

**BHARATHIAR UNIVERSITY: COIMBATORE 641 046**  
**DIPLOMA IN FASHION DESIGN AND MANAGEMENT**  
(For the CPP/COP students admitted from the academic year 2016-17 onwards)

**SCHEME OF EXAMINATIONS**

COURSE TITLE	Instruction Hours/Week	Examination	
		Dur.Hrs.	Total Marks
<b>SEMESTER-I</b>			
1.1 Fashion Design and Illustration (Practical)	5	3	100
1.2 Basics of Pattern Making and Garment Construction(Practical)	5	3	100
1.3 Textile Science(Theory)	5	3	100
1.4 Fashion Ornamentation(Practical)	5	3	100
1.5 Project 1 - Report	5	3	100
<b>SEMESTER-II</b>			
2.1 Advanced Pattern Making and Garment Construction(Practical)	5	3	100
2.2 Fashion Accessories(Practical)	5	3	100
2.3 Computer Aided Fashion Design(Practical)	5	3	100
2.4 Fashion Merchandising(Theory)	5	3	100
2.5 Project 2/Portfolio- Report	5	3	100
TOTAL			1000

**Eligibility for admission:** Candidate for admission to the Course shall be required to have passed the Higher Secondary Examinations (Academic or Vocational)

**Duration of the course:** The course shall extend over a period of One Year comprising of Two Semesters.

**Medium of instruction and examinations:** The medium of instruction and examinations shall be in English.

**Other requirements:** LIVE trainings as when suggested by Institute is to be completed within the duration of the course followed by submission of the report.

**Objectives:**

- To impart knowledge infusion design, retail management and fashion industry
- to prepare the students with necessary techniques like drawing, color, material usage, CAD, etc, used by designers throughout the world

**Semester I**  
**FASHION DESIGN AND ILLUSTRATION - Practical**

**Unit I**

Art Media types and Application – pencils, colour pencils, oil pastels, water colour, poster colours, acrylic colours, Design development – motif, design, pattern and repeats, full, 1/4<sup>th</sup>, 1/2, 3/4<sup>th</sup> drop, brick, mirror

**Unit II**

Fashion terminologies, Elements of Design & Principles of Design - Definition, importance and application, Colour Theory - colour wheel, colour value scale, grey scale, colour schemes & colour psychology, colour & emotions, Indian approach to colour

**Unit III**

Elements of Fashion process: Fashion origin, evolution- with examples from different eras till French revolution, Fashion cycles, Fashion theories

**Unit IV**

Fashion Figure- 8 head, 10 head, 12 head. Introduction to proportions of males, females and children. Study of face, torso, legs and arms. different figure postures, stylized figure, Fabric rendering, Fashion rendering on croquis

**Unit V**

Garment Features –types of silhouettes, collars, yoke variations, pockets, cuffs, sleeves  
Trousers, dresses, skirts and blouse. Figure drawing – Fashion figure, stylized figure of 10 and 12 head for.

**References:**

1. Stanyer, Peter, “The Complete Book of Drawing Techniques” – Arcturus Publishing Limited for Book Mart Limited 2003.
2. HellnGoworek, “Drawing Course a step by step Guide” Blackwell Publications.
3. “Fashion Design and illustration for women, Men and children” by Patrick John Ireland
4. “Fashion sketch book” 4th edition – by BinaAbling, Om Publications.
5. “Fashion Design Drawing course”, by Caroline Tathan, Julian Seaman, Thames & Hudson.
6. Colour book – Pantone books.
7. Colour harmony- “A Guide to creative colour Combination”, by- Hideaki Chijiiwa
8. “Encyclopedia of Fashion Details”, by Ireland, Patrick John, B.T. Batsford Ltd.
9. “A history of Fashion in the 20th Century”, by – Konemann
10. “Survey of historical costumes, A History of western dress”, by- Phyllis Tortora, Keith Eubank, Fairchild Publication

**BASICS OF PATTERN MAKING AND GARMENT CONSTRUCTION -  
Practical**

**Unit 1**

Introduction to pattern making & clothing construction – Pattern Making Terminology, Tools and equipments for pattern making and clothing construction  
Introduction to sewing machines, classification of sewing machines, its parts, care and maintenance of machine, types of machine beds, types of machine stitches  
Fabric terms-grain direction

**Unit 2:**

Introduction to measurement and its importance, Fabric preparation for garment construction, layout Definition, importance, principles, types of layout, importance of fabric estimation

**Unit 3**

Seam & seam finishes, decorative seams-edge seam, top seam, slot seam, piped seam  
Darts, tucks, pleats, gathers-machine, hand elastic, shirring  
Pockets- types and application  
Fasteners  
Basic hand stitches-hemming, tacking, running, invisible stitch

**Unit 4**

Pattern making concepts using drafting and draping method, Dress form and its parts  
Drafting of basic bodice, skirts and sleeve  
Flat pattern technique and concepts like dart manipulation, slash and spread, slash and overlap  
Conversion of basic skirt block to -  
A Line skirt pattern, Fit & Flare, Umbrella skirt, Pleated skirt, Panel skirt, Gore and godet skirt, Yoke and Gathered Skirt  
Conversion of sleeve block to - puffy sleeve, leg o mutton sleeve, bell sleeve, lantern sleeve, bishop sleeve, petal sleeve  
Collar patterns- flat, roll, stand collar  
Conversion of bodice block to a loose fitting blouse block for a shirt style with collar

**Unit 5**

Construction of 2 simple skirts and one complex skirt  
Toile fit and actual garments  
Construction of women's shirt  
Toile fit and actual garments

**References:**

1. Helen J. Armstrong, “Pattern making for fashion design” Prentice Hall
2. Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994
3. Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991
4. Metric Pattern cutting & Grading by Winfred Aldrich.

## **TEXTILE SCIENCE - Theory**

### **Unit I**

Introduction to natural and commercial synthetic fibers-Definition, Sources, Classification and Identification of Textile fibres- Microscopic appearance (longitudinal and cross-sectional) and burning tests.

### **Unit II**

Important properties of fibers. Uses of textile fibers.natural, manufactured and mineral fibers. Commonly used fibers. Categorization details and criteria.

### **Unit III**

Types of yarn, Identification of varieties of yarns & study of their properties like count, structure and twist, sewing threads & their properties

### **Unit IV**

Fabric making- Introduction, basics of different methods of fabric formation (weaving, knitting and non woven). General characteristics of woven fabrics- Yarn, count of yarn and fabric, grain, balance, selvedge and its types. Elementary weaves- characteristics of Plain weave, Twill weave Satin weave variation (sateen), brief characteristics of some important fabrics and weaves.

### **Unit V**

Dyeing- Introduction, classification and application of dyes, direct, basic, acid, vat, reactive and disperse dyes.Printing methods - block, screen, roller, styles- direct, resist, discharge and transfer.

### **References:**

1. E.P.G. Gohl, L. D. Velensky, "Textile Science" CBS Publishers and Distributors,2003
2. A.J. Hall. "The standard hand book of Textiles", Wood head Publishing 8th edition 2004
3. P.V. Vidyasagar, "Hand Book of Textiles", A. Mittal Publications, 2005
4. Sara J. Kadolph, "Textiles", Prentice Hall, 10th edition 2007
5. J. Gordon Cook, "Hand Book of Textile Fibres", Vol- II Man Made Fibers, Wood Head Publishing.
6. Bernard P. Corbman, "Textiles Fiber to Fabric" McGrawhill Publications, 6<sup>th</sup> Edition 1983
7. S.P. Mishra, "A text Book of Fibre Science & Technology," New Age International Ltd.
8. W.S. Murphy, "Textile Weaving & Design", Abhishek Publication, 2003
9. J. Gordon Cook, Hand Book of textiles Fibers Vol I & II", Woodhead Publication
10. W.S. Murphy, "Handbook of weaving" Abhishek Publication
11. Deborah Chandler, "Learning to weave", Interweave Press, 1995
12. Kate Broughton, Textile Dyeing", Rockport publishers,1996
13. W.S. Murphy, "Textile Finishing", Abhishek Publication,2000

## **FASHION ORNAMENTATION - Practical**

### **Unit: 1**

Introduction to basic embroidery- basic stitches - line stitches(running, double running, stem, back stitch) loop stitches (chain, ladder chain, buttonhole, double chain) flat stitches (herringbone, closed herringbone, satin, fishbone) knot stitches (French knot, bullion knot, coral knot, double knot, Chinese knot) Patch work, Applique, Quilting- Introduction, tools, material & techniques

### **Unit: 2**

Traditional Indian embroidery- History, types of embroidery of different states of India – Kutch, Pulkari, Kantha, Kasuthi, Zardosi, Chikankari, Kashida - Material, motifs, colour, stitches, technique, relevance

### **Unit: 3**

Special techniques-Ribbon work, Smocking, Bead & Sequins.

### **Unit 4**

Introduction to free style embroidery and fabric manipulation. Developing freestyle and surface development

### **Unit 5**

Textile designing – design development in printing and dyeing

### **References**

1. Shaylaja.D. Naik: Traditional Embroideries of India-APH Corp, New Delhi 1996
2. Sheila Paine: Embroidered Textile –Thames & Hudson Ltd.1990
3. UshaSrikant : Ethnic Embroideries of India
4. SavithriPandit: Indian Embroidery Introduction to hand embroidery stitches – 15 types

## **PROJECT 1**

### **Unit I**

Product Development- Mood Board, Color Board, Client Board, Swatch board, research book

### **Unit II**

Trend forecasting – introduction and method, forecasting for colours, fabrics, styles, silhouettes, accessories etc

### **Unit III**

Portfolio – Definition, different revolution, types, Material Management & Presentation Skills

### **Unit IV**

Technical drawing for fashion, Costing & Spec for Portfolio collection

### **Unit V**

Creating a ready to wear collection following the sequence till design development (inspiration from international designer collection)

### **Reference:**

1. J Jarnow and KG Dickenson, “Inside the Fashion Business” Prentice Hall
2. GinistephensFrings “Fashion- from concept to consumer” Pearson Education
3. JerliganEasterling “Fashion Merchandising and Marketing” Pearson Education
4. Polly Guerin “Creative fashion Presentations” Fairchild Publications

## **Semester 2**

### **ADVANCED PATTERN MAKING AND GARMENT CONSTRUCTION - Practical**

#### **Unit 1**

Dart manipulation –Definition of dart, importance, slash and pivot method of dart manipulation on bodice blocks applied on half scale patterns  
Moving darts, combining darts, dividing darts, decorative darts, converting dart to seam lines- princess seam and corset examples  
Sewing of the above in half scale size

#### **Unit 2:**

Pattern making and construction of bustier/ corset for standard measurement with boning and cups  
Toile fit and the actual garment with the necessary fitting adjustments

#### **Unit 3:**

Pattern making and construction of tunic /kurti and for salwar  
Toile fit and the actual garment

#### **Unit 4**

Pattern making and construction of western dress- sewing of cups, sewing with hard net/buckram and making of a hard net petticoat, 1 simple western dress , 1 complex dress  
Toile fit and actual garments

#### **Unit 5**

Development of design collection (6 garments)  
Toiles and final garments

#### **References:**

1. Helen J. Armstrong, “Pattern making for fashion design” Prentice Hall
2. Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994
3. Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991

Metric Pattern cutting &Grading by Winfred Aldrich.

## **FASHION ACCESSORIES - Practical**

### **Unit I**

Introduction to Fashion accessories- Definition, History, Classification of Fashion Accessories.

### **Unit II**

Types of accessories – head wear/head gear, handbags, gloves, hats, scarves, ties, bows, belts, footwear.

### **Unit III**

Material & Process-Design development-- head wear/head gear, handbags, gloves, hats, scarves, ties, bows, belts, foot wear, material, sourcing, production

### **Unit IV**

Jewellery design – Definition, types – gold, silver, terracotta, Menakari, Kundan, Thevva. Jewellery, platinum, zardosi, swaroski, junk, bridge etc. Gems – Introduction to gemology, Types of gems & its classification Qualities of gems & healing power of gems.

### **Unit V**

Trends in Fashion Accessories. New trends in accessories & Jewellery. Development of product like bag, belt and jewelry.

### **References:**

1. “Quick style”, by- Christine Kunzerlman.
2. “Know your Fashion Accessories” by- Celia Stall-meadows, Fair child publication.
3. “Master piece of Indian jewellery”, by- Jamila BrijBhusan, Taraporevala-Bombay

## **COMPUTER AIDED FASHION DESIGN - Practical**

### **Unit I**

Introduction to CAD, Fundamentals of CAD design process. Basic coral draw tools - Logo Design (Label, Tags etc. used in ready to wear apparel)

### **Unit II**

Motifs development- Symmetrical/asymmetrical, Balanced/unbalanced, repeat (arrangements) full drop, 3/4 drop, 1/2 drop, 1/4 drop, Reverse, design placements on borders, pallu& allover



### **Unit III**

Basic croqui - features/ hairstyles/ different poses, Designing and flat sketch of casual, formal wear

### **Unit IV**

Designing and flat sketch of party, bridal wear, Designing and flat sketch of sports, beach and nightwear

### **Unit V**

Adobe Photoshop- tools and photoshop for fashion designing- Development of Concept Board (Mood board), Client / Customer Board, Colour Card & Textured Effects

### **Reference books**

1. Mikell. P. Groover, Emory W. Zimmers, Jr,” CAD/CAM Computer Aided Design and
2. Manufacturing”, Printice Hall of India Pvt. Ltd.
3. Alison Beazley & Terry bond,” Computer Aided Pattern Design and Product
4. development.” Blackwell Science,2004
5. Carr H & Barbara Latham. B,” Technology of clothing manufacture,” 3rd edition,
6. Black well science Publication 2000
7. Winfred Aldrich, “CAD In clothing and textiles, Blackwell Science, 1994
8. Taylor P, “Computers in Fashion industry,” Heineman publishers, 1990
9. Veinsinet D D, “Computer aided drafting and Design Concept & Applications, 1987

## **FASHION MERCHANDISING - Theory**

### **Unit I**

Introduction - fashion industry buying house, export house, domestic selling, wholesale and retail marketing, sourcing of fabrics and trims

### **Unit II**

Different departments in the garment industry, Merchandising - role of a merchandiser, Retailing  
merchandiser - visual merchandising

### **Unit III**

Sampling-Importance, presentation, counter samples, importance of time in sampling, sample costing and preparation of quotations Production planning

### **Unit IV**

Entrepreneurship - Introduction to entrepreneurship, development of entrepreneurship, role of entrepreneurs in development of apparel and fashion industry, market survey

### **Unit V**

Business planning- Starting a new venture related to apparel industry, essentials of a successful centre. Tax planning, VAT, Patent Rules

### **References:**

1. RajaGopal, Entrepreneurship & Rural markets
2. H.B.S press, Harward Business Review on Entrepreneurship, Harward business review,USA
3. Michele Gananger, Fashion Entrepreneurship Retail Business planning.
4. Harrell.W. For Entrepreneurs only, Career Publishing.
5. Jain G R & Gupta D, New Initiatives in Entrepreneurship Education & Training
6. Grace I. Kunz, Merchandising: Theory, principles and practices, Fairchild publication
7. Elaine Stone, Dynamics of Fashion, Fair Child Publication
8. Phillip Kotler, Marketing Management, Pearson Prentice Hall,
9. Tim Jackson & David Shaw, Fashion Buying & Merchandising Management
10. M.S. Shesahdri, Apparel marketing & Merchandising, MS Publication, Bangalore.

## **PROJECT 2 / PORTFOLIO**

### **Unit I**

Theme Based portfolio presentation -(minimum 3 themes), mind mapping and research book for the same

### **Unit II**

Collection of visual research for one theme, trend forecasting

### **Unit III**

Preparation of Portfolio of one collection –5 garments  
Mood board, Story board, colour board, texture board, client board

### **Unit IV**

Textile and design development for the collection

### **Unit V**

Development of Costing & Spec with style, colour, design details, fabric, trims etc  
Preparation of Folio on Fashion Photography

### **Reference:**

1. J Jarnow and KG Dickenson, “Inside the Fashion Business” Prentice Hall
2. GinistephensFrings “Fashion- from concept to consumer” Pearson Education
3. JerliganEasterling “Fashion Merchandising and Marketing” Pearson Education
4. Polly Guerin “Creative fashion Presentations” Fairchild Publications