groups.

***Note for the Paper Setter:** The question paper will consist of **five** questions in all. The first question will be compulsory and will consist of **seven** short questions of **1** marks each covering the whole syllabus. In addition, **four** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one compulsory question** and **two more questions** selecting at least one question from each unit.*

UNIT I

Introduction to sewing technology. Sewing terminology, Equipment and supplies used in clothing construction, sewing tools, cutting, measuring, marking stitching and pressing tools.

Sewing machines: - suitability and functions of different sewing machines, maintenance of sewing machines, common defects and their mechanism of sewing machines.

UNIT II

Types and applications of constructional techniques hand stitches, seams and finishes, techniques of fullness, fasteners, necklines, collars, plackets, skirts, fusible and quilting

Recording of body measurement, Care to be taken while taking body measurement. Different methods of developing a design- Drafting, pattern making, draping (in brief) their advantage and disadvantage.

Suggested Readings:

1. Garg N., *Clothing and Textile*.
2. Gupta S., Garg N. and Saini R., *Clothing Textile and Laundry*.
3. Joseph H. and Berry B., *Draping for apparel design*.
4. Joseph H., *Pattern making for fashion*, Pearson.
5. Manmeet sodhia, *garment manufacturing Kalyani publishers*
6. Manmeet Sodhia, *drafting and pattern making, Kalyani publishers*

BSC/FDLT/SM/1/DSC/104
SEWING TECHNOLOGY (LAB WORK)

Credits: 2 (Practical)

Max. Marks: 50

Duration of Exam: 3 Hrs.

Final Term Exam: 50

Lectures: 4 Hrs per week

Objective: The objective of this course is to help the students to acquire the skill in terms of sewing techniques. Students will also learn the basic concepts of sewing technology by going through these practical experiments.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Introduced with different elements of design.

CO2: Learn proper use of sewing tools

CO3: Study of principles of design.

CO4: Learn suitable clothing according to different age groups.

Practical:

- Introduction to Sewing machine and its parts,
- Functions, care and maintenance of sewing machine,
- Introduction to grainlines and fabric cutting according to the grainlines
- Clothing samples: Basic hand stitches basting, hemming-visible/invisible types of seam finishes- plain, run and overcast, fullness-darts, tucks, pleats, ruffles, frills and gathers, fasteners, plackets, etc

Suggested Readings:

1. Garg N., *Clothing and Textile*.
2. Gupta S., Garg N. and Saini R., *Clothing Textile and Laundry*.
3. Joseph H. and Berry B., *Draping for apparel design*.
4. Joseph H., *Pattern making for fashion*, Pearson.

BSc/FDLT/ SM /1/MIC/101

HISTORY OF FASHION

Credits: 4 (Theory)

Lectures: 60

Duration of Exam.: 3 Hrs.

Max. Marks:100

Final Term Exam.:70

Internal Assessment:30

Objective: The main objective of this subject is to make the students understand the basic elements & principles of Design for new product development in contemporary style derived from the traditional patterns of design.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Introduced with different traditional arts of India.

CO2: Learn proper use of color and its schemes in fashion history

CO3: Study of principles of design being followed by ancient India.

CO4: Learn suitable clothing according to different cultures and traditions of India.

***Note for the Paper Setter:** The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting at least one question from each unit.*

UNIT-I

History of fashion in India from the earliest known civilization: Indus valley and Harappan Culture (3300-1300 BC)

Study of traditional costumes of Indian States:- Punjab, Haryana, Himachal Pradesh, Gujarat, Rajasthan, Maharashtra , and Kashmir

UNIT-II

World historic costumes of Different periods: - The Roman period, Gothic period, Egyptian period, The Byzantine period, French Historic costumes, Greek Period Costumes, Russian Influence on Costumes.

UNIT-III

Historical evidences of the Influence of Mughal era and Victorian age in fashion industry
Introduction to the contemporary fashion in the modern age

UNIT-IV

Use of traditional textiles in contemporary designs

Reflection of traditional costumes into the contemporary fashion

Suggested Readings:

1. Kumar R., "*Costumes and Textiles of Royal India*". Christies Book Ltd. London, 1999.
2. Gurey G.S, *Indian Costumes*, The popular book depot.
3. SodhiaM., *History of Fashion*
4. Joy Diamond, Eileen Diamond ,*Fashion Apparel and Accessories*.

CDLU/FDLT/1/MDC/101

FASHION FORECASTING

Credits: 3 (Theory)

Lectures: 45

Duration of Exam: 3 Hrs.

Max. Marks: 75

Final Term Exam: 50

Internal Assessment: 25

Objectives: The objective of this course is to help the students to acquire conceptual knowledge about the dynamics of fashion.

Course Outcomes: After completion of the course, the learners will be able to:

CO1: Introduction to fashion definitions.

CO2: Deep understanding of fashion components.

CO3: Study of fashion forecasting.

CO4: Role of designers in fashion industry.

Note for the Paper Setter: The question paper will consist of **seven** questions in all. The first question will be compulsory and will consist of **four** short questions of **1** marks each covering the whole syllabus. In addition, **six** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **three** units. The candidates are required to attempt **one compulsory question and three more questions** selecting at least one question from each unit.

UNIT I

Introduction to Fashion forecasting: color, textile, trend, silhouettes and sales forecasting

Importance of fashion forecasting: sources of forecasting, Speed of fashion change & short-term forecasting

UNIT II

Role of fashion designers for the development of fashion industry.

Indian fashion designers and International fashion designer

Fashion Industry and its impact on human lifestyle.

UNIT III

Introduction of Fashion journalism, channels of fashion journalism. Fashion communication.
Role of clothing in human life

Importance of clothing lifestyle in the contemporary works

Inspirational concept of fashion forecasting and evaluation according to the decade

Suggested readings:

1. Diamond, J and Pinter, G. *Retail Buying*, Prentice Hall of India Pvt. Ltd., New Delhi. 1997
2. Donnellan, J., *Merchandise Buying and Management*. Fairchild Publications, New York. 1999
3. Greenwood, K.M. and Murphy, M.F., *Fashion Innovation and Marketing*. Macmillan Publishing Co. Inc., New York. 1978
4. Wgsn.com

Hindi -I
हिंदी भाषा परिचय सामान्य :
HINDI/AEC/101

Credit – 2

Duration: 2 Hours per week

परीक्षा समयघंटे 2 :

कुल अंक :50

लिखित परीक्षा :35 अंक

आंतरिक मूल्यांकन: 15 अंक

Note for the Paper Setter: The question paper will consist of five questions in all. The first question will be compulsory and will consist of seven short questions of 1 marks each covering the whole syllabus. In addition, four more questions of 14 marks each will be set unit-wise comprising of two questions from each of the two units. The candidates are required to attempt one compulsory question and two more questions selecting one question from each unit.

पाठ्यक्रम के उद्देश्य:

हिंदी भाषा की विकास करवाना परिचय से यात्रा-

पाठ्यक्रम के अपेक्षित परिणाम

1. हिंदी भाषा के विकास व उसकी बोलियों का ज्ञान होगा
2. हिंदी भाषा के विविध रूप व प्रयोजनमूलकता से परिचित होंगे

खंड एक—

हिंदी भाषाविकास एवं उद्भव :

हिंदी की उपभाषाएं एवं बोलियों का वर्गीकरण

ब्रजएव परिचय सामान्य का बोली खड़ी और अवधि , प्रवृत्तियाँ

खंड दो-

कंप्यूटर-परिभाषा, स्वरूप एवं महत्व

पारिभाषिक शब्दावली – बैंकिंग, वाणिज्य, मंत्रालय, उपक्रम, निगम, औद्योगिक क्षेत्र व मीडिया क्षेत्र

अनुवाद लेखन- अर्थ परिभाषा, स्वरूप, महत्व, प्रक्रिया प्रकार

टिप्पणी लेखन ,परिभाषा अर्थ -नियम, लेखन विधि, उदाहरण

संदर्भ सूची:

1. हिंदी भाषा का उद्भव एवं विकास तिवारी उदयनारायण ,
2. भाषा विज्ञान तिवारी भोलानाथ .डॉ ,
3. हिंदी भाषा का इतिहास वर्मा धीरेन्द्र लेखक ,
4. समसामयिक भाषा विज्ञाननारंग वैष्णा लेखक ,
5. हिंदी1965 इलाहबाद ,महल किताब ,बाहरी हरदेव ,विकास और उद्भव :

CDLU/FDLT/1/SEC/101

FASHION ART-I

Credits: 3 (Practical)

Max. Marks: 75

Lectures: 45

Duration of Exam: 3 Hrs.

Objective: The main objective of this subject is to make the students understand the basic elements & principles of Design to create a new product.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Introduced with different elements of design.

CO2: Study of principles of design.

CO3: Proper use of colour and its schemes.

CO4: Suitable clothing according to different age groups.

LIST OF PRACTICALS

1. Introduction to Fashion Art
2. Introduction to Textures
3. Use of Different Textures
4. Implementation of Textures on papers and Fabrics
5. Use of different color mediums
6. Different techniques of brush strokes
7. Colour blending and merging into different forms
8. Observations on Fashion art by survey
9. Market survey
10. Visits to exhibitions related to fashion art

Suggested Readings:

1. Gupta S., Garg N. and Saini R., *Clothing Textile and Laundry*.
2. Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, Gail Greet Hannah, 2002
3. Basic Principles of Design, Manfred Maier, Vol. 1-4

4. Comdex Fashion Design, Vol I, Fashion Concepts, Navneet Kaur, Vikas Pub, 2010
5. Sodhia M., *Design Studies*, Kalyani Publishers.
6. Farem S. and Hudson T., *Fashion design course*
7. Lewis T., *Ultimate guide to become a designer*

EVS/VAC/101: Environmental Studies – I

Credits: 2

Duration of Examination: 2 hrs

Total Marks: 50

Internal Assessment: 15

Semester End Examination: 35

Objective: The objective of this paper is to create the awareness among the students towards Environmental concepts and issues for smooth life of species and human at earth.

UNIT I

Introduction to Environment: The multidisciplinary nature of environmental studies: Definition, scope and importance, need for public awareness. Environmental Ethics: anthropocentric and eco-centric perspective. Natural resources: Renewable and non-renewable resources: Natural resources and associated problems. Forest resources: use and over-exploitation, Deforestation, Timber extraction, mining, dams and their effects on forests and tribal people. Water resources: Use and over-utilization of surface and ground water, floods, drought, dams-conflicts over water and problems. Minerals resources: Use and exploitation, environmental effects of extracting and using minerals resources. Food resources: World food issues, changes caused by agriculture and overgrazing, effects of modern agriculture on agro ecosystem, agrochemical issues, water logging, salinity, Energy resources; Growing energy needs, renewable and non-renewable energy resources. Land resources: Land as resource: land degradation man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable life style. Sustainable development: concept, initiatives for sustainable development: regional, state and global, Sustainable Development Goals.

UNIT II

Ecosystem: Concept, Structure and Function. Producers, Consumers and Decomposers, Energy flow in the ecosystem, Concept and type of ecological succession, Food chains, food webs and Ecological pyramids, Introduction, types, characteristics features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, desert ecosystem, Aquatic eco system (Ponds, streams, lakes, rivers, oceans, estuaries). Biodiversity and its conservation: Introduction-Definition: Genetic, species and Ecosystem diversity, Biogeographical classification of India. Value of Biodiversity: consumptive use, productive use, social, ethical; aesthetic and optional. Biodiversity at local, National and Local levels. India as Mega-diverse a Nation. Hot spots of Biodiversity. Threats to biodiversity, Habitat loss, poaching of wildlife, man-wildlife conflicts. Endemic species, conservation of biodiversity: In situ and Ex-situ, conservation of biodiversity. Convention on biological diversity, Aichi targets. Water pollution: Natural and anthropogenic sources of water pollution and their effects. Marine pollution, Thermal pollution, Eutrophication, Ground water pollution. Air pollution: Sources, Classification and properties of air pollutants (Particulate matter, Inorganic gaseous pollutants, Organic gaseous pollutants), Smog, Acid rain, Ozone layer depletion, Green house effects, Global warming, Effects of air pollution on Human Health Soil pollution: Soil pollution from the use of agrochemicals (viz. Fertilizers and Pesticides), Heavy metals, Industrial effluents and Detrimental effects of soil pollutant, Remedial measures for soil pollution. Types and sources Solid waste, Electronic waste Radioactive and Noise pollution: Definition Sources of radioactive pollution, Radioactivity, effects of radioactive pollution, Sound pressure level, Frequency, noise monitoring and sound level meter, Sources and effects of noise pollution, Effects of noise pollution on human health. Role of individual in prevention of pollution.

Suggested Readings:

1. Agarwal, K.C. 2001 *Environmental Biology*, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, *The Biodiversity of India*, Mapin Publishing Pvt. Ltd., Ahmedabad- 380013, India.
3. Clerk R.S., *Marine Pollution*; Clarendon Press Oxford.
4. Down to Earth, Centre for Science and Environment.
5. Hawkins R.E., *Encyclopedia of Indian Natural History*, Bombay Natural History Society, Bombay.
6. Mhaskar A.K., *Matter Hazardous*, Techno-Science Publications.
7. Townsend C., Harper J, and Michael Begon, *Essentials ecology*, Blackwell Science.

*Note for the Paper Setter: The question paper will consist of **five** questions in all. The first question will be compulsory and will consist of **seven** short questions of **1** marks each covering the whole syllabus. In addition, **four** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one compulsory question** and **two more questions** selecting at least one question from each unit.*

SEMESTER-II

BSc/FDLT/ SM /2/DSC/105
FASHION ILLUSTRATION

Credits: 2 (Theory)

Lectures: 30

Duration of Exam: 2 Hrs.

Max. Marks: 50

Final Term Exam: 35

Internal Assessment: 15

Objective: The objective of this course is to help the students to acquire conceptual knowledge about principles of fashion illustrations.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Learn different elements of design. **CO2:** Learn

proper use of human anatomy

CO3: Study of principles of illustrations

CO4: Learn how to drape a costume on a body figure

***Note for the Paper Setter:** The question paper will consist of **five** questions in all. The first question will be compulsory and will consist of **seven** short questions of **1** marks each covering the whole syllabus. In addition, **four** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one compulsory question** and **two more questions** selecting at least one question from each unit.*

UNIT I

Fashion illustration: - Definition, terminology, importance and theories, tools for fashion drawing, sketching principles, Human anatomy: - Basic human proportion of male, female and kids, fashion figure and normal figure.

Designs through rendering of different fabrics, textures and patterns, study of different-silhouettes, technical presentation presenting design to costumes, technical specification and measurement scales band serving symbols, accessories.

UNIT II

Fashion details- collars, necklines, sleeves, skirts, trousers, plackets, frills, pockets and innovative details, Illusion effects, Drapes and folds.

Illustration for apparels using the themes- Casual, formal, ethnic, office wear, winter, summer and spring, stylization illustration. Concept of accessories in fashion.

Suggested Readings:

1. Gupta S., Garg N. and Saini R., *Clothing Textile and Laundry*.
2. Sodhia M., *Design Studies*, Kalyani Publishers.
3. Joseph H. and Berry B., *Draping for apparel design*.
4. Farem S. and Hudson T., *Fashion design course*.
5. Allen, Seaman B.T., *Fashion Drawing: The basic principles*, Basford Ltd. London.
6. Lewis T., *Ultimate guide to become a designer*.

BSC/FDLT/ SM /2/DSC/106
FASHION ILLUSTRATION (LAB WORK)

Credits: 2 (Practical)

Max. Marks: 50

Lectures: 4 Hrs per week

Final Term Exam: 50

Duration of Exam: 3 Hrs.

Objective: The objective of this course is to help the students to acquire conceptual knowledge about principles of fashion illustrations.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Learn different elements of design.**CO2:** Learn

proper use of human anatomy

CO3: Study of principles of illustrations

CO4: Learn how to drape a costume on a body figure

Practical:

- Fashion illustrations: -Basic Human anatomy, fashion model drawing basic croquis.
- Basic human properties of male, female and kids,
- balance line and weight distribution,
- developing figures using figure guides,
- sketching of faces, hands, legs, feet hair style and accessories,
- free hand sketching of figures and shapes,
- illustration of different postures and motion,
- techniques of creating textures and patterns
- study of different silhouettes.

Suggested Readings:

1. Gupta S., Garg N. and Saini R., *Clothing Textile and Laundry*.
2. Sodhia M., *Design Studies*, Kalyani Publishers.
3. Joseph H. and Berry B., *Draping for apparel design*.
4. Farem S. and Hudson T., *Fashion design course*.
5. Allen, Seamen B.T., *Fashion Drawing: The basic principles*, Basford Ltd. London.
6. Lewis T., *Ultimate guide to become a designer*.

BSC/FDLT/ SM /2/DSC/107
INTRODUCTION TO TEXTILES

Credits: 2 (Theory)

Lectures: 30

Duration of Exam: 2 Hrs.

Max. Marks: 50

External Assessment: 35

Internal Assessment: 15

Course Outcomes: After successfully completing the course, students will be able to:

CO1: Understanding the manufacturing of textile fibers

CO2: Understand the yarn classification and their properties

CO3: Study based on the identification of textile fibers

CO4: Acquire the basic knowledge on fabric construction

***Note for the Paper Setter:** The question paper will consist of **five** questions in all. The first question will be compulsory and will consist of **seven** short questions of **1** marks each covering the whole syllabus. In addition, **four** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one compulsory question and two more questions** selecting at least one question from each unit.*

UNIT I

Introduction to textiles: Textile terminology, textile fibers and yarns, historical existence of fibers and textiles.

Introduction to textile industry, Introduction to textile raw materials, Introduction to loom, Woven Fabric, Non-Woven, Knitted Fabrics

UNIT II

Classification of fibers – Natural & Manmade Fibers, animal fibers and vegetable fibers, Physical and chemical properties of fibers. Manufacturing of textile fibers: cotton, linen, jute, wool, silk viscose rayon's polyester, nylon, acrylic, Lycra and others.

Identification of textile fibers based on microscopic and burning tests

Suggested Readings:

1. Garg N., *Clothing and Textile*.
2. `Understanding Fabrics, Akshay Fabrics, Sarv International, 2017
3. Raoul Jewel (2001), *Encyclopaedia of Dress Making*, APH Publication Corporation
4. Clive Hallett (2014), *Fabric to Fashion*, Laurence King Publishing
5. Dana Willard (2012), *Fabrics A-to-Z: The Essential Guide to Choosing and Using Fabric for Sewing*, Harry N Abrams
6. Gupta S., Garg N. and Saini R., *Clothing Textile and Laundry*.
7. Joseph H. and Berry B., *Draping for apparel design*.

INTRODUCTION TO TEXTILES (LAB WORK)

Credits: 2 (Practical)

Max. Marks:50

Lectures: 4 Hrs per week

Final Term Exam: 50

Duration of Exam : 3 Hrs.

Objective: The main objective of the course is to introduce the students to the fundamentals of fiber and yarn so that they can understand the manufacturing of different textiles. This course also helps the students to acquire conceptual knowledge about the textile manufacturing techniques.

Course Outcomes: After successfully completing the course, students will be able to:

CO1: Understanding the manufacturing of textile fibers

CO2: Understand the yarn classification and their properties

CO3: Study based on the identification of textile fibers

CO4: Acquire the basic knowledge on fabric construction

Practical work :

- Introduction to textiles: Textile terminology, textile fibers and yarns,
- historical existence of fibers and textiles based on market analysis.
- Introduction to textile industry, textile raw materials,
- Introduction to loom,
- Classification of fibers – Natural & Manmade Fibers, animal fibers and vegetable fibers
- Market survey for the awareness of different textiles and their uses.

Suggested Readings:

1. Garg N., *Clothing and Textile*.
2. `Understanding Fabrics, Akshay Fabrics, Sarv International, 2017
3. Raoul Jewel (2001), *Encyclopaedia of Dress Making*, APH Publication Corporation
4. Clive Hallett (2014), *Fabric to Fashion*, Laurence King Publishing
5. Dana Willard (2012), *Fabrics A-to-Z: The Essential Guide to Choosing and Using Fabric for Sewing*, Harry N Abrams
6. Gupta S., Garg N. and Saini R., *Clothing Textile and Laundry*.
7. Joseph H. and Berry B., *Draping for apparel design*.

BSc/FDLT/ SM /2/MIC/102
DYNAMICS OF FASHION

Credits: 4 (Theory)

Lectures: 60

Duration of Exam: 3 Hrs.

Max. Marks: 100

External Assessment: 70

Internal Assessment: 30

Objective: The objective of this course is to help the students to acquire conceptual knowledge about dynamics of fashion.

Course Outcomes: After successfully completing the course, students will be able to:

CO1: Understanding the fashion dynamics

CO2: Understand the colors and shapes of design products

CO3: Study based on the identification of design process

CO4: Acquire the basic knowledge on product development

***Note for the Paper Setter:** The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting at least one question from each unit.*

UNIT I

Fashion: Definitions, origin, evolution, importance, terminology. Fashion and silhouette, fashion characteristics, factors effecting fashion movements.

UNIT II

Components of Fashion: Tangible and Intangible. Fashion cycle; Stages, cycle length and broken fashion cycle. Theories of fashion adoption. Principles of fashion. Fashion trends and analysis.

UNIT III

Fashion forecasting: meaning, indicators used for prediction, sources of forecasting, driving forces of fashion.

UNIT IV

Role of fashion designers and institutes for development of fashion industry. Study of creation of leading Indian fashion designers. Career in fashion industry.

Suggested readings:

1. Diamond, J and Pinter, G. *Retail Buying*, Prentice Hall of India Pvt. Ltd., New Delhi. 1997
2. Donnellan, J., *Merchandise Buying and Management*. Fairchild Publications, New York. 1999
3. Greenwood, K.M. and Murphy, M.F., *Fashion Innovation and Marketing*. Macmillan Publishing Co. Inc., New York. 1978

CDLU/FDLT/2/MDC/102
BRAND MANAGEMENT

Credits: 3 (Theory)

Max. Marks: 75

Lectures: 45

External Assessment: 50

Duration of Exam: 2½ Hrs.

Internal Assessment: 25

Objectives: The objective of this course is to learn fundamentals of Product and Brand Management. The aim of Product Management Part is to make participants understand competition at product level as well as brand level.

Course Outcomes: After completion of the course, the learners will be able to:

CO1: Learn the fashion definitions.

CO2: learn the reep understanding of fashion brands.

CO3: Study of fashion forecasting and evaluation of upcoming trends.

CO4: know the role of fashion designer in fashion industry.

***Note for the Paper Setter:** The question paper will consist of **seven** questions in all. The first question will be compulsory and will consist of **four** short questions of **1** marks each covering the whole syllabus. In addition, **six** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **three** units. The candidates are required to attempt **one compulsory question** and **three more questions** selecting at least one question from each unit.*

UNIT-I

Introduction to Product: Competition & Product Strategy, Product life cycle, product portfolio. Product Management & New Product Development

UNIT-II

Brand Management The concept of Brand Equity, creating brands in a competitive market, Brand Positioning and Brand Associations, Using Brand Elements to create brand equity,

UNIT-III

Advertising of product, Launching of Brand , Managing brands overtime and Geographic boundaries. Developing a Brand Equity Management System.

Suggested readings

1. Product Management, Donald R. Lehmann and Russell S. Winer, Fourth Edition, TMH
2. Innovation Management and New Product Development, Paul Trott, Fourth Edition, Pearson
3. Startegic Brand Management, Kapferer, J.-N. (1997). London: Kogan Page Limited
4. Building Brand Value : Five Steps of Building Powerful Brands, M. G. Parameswaran, 2006, New Delhi: Tata McGraw Hill
5. Brand Management, , H. V. Verma, 2004, New Delhi: Excel Books

ENGLISH-I
Communicative English-I
ENG/AEC/101

Credits: 2

Duration of Examination: 2 Hrs

Internal Assessment: 15

Semester End Examination: 35

Total Marks: 50

Course Objective: The course aims to introduce students to the theory, fundamentals and tools of communication and to develop effective communication skills for personal, social and professional interactions. Besides, the students shall learn the basics of English grammar and language.

Course Learning Outcomes:

- i) They will learn the importance and basics of communication
- ii) They will learn to receive, comment and respond to correspondences in English language.
- iii) They will learn to use English in their life practically.

Note for the Paper Setter: The question paper will consist of **five** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **1** mark each covering the whole syllabus. In addition, **four** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one** compulsory question and **two** more questions selecting at least **one** question from each unit.

Unit - I: Listening, Reading and Speaking Skills

Definition, The Listening Process; Importance of Listening; Basic Types of Listening; Barriers to Effective Listening, Reading Comprehension, Intonation, Group Discussion, Interview

Unit II: Writing Skills:

- Report Writing
- Paragraph Writing
- Letter Writing
- E-Mail
- Resume
- Blogs and Comments on Social Media

Suggested Reading:

- I) Kumar, Sanjay and Pushp Lata. 2015. *Communication Skills*. Second Edition, New Delhi: Oxford University Press (OUP).
- II) Sethi, J. and P.V. Dhamija. 2006. *A Course in Phonetics and Spoken English*. Second Edition. New Delhi: Prentice-Hall of India.
- III) Balasubramanian. T. *A Text Book of English Phonetics for Indian Students*. Chennai: Macmillan Publishers India Ltd., 1981.
- IV) *On Track: English Skills For Success* by Orient Blackswan (Board of Editors, Solapur University).

CDLU/FDLT/2/SEC/102
FASHION ART-II

Credits: 3 (Practical)

Lectures: 45

Duration of Exam: 3 Hrs.

Max. Marks: 75

Objective: The main objective of this subject is to make the students understand the basic elements & principles of Design to create a new product.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Introduced with different elements of design.

CO2: Study of principles of design.

CO3: Proper use of colour and its schemes.

CO4: Suitable clothing according to different age groups.

LIST OF PRACTICALS

- Introduction to Drafting and pattern making
- Introduction to the tools of drafting
- Drafting of the bodice block
- Bloomer and panty
- Romper
- A line frock
- Different types of sleeves
- Different types of collars

Suggested Readings:

1. Gupta S., Garg N. and Saini R., *Clothing Textile and Laundry*.
2. Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, Gail Greet Hannah, 2002
3. Basic Principles of Design, Manfred Maier, Vol. 1-4
4. Comdex Fashion Design, Vol I, Fashion Concepts, Navneet Kaur, Vikas Pub, 2010
5. Sodhia M., *Design Studies*, Kalyani Publishers.
6. Farem S. and Hudson T., *Fashion design course*
7. Lewis T., *Ultimate guide to become a designer*

CDLU/VAC/101 Communication Skills

Credits: 2 (Theory)

Max. Marks: 50

Lectures: 30

Final Term Exam: 35

Duration of Exam: 2 Hrs.

Internal Assessment: 15

COURSE OBJECTIVES

- Identify common communication problems that may be holding learners back
- Perceive what the non-verbal messages are communicating to others
- Understand the role of communication in the teaching-learning process

LEARNING OUTCOMES

- Get a clear understanding of good communication skills.
- Know what they can do to improve their communication skills.

Unit-1

Listening: Techniques of Effective Listening, Listening and Comprehension, Probing Questions Barriers to Listening.

Speaking: Pronunciation, Enunciation, Vocabulary, Fluency, Common Errors.

Reading: Techniques of Effective Reading, Gathering Ideas and Information from a Given Text, evaluating these Ideas and Information, Interpreting the Text.

Writing and Different Modes of Writing: The Writing Process, Effective Writing Strategies, Different Modes of Writing.

Digital Literacy and Social Media: Basic Computer Skills, Introduction to Microsoft (MS) Office Suite, Open Educational Resources, Basic Virtual Platforms, Trending Technologies, Machine Learning, Artificial Intelligence (AI), Internet of Things (IoT), Social Media, Introduction to Social Media Websites, Advantages of Social Media, Ethics and Etiquettes of Social Media, How to Use Google Search Better?, Effective Ways of Using Social Media, Digital Marketing, Introduction to Digital Marketing, Traditional Marketing versus Digital Marketing, Digital Marketing Tools, Social Media for Digital Marketing, Digital Marketing Analytics.

Unit-2

Digital Ethics and Cyber Security: Digital Ethics, Digital Literacy Skills, Digital Etiquette, Digital Life Skills, Cyber Security, Understanding and introducing the environment of security, Types of attacks and attackers, the art of protecting secrets.

Nonverbal Communication: Meaning of nonverbal communication, Advantages of using nonverbal communication, Introduction to modes of nonverbal communication, Open and Closed body language, Eye contact and Facial expression, Hand gestures, Do's and Don'ts in NVC, Learning from experts, Activities-based learning.

Suggested Readings: Follow Curriculum and Guidelines for Life Skills (Jeevan Kaushal) 2.0 at UGC website: [https://www.cdlu.ac.in/assets/admin/miscellaneous/Implementation%20of%20Curriculum%20and%20Guidelines%20on%20Life%20Skills%20\(Jeevan%20Kaushal\)%202.0.pdf](https://www.cdlu.ac.in/assets/admin/miscellaneous/Implementation%20of%20Curriculum%20and%20Guidelines%20on%20Life%20Skills%20(Jeevan%20Kaushal)%202.0.pdf)

***Note for the Paper Setter:** The question paper will consist of **five** questions in all. The first question will be compulsory and will consist of **seven** short questions of **1** marks each covering the whole syllabus. In addition, **four** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one compulsory question** and **two more questions** selecting at least one question from each unit.*