

**Nagindas Khandwala College (Autonomous)**



**MKES's Nagindas Khandwala College (Autonomous),  
Gate No 5, Bhavishya Bharat Campus, S. V. Road, Malad (West)  
Mumbai-400 064**

**Program Code: UHADC**

**Bachelor of Arts (Honours) Programme in**

**Apparel Design & Construction**

**Three Year Integrated Programme -**

**Six Semesters**

**Course Structure**

**Under Choice Based Credit, Grading and Semester System**

**To be implemented from Academic Year- 2022-2023**

# INDEX

<b>Sr. No.</b>	<b>Content</b>	<b>Page No.</b>
1	Preamble	3
2	Objectives of Bachelor of Arts (Honours) Programme - Apparel Design & Construction	5
3	Eligibility, Selection and Admission Criterion	5
4	Ordinances and Regulations relating to the degree Programme of Bachelor of Arts (Honours) Programme - Apparel Design & Construction	7
5	Teaching Methodology	11
6	Ad-hoc Board of Studies	13
7	Course Structure of Bachelor of Arts (Honours) Programme - Apparel Design & Construction	14
8	Detailed Curriculum	19

## 1. Preamble

Apparel Design & Construction is the applied art devoted to the designing of clothing and lifestyle accessories. This art is influenced by cultural and social attitudes and has evolved over time and place. It has come a long way from the designer clothes worn by the royalty of the ancient world to the haute couture products of the present.

Fashion designing is one of the most lucrative, appealing, glamorous and exciting career options in today's world. If you have a penchant for creativity, style and originality, a career in fashion designing is the one tailor made for you. It promises glamour, fame, success and a high pay package to the talented people. However, it is also a demanding career, as fashion designers need to combine their creativity with managerial skills to sustain in this industry. Thus, if you can create magic with colours, shapes and designs, then just obtain a professional course to begin a successful career in the alluring world of fashion designing. Indian fashion is gaining a lot of popularity abroad because of cheap labour and excellent craftsmanship. Many individuals choose careers in fashion designing today as there are many areas of work and countless opportunities within this field.

Bachelor of Arts (Honours) Programme in Apparel Design & Construction will aim to develop, train and produce graduates to become independent entrepreneurs in fashion industry. Khandwala college has been consistently focusing on developing the knowledge, skills and competencies so as to create a conducive ambience for fashion aspirants.

This Bachelor's Degree Program will provide students the right blend of knowledge and skills along with Global exposure.

### 1.1 About Khandwala College:

Khandwala College is a multi-faculty institution (Estd. 1983), affiliated to University of Mumbai. It offers 13 UG, 5 PG, 4 Add On, 3 Ph. D with 9 Departments and 2 Research Centres imparting education to more than 6500 students. The Vision of the institute includes Education for all, Education for the youth and Education for the future of our country.

The Mission is to serve the society at large and students belonging to linguistic minority in particular with commitment, dedication and devotion. The **Quality Policy** includes commitment towards imparting **Quality Education to youth**, enabling them to **develop right attitude, professional competence** and inculcating right **ethical values**.

The institution has been awarded “A” Grade (Third Cycle) by National Assessment and Accreditation Council, **Best College** by University of Mumbai (2012), **lead college** for a cluster of colleges, Educational Excellence Award by Indus Foundation, USA and **Best Ensemble Faculty (Academic Brilliance Awards – 2013)** by Education Expo TV’s Research Wing for Excellence in Professional Education & Industry and ISO 9001:2015 certified by TUV Nord. We have been awarded **IMC Ramkrishna Bajaj National Quality Commendation Certificate** in 2013-14. Our college has been awarded Autonomous status from 2016. Khandwala College, as an Autonomous College; is offering a new **Bachelor of Arts (Honours) Programme in Apparel Design and Construction as a Three Year Integrated Programme** – with Six Semesters *Course Structure* - Under Choice Based Credit, Grading and Semester System.

## 1.2 Vision and Mission of Khandwala College

### Vision

Education for all

Education for the youth

Education for the future of our country

### Mission

The college’s focus is on the future of our students irrespective of their gender and place in society. Every student is like a flame reaching out to the brightness of the sun i.e. the bright future of India

## 2. Objectives

This program of Bachelor of Arts (Honours) Programme in Apparel Design & Construction is structured to provide graduates with practical skills required in fashion designing field. The main objective of B A (Honours) - Apparel Design & Construction Program are :-

### PROGRAMME OBJECTIVES

PO1: Learners will be able to get comprehensive knowledge of Illustration, Garment Construction, Textile and Embroidery

PO2: Learners will be able to apply Design Process Knowledge

PO3: Learners will be able to Design/Develop product prototype

PO4: Learners will be able to understand and Apply Software (Related to Fashion Designing) & ICT

PO5: Learners will be able to pursue higher education and research

PO6: Learners will be able to exhibit Fashion Events, Interpersonal Skills, Business Skills, Conflict Solving Skills, Negotiation Skills, Environment and Sustainability Concepts

PO7: Learners will be able to work as Fashion Designers, Fashion Stylist, Embroidery Designer, Digital Fashion Illustrator, Entrepreneur, Fashion Merchandiser, Production Manager etc.

## **PROGRAMME OUTCOMES (POs)**

PO1: Get comprehensive knowledge of Illustration, Garment Construction, Textile and Embroidery

PO2: Apply Design Process Knowledge

PO3: Design/Develop product prototype

PO4: Understand and Apply Software (Related to Fashion Designing) & ICT

PO5: Pursue higher education and research

PO6: Exhibit Fashion Events, Interpersonal Skills, Business Skills, Conflict Solving Skills, Negotiation Skills, Environment and Sustainability Concepts

PO7: Work as Fashion Designers, Fashion Stylist, Embroidery Designer, Digital Fashion Illustrator, Entrepreneur, Fashion Merchandiser, Production Manager etc.

## PO-CO Mapping

Semester	Subject	Course Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1	Environmental Studies	2011UADHES						*	
	Fundamental Textile	2012UADHFT	*	*	*		*	*	*
	Fashion Studies and Illustration - Part 1	2013UADHFS	*	*	*		*		*
	Pattern Making and Apparel Construction and Kids Wear	2014UADHPM	*	*	*		*	*	*
	History of Indian Costumes and Textile	2015UADHIC	*	*		*	*		
	Yoga	2116UADHYG						*	
2	Business Communication	2021UADHBC				*		*	
	Personality Development and Styling	2022UADHPD				*		*	*
	Fashion Studies and Illustration - Part 2	2023UADHFS	*	*	*		*		*
	Pattern Making and Apparel Construction - Women's Wear	2024UADHPM	*	*	*		*	*	*
	History of World Costumes	2025UADHWC	*	*		*	*		
	Principles of Management	2126UADHPO					*	*	*
	Marketing Management	2127UADHMM					*	*	*
3	Computer aided Designing in Fashion Technology	2031UADHCAD	*		*	*	*		*
	Textile Design	2032UADHTD	*	*	*		*		*
	Element of Hand Knitting	2136UADHEH	*	*	*		*		*
	Photography	2137UADPG		*		*			*
	Textile Craft	2033UADHTC	*	*	*		*		*
	Advanced Apparel Construction - Women's Wear	2034UADHAC	*	*	*		*	*	*
	Advanced Fashion Studies and Illustration	2035UADHFS	*	*	*		*		*
4	Fashion Event Management	2041UADHEM				*		*	

	Indian Embroidery	2042UADHIE	*	*	*		*		*
	Machine Embroidery	2146UADHME	*	*	*		*		*
	Advanced Computer Aided Designing in Fashion Technology	2043UADHACD	*		*	*	*		*
	Jewellery Making	2147UADHJM		*	*				
	Draping and Advanced Draping	2044UADHAD	*	*	*		*		*
	Design Process and Craft Research	2045UADHCR	*	*			*		*



5	Internship Project	2051UADHIP	*					*	*
	Computer aided Manufacturing Techniques	2052UADHCAM	*			*			
	Advanced Apparel Construction Men's Wear and High Fashion Garments	2053UADHAAC	*	*	*		*	*	*
	Fashion Retail and E Tail	2054UADHFR				*		*	*



6	Portfolio and Digital Portfolio	2061UADHPDP	*	*	*	*		*	*
	Merchandising	2062UADHMD				*		*	*
	Fashion Show Project	2063UADHFSP	*	*	*	*		*	*
	Fashion Branding	2064UADHFB						*	*



### **3. Eligibility, Selection and Admission Criterion:**

Candidates for being eligible for admission to the three-year course leading to the Degree of Bachelor of Arts (Honours) Programme in Apparel Design & Construction, shall be required to have passed the Higher Secondary School Certificate Examination (10+2) or equivalent qualification from a recognized Board/ University or Body recognized as equivalent thereof by the Senate of the University, with minimum 40% aggregate marks or equivalent in any Stream.

#### **3.1 Eligibility Criterion:**

- Std. XII passed in any discipline with 40% or more marks on the aggregate and having English as a subject
- Good Communication Skills

#### **3.2 Selection & Admission Criterion for Eligible Candidates:**

- The interested students shall register for Aptitude Test and Interview.
- Reservations as per University rules will be applicable.

The admission of students shall be based on

- Academic and non- academic credentials till date
- Performance in Aptitude Test [comprising of questions in Arts/Fashion trends, English, Logical Reasoning, Analytical Ability], and
- Performance in Personal Interview

#### **3.3 Eligibility for the award of the degree:**

A candidate shall be eligible for the award of the Degree only if he / she has undergone the prescribed course of study in Khandwala College affiliated to the University for a period of not less than three academic years, passed the examinations of all the Six Semesters earning

132 credits, and have completed 8 credits earned by successfully completing 2 certifications, letter grade of at least D or above (i.e. O/ A+/A/ B+/B/C/D) in core.

### 3.4 Intake

One Division with 72 Students in the first year

### 3.5 Fee structure

The tuition fees for Bachelor of Arts (Honours) Programme in Apparel Design & Construction will be Rs. 1,50,000 per annum

## 4. Ordinances & Regulations for - B. A. (Honours) – Apparel Design & Construction

### 4.1 General Guidelines

#### (For FY and SY Batch)

The Credits are defined in terms of the learner's hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. The value of One (01) Credit is equal to 15 Hours of learners' load.

The scheme of Examination shall be divided into parts i.e. Continuous Internal Evaluation including Assignment, Projects, Seminars, Case Studies and Class Tests which will be of 40 marks and the Semester End Examinations which will be of 60 marks. The semester wise Credit Points will be varied from course to course but the value of Credits for Under-Graduate Programme shall be of 148 Credits

#### Scheme of Total Credits

Sr. No.	Year	Credits
1	Year 1	48

2	Year 2	54
3	Year 3	46
	Total Credits from Academics	148

**(For TY Batch):**

The Credits are defined in terms of the learner's hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. The value of One (01) Credit is equal to 15 Hours of learners' load.

The scheme of Examination shall be divided into parts i.e. Continuous Internal Evaluation including Assignment, Projects, Seminars, Case Studies and Class Tests which will be of 40 marks and the Semester End Examinations which will be of 60 marks. The semester wise Credit Points will be varied from course to course but the value of Credits for Under-Graduate Programme shall be of 132 Credits. Students will have to earn 8 extra credits under autonomy. This will be achieved by doing 2 certifications of 4 credits each from a group of 4 certifications.

**Scheme of Total Credits**

Sr. No.	Year	Credits
1	Year 1	44
2	Year 2	44
3	Year 3	44
	Total Credits from Academics	132
	<b>Additional Credits for 2 Certifications (4*2)</b>	8
	Total Credits for Award of Degree	140

**List of Certifications for Additional Credits**

Sr. No.	Certification	Credits
1.	Fashion Photography	4
2.	Fashion Entrepreneurship	4
3.	Accessories Making	4
4.	Fabric Painting	4
5.	Other Options with Prior Approval by the Faculty	4

#### 4.2 Credit Based Evaluation System Scheme of Examination

For all 6 semesters, the performance of the learners shall be evaluated into two components. The first component shall carry 40% marks which will be a Continuous Internal Evaluation while the second component shall carry 60% marks at semester end examination.

The allocation of marks for the Continuous Internal Evaluation 40% and Semester End Examination 60% are as shown below:

##### Structure of Continuous Internal Evaluation – 40% = 40 marks

Sr. No.	Particulars	Marks
1	TWO periodical class test held in the given semester, (Best of the TWO) OR	20 marks
2	Subject specific Term Work Module/assessment modes – as decided by the department in the beginning of the semester (like Extension/field/experimental work, Short Quiz; Objective test, lab practical, open book test etc. and written assignments, Case study, Projects, Posters and exhibits etc. for which the assessment is to be based on class presentations wherever applicable)	20 marks
3	Active participation in routine class instructional deliveries (and in practical work, tutorial, field work etc. as the case may be)	

**Semester End Examination** will be organized after all modules of the course are taught in the class. It will be a written examination / or as per the needs of the course a practical examination or a combination of both. This examination will be for 60 marks.

The assessment of Continuous Internal Evaluation and Semester End Examination as mentioned above for the Semesters I to VI shall be processed by the College – ‘Institutions of their Learners’ and issue the grade cards to them after the conversion of marks into grade as the procedure mentioned below.

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Continuous Internal Evaluation & Semester End

Examination. The learner shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Evaluation and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade D in each project, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation & Semester End Examination together.

### Passing Standards

Grade	Marks	Grade Points
O	80 & Above	10
A+	70 to 79.99	9
A	60 to 69.99	8
B+	55 to 59.99	7
B	50 to 54.99	6
C	45 to 49.99	5
D	40 to 44.99	4
F	Less than 40	0

#### 4.3 Carry Forward of The Marks in Case If The Learner Gets ‘F’ Grade In One Or More Subjects:

- A learner who PASSES in the Continuous Internal Evaluation Examination but FAILS in the Semester End Examination of the course shall reappear for the Semester End Examination. Marks for Continuous Internal Evaluation shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- A learner who PASSES in the Semester End Examination but FAILS in the Continuous Internal Evaluation of the course shall reappear for the Continuous Internal Evaluation Examination of that course. However, his/her marks of the Semester End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- For Courses without practical: In case of a learner who is reappearing for the Continuous Internal Evaluation Examination, the examination will consist of one project of 40 marks.

#### 4.4 Allowed to Keep Terms (ATKT):

As per University rules and regulations

**Additional Examinations:**

A. Continuous Internal Evaluation: As per University rules and regulations Class test or assignment for Continuous Internal Evaluation as per University rules and regulations

B. Semester End Examinations  
As per University rules and regulations

**Eligibility to Appear For Additional Semester End Examination:**

As per University rules and regulations

**Mode of Conduct of Semester End Additional Examination:**

As per University rules and regulations

**4.5 Evaluation of Projects (Wherever Applicable)**

- A learner who PASSES IN ALL THE COURSES BUT DOES NOT secure minimum grade of D in projects as applicable, has to resubmit a fresh project till he/she secures a minimum of grade D. His/her marks in the theory papers that the learner has passed will be carried forward and he/she shall be entitled for grade obtained by them on passing.
- The evaluation of project and viva-voce examination shall be by awarding grade in the ten point scale.
- A learner shall have to obtain minimum of grade D (or its equivalent marks) in project evaluation and viva/voce taken together to obtain 25% marks in project work.

**4.6 Calculations of GPA & SGPA**

As per University rules and regulations

## 5. Teaching Methodology

### 5.1 Classroom Sessions:

- **Regular Lectures:** Lectures shall be delivered by experienced faculties along with visiting faculties and experts from the Industry.
- **Assignments & Projects:** Shall be assigned at regular intervals of the course. It offers an opportunity for students to meet, interact and collaborate with the experienced people from the industry.
- **Knowledge Workshops and Industry seminars:** Shall be organized at regular intervals to keep the students informed about the latest developments in the Industry, These workshops are uniquely designed with a focus on practical industry – relevant topics.
- **Simulated Events:** Shall be conducted to get the real feel of organizing and managing an activity like fashion shows, fashion events etc. The exercise gives the student's an opportunity to identify the finer nuances of fashion industry thereby helping them to identify key success factors and areas of improvement.

### 5.2 Guest Lectures and Case Studies:

- **Guest Lectures:** Eminent people from the industry shall be invited as guest speakers to impart lessons and their rich experiences on various fields related to areas of fashion designing, personality development will be of benefit to the students. They also focus on imparting training around management concepts that have today become essential skills to carve a niche in the industry.
- **Case Studies:** Case studies highlighting various practical and situational issues shall be regularly discussed during classroom sessions. The discussion caters towards identifying what went wrong in the case and what could have been done in a better manner, this helps train students to handle such situations in the future. The exercise also improves the analyzing and analytical of our students.

### 5.3 Innovative & Interactive Learning Technology

- **Educational wikis:** it keeps track of education – oriented wikis, establishes constructive interactions with them, and researches their technology, activity, culture, processes, and impact.
- **Creative Presentation Ideas:** Prezi is a powerful communication and presentation tool that aims to replace powerpoint Presentation. Equipping students with the knowledge of this tool helps in preparing them to adapt easily to every changing dynamics of the fashion world.
- **CREATE through Technology:**

**Communication and Collaboration:** Google Apps provides students a chance to learn how to use webmail services, calendar (shared calendaring), G-Talk (instant messaging and voice/video chat) and Drive (online document creation & sharing).

**Education through Blogs:** A powerful and interactive medium for learning. Ideal to educate, discuss and share innovative ideas across a large and diverse set of audiences.

- **Unparalleled Internships & Practical Training**

Students at Khandwala College get opportunities to participate in National & International Events round-the-year. They get Practical Training during internship.

**In-House Events:** Students are provided with an opportunity to work on conferences, fashion shows and seminars organized in-house right from the start to finish, to provide them with hands-on experience, which helps them to gain excellent event organization skills.



## **6. Ad-hoc Board of Studies**

Following Academicians, Faculty members & Experts have been consulted for the contents and development of the Syllabus for this course:

- I/c Principal Prof. Dr. Moushumi Datta – Chairperson
- Mrs. Vrinda Udiavar - Nominated by the Vice Chancellor
- CA Dr. Varsha Ainapure – M Com., FCA, Ph.D., Post-Doc (USA), HOD, Dept. of Accountancy, Khandwala College
- Dr. Anshu Sharma and Ms. Nikhila Rane – Subject Expert from Outside the parent University
- Mrs. Trupti Davda, Director – Entire faculty of each specialization
- Dr. (Mrs.) Ancy Jose – Invitee Member
- Mr. Parth Davda, M Com, PGDM (Marketing), MBA - Invitee Member
- Mr. Samip Thakkar – Representative from the industry/ corporate sector/ allied area relating to placement

**Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
Three Year Integrated Programme - Six Semesters  
Basic Structure: Distribution of Courses**

1	<b>Ability Enhancement Compulsory Course (AECC)</b>	3 Papers of 3 Credits Hrs. each (Total Credits Hrs. 3*3)	9
2	<b>Skill Enhancement Compulsory Course (SEC)</b>	3 Papers of 4 Credits Hrs. each (Total Credits Hrs. 3*4) 1 Paper of 3 Credits Hrs. each (Total Credits Hrs. 1*3)	15
3	<b>Core Course</b>	14 Paper of 6 Credits Hrs. each (Total Credits Hrs. 15*6) 1 Paper of 4 Credits Hrs. each (Total Credits Hrs. 1*4) 1 Paper of 3 Credits Hrs. each (Total Credits Hrs. 1*3)	91
4	<b>Discipline Specific Elective (DSE)</b>	1 Papers of 3 Credits Hrs. each (Total Credits Hrs. 1*3) 1 Paper of 6 Credits Hrs. each (Total Credits Hrs. 1*6)	9
5	<b>Discipline Specific Compulsory Course (DSC)</b>	3 Papers of 4 Credits Hrs. each (Total Credits Hrs. 3*4) 1 Paper of 6 Credits Hrs. each (Total Credits Hrs. 1*6)	18
6	<b>Genetic Elective (GE)</b>	2 Papers of 3 Credits Hrs. each (Total Credits Hrs. 2*3)	6
	<b>Total Credits Hrs</b>		148

**Bachelor of Arts (Honours) Programme in Apparel Design & Construction**  
**Under Choice Based Credit, Grading and Semester System Course Structure**

**First year**

**(To be implemented from Academic Year- 2022-2023)**

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
	<b>Ability Enhancement Compulsory Courses (AECC)</b>			<b>Ability Enhancement Compulsory Courses (AECC)</b>	
AECC - 1	Environmental Studies 2011UADHES	3 T	AECC - 2	Business Communication 2021UADHBC	1P+2T
	<b>Discipline Specific Compulsory Course (DSC)</b>			<b>Skill Enhancement Compulsory Courses (SEC)</b>	
DSC - 1	Fundamental Textile 2012UADHFT	3P+1T	SEC - 1	Personality Development and Styling 2022UADHPD	3P+1T
	<b>Core Courses (CC)</b>			<b>Core Courses (CC)</b>	
CC -1	Fashion Studies and Illustration –Part 1 2013UADHFS	5P+1T	CC - 3	Fashion Studies and Illustration- Part 2 2023UADHFS	5P+1T
CC - 2	Pattern Making and Apparel Construction and Kids Wear 2014UADHPM	5P+1T	CC - 4	Pattern Making and Apparel Construction – Women’s Wear 2024UADHPM	5P+1T
			CC- 5	History of World Costume 2025UADHWC	4T
	Generic Elective (GE 1)			Generic Elective (GE 2)	
GE 1	History of Indian Costumes and Textiles 2015UADHIC	3T	GE 3	Principles of Management 2126UADHPO	3T
	<b>OR</b>			<b>Or</b>	
GE 2	Yoga 2116UADHYG		GE 4	Marketing Management 2127UADHMM	3T
	<b>Total Credits</b>	<b>22</b>		<b>Total Credits</b>	<b>26</b>

P = Practical; T = Theory

## Second year

(To be implemented from Academic Year- 2022-2023)

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
	<i>Core Course (CC)</i>			<i>Ability Enhancement Compulsory Courses (AECC)</i>	
CC - 6	Computer aided Designing in Fashion Technology <b>2031UADHST</b>	5P+ 1T	AECC - 3	Fashion Event Management <b>2041UADHEM</b>	2P+1T
	<i>Discipline Specific Elective(DSE) Courses</i>			<i>Discipline Specific Elective(DSE) Courses</i>	
DSE-1	Textile Design <b>2032UADHTD</b>	2P+1T	DSE-3	Indian Embroidery <b>2042UADHIE</b>	6P
	<b>OR</b>			<b>OR</b>	
DSE-2	Elements of Hand Knitting <b>2136UADHEH</b>	2P+1T	DSE-4	Machine Embroidery <b>2146UADHME</b>	6P
	<i>Skill Enhancement Compulsory Courses (SEC)</i>		DSC-2	Advanced Computer Aided Designing in Fashion Technology <b>2043UADHWV</b>	3P+1T
SEC -2	Textile Crafts <b>2033UADHTC</b>	3P+1T			
SEC- 3	Photography <b>2137UADHPG</b>	<b>3P</b>	SEC – 4	Jewellery Making <b>2147UADHJM</b>	<b>4 P</b>
	<i>Core Courses (CC)</i>			<i>Core Courses (CC)</i>	
CC - 7	Advanced Apparel Construction- Women's Wear <b>2034UADHAC</b>	5P+1T	CC – 9	Draping and Advanced Draping <b>2044UADHAD</b>	5P+1T
CC - 8	Advanced Fashion Studies and Illustration <b>2035UADHFS</b>	5P+1T	CC – 10	Design Process and Craft Research <b>2045UADHFP</b>	2P+1T
	<b>Total Credits</b>	<b>28</b>		<b>Total Credits</b>	<b>26</b>

P = Practical; T = Theory

### Third year

**(To be implemented from Academic Year- 2022-2023)**

No. of Courses	Semester V	Credits	No. of Courses	Semester VI	Credits
	<i>Discipline Specific Compulsory (DSC) Courses</i>			<i>Discipline Specific Compulsory (DSC) Courses</i>	
DSC- 3	Internship Project <b>2051UADHIP</b>	3P+1T	DSC-4	Portfolio and Digital Portfolio <b>2061UADHPD</b>	4P
	<i>Core Courses (CC)</i>			<i>Core Courses (CC)</i>	
CC-11	Computer Aided Manufacturing Techniques <b>2052UADHCM</b>	5P+1T	CC - 14	Merchandising <b>2062UADHMD</b>	2P+4T
CC - 12	Advanced Apparel Construction Men's Wear and High Fashion Garments <b>2053UADHAC</b>	5P+1T	CC- 15	Fashion Show Project <b>2063UADHFP</b>	6P
CC- 13	Fashion Retail and E Tail <b>2054UADHRE</b>	2P+4T	CC - 16	Fashion Branding <b>2064UADHFB</b>	2P+4T
	<b>Total Credits</b>	<b>22</b>		<b>Total Credits</b>	<b>22</b>

P = Practical; T = Theory

## Code Description

### 2011UADHES Code Description

20 Year

11 Semester & Course sl. No.

U Under graduate

A Arts

D Apparel Design

H Honours

ES – Name of the Course

**Nagindas Khandwala College (Autonomous)**



**Syllabus and Question Paper Pattern  
of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction**

**First Year**

**Semester I and II**

**Under Choice Based Credit, Grading and Semester System  
(To be implemented from Academic Year- 2022-2023)**

**Bachelor of Arts (Honours) Programme in Apparel Design & Construction**  
**Under Choice Based Credit, Grading and Semester System Course Structure**

**First year**

**(To be implemented from Academic Year- 2022-2023)**

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
	<i>Ability Enhancement Compulsory Courses (AECC)</i>			<i>Ability Enhancement Compulsory Courses (AECC)</i>	
AECC - 1	Environmental Studies 2011UADHES	3 T	AECC - 2	Business Communication 2021UADHBC	1P+2T
	<i>Discipline Specific Compulsory Course (DSC)</i>			<i>Skill Enhancement Compulsory Courses (SEC)</i>	
DSC - 1	Fundamental Textile 2012UADHFT	3P+1T	SEC - 1	Personality Development and Styling 2022UADHPD	3P+1T
	<i>Core Courses (CC)</i>			<i>Core Courses (CC)</i>	
CC -1	Fashion Studies and Illustration –Part 1 2013UADHFS	5P+1T	CC - 3	Fashion Studies and Illustration- Part 2 2023UADHFS	5P+1T
CC - 2	Pattern Making and Apparel Construction and Kids Wear 2014UADHPM	5P+1T	CC - 4	Pattern Making and Apparel Construction – Women’s Wear 2024UADHPM	5P+1T
			CC- 5	History of World Costume 2025UADHWC	4T
	Generic Elective (GE 1)			Generic Elective (GE 2)	
GE 1	History of Indian Costumes and Textiles 2015UADHIC	3T	GE 3	Principles of Management 2126UADHPO	3T
	<b>OR</b>			<b>Or</b>	
GE 2	Yoga 2116UADHYG		GE 4	Marketing Management 2127UADHMM	3T
	<b>Total Credits</b>	<b>22</b>		<b>Total Credits</b>	<b>26</b>

P = Practical; T = Theory



**Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction**  
***Under Choice Based Credit, Grading and Semester System***

**Course Structure**

**(To be implemented from Academic Year- 2022-2023)**

**Semester I**

No. of Courses	Semester I		Credits	
			Practical	Theory
1	Environmental Studies	AECC - 1		3
2	Fundamental Textile	DSC - 1	3	1
3	Fashion Studies and Illustration - Part 1	CC -1	5	1
4	Pattern Making and Apparel Construction and Kids Wear	CC - 2	5	1
5	History of Indian Costumes and Textiles OR	GE-1		3
	Yoga	GE-2	3	
		<b>Sub-total</b>	<b>13</b>	<b>9</b>
		<b>Total Credits</b>		<b>22</b>

**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
at Semester I  
(with effect from the Academic Year 2022-2023)**

**1. Environmental Studies**

**Objectives:**

- To understand multidisciplinary nature of environment
- To provide understanding about biodiversity and its conservation.
- To understand environment and related social issues.

**Course Outcome:**

CO1: To explain the impact of the interrelationship between various components of environment. – Understand Level

CO2: To discuss about biodiversity and its conservation – Understand Level

CO3: To discuss Environment and its social issues – Understand Level

**Modules at a Glance**

<b>Sr. No.</b>	<b>Topics</b>	<b>No. of lectures</b>
Module 1	Multidisciplinary nature of environmental studies	15
Module 2	Biodiversity and its conservation	15
Module 3	Social Issues and the Environment	15
	<b>Total</b>	<b>45</b>

## Detailed Syllabus

Module	Modules / Units
<b>1</b>	<p><b>Multidisciplinary nature of environmental studies</b></p> <p>1.1 Definition, scope and importance            1.2 Need for public awareness            1.3 Renewable and non-renewable resources</p> <p>Natural resources and associated problems: Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources</p> <p>1.4 Ecosystems            1.5 Introduction, types, characteristic features, structure and function of the following ecosystem:-Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)            1.6 Structure and function of an ecosystem            1.7 Producers, consumers and decomposers            1.8 Energy flow in the ecosystem            1.9 Ecological succession  <b>1.10</b> Food chains, food webs and ecological pyramids</p>
<b>2</b>	<p><b>Biodiversity and its conservation</b></p> <p>2.1 Introduction – Definition, genetic, species and ecosystem diversity            2.2 Bio geographical classification of India            2.3 Value of biodiversity            2.4 Hot-spots of biodiversity            2.5 Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts            2.6 Endangered and endemic species of India            2.7 Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity            2.8 Environmental Pollution            Cause, effects and control measures of:- Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards            2.9 Solid waste Management: Causes, effects and control measures of urban and industrial wastes.            2.10 Role of an individual in prevention of pollution            2.11 Pollution case studies            2.12 Disaster management: floods, earthquake, cyclone and landslides</p>

<b>3</b>	<b>Social Issues and the Environment</b>  3.1 From Unsustainable to Sustainable development 3.2 Urban problems related to energy 3.3 Water conservation, rain water harvesting, watershed management 3.4 Resettlement and rehabilitation of people; its problems and concerns 3.5 Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. 3.6 Wasteland reclamation 3.7 Consumerism and waste products 3.8 Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act.
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**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction**

**at Semester I  
(with effect from the Academic Year 2022-2023)**

**2. Fundamental Textile**

**Objectives:**

- To provide understanding of different terminologies related to apparel and its construction.
- To understand about textile fibres in terms of their origin and performance characteristics.

**Course Outcome:**

CO1: Prepare Swatch File by collecting swatches of different fabrics. – Apply Level

CO2: To discuss various dimensions of yarns like types of yarns, yarns size, yarn calculations for weaving and preparation of yarn for weaving. – Understand Level

CO3: Prepare different types of Weave Project and Prints – Apply Level

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Textile Science	18
Module 2	Yarns	04
Module 3	Different Types of Prints	13
Module 4	Fabric Construction Techniques	18
Module 5	Finishes	07
	<b>Total</b>	<b>60</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<p><b>Textile Science</b></p> <p>1.1 Introduction to fibres: Primary and Secondary properties of Fibres , Fibre-classifications based on their origin (natural and man-made) and length (staple and filament)</p> <p>1.2 Identification of fibres through visual inspection, burning test, microscopic test, chemical test</p> <p>1.3 Demonstration of Burning, Microscopic and Chemical test</p> <p>1.4 Properties related to performance and care of the following fibres: cotton, linen, wool, silk, rayon, nylon, acrylic, polyester</p> <p>1.5 Demonstration of tests - crease recovery, abrasion resistance and dimensional stability</p> <p>1.6 Project on market survey of fabrics: Collection of the swatches of different type of fabrics commonly available in market and presentation of the following information</p> <p>1.7 Statement of the unit price, characteristics, end use of the fabrics</p> <p>1.8 A list of the names and addresses of the sources of fabric swatches</p>
<b>2</b>	<p><b>Yarns</b></p> <p>2.1 Basic steps in mechanical and chemical spinning</p> <p>2.2 Yarn Properties: Yarn twist, Yarn numbering systems; Demonstration of yarn count</p> <p>2.3 Spun and filament yarns</p> <p>2.4 Simple, Complex, Textured Yarns</p>
<b>3</b>	<p><b>Different Types of Prints</b></p> <p>3.1 Lines</p> <p>3.2 Checks</p> <p>3.3 Nursery Print</p> <p>3.4 Animal Print</p> <p>3.5 Lehriya</p> <p>3.6 Bandhini</p> <p>3.7 Warli</p> <p>3.8 Paisley</p> <p>3.9 Khaddi Print</p> <p>3.10 Block Print</p> <p>3.11 Newspapaer Print</p> <p>3.12 Mossaic Print</p> <p>3.13 Scallops</p> <p>3.14 Ikkat</p> <p>3.15 Square Chain</p> <p>3.16 Damask</p>

	<p>3.17 Greek Key  3.18 Quatrefoil  3.19 Herringbone  3.20 Moroccan  3.21 Harlequin  3.22 Argyle  3.23 Trelilis  3.24 Kalamkari</p>
<b>4</b>	<p><b>Fabric Construction Techniques</b></p> <p>4.1 Weaving: woven structure, General properties of woven fabrics  4.2 Basic parts of a loom and their functions  4.3 Basic weaves and variations – Plain, twill, satin  4.4 Fancy Weaves – Leno, Dobby, Jacquard, Pile, Surface figure  4.5 Knitting: wales, courses and identification, General properties of knitted fabrics, basic weft and warp knitted structures  4.6 Blends: Reasons for Blending, properties, common blends available in Market  4.7 Other methods of fabric construction: felting, non-woven, laces, braids, and nets- their properties  4.8 Common fabric and yarn defects</p>
<b>5</b>	<p><b>Finishes</b></p> <p>5.1 Introduction, significance and classification  5.2 Regular finishes- scouring, bleaching, singeing, mercerization, tentering, calendaring  5.3 Special finishes- Crease resistant, flame retardant, water-repellent, moth proofing, Soil release</p>

**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
at Semester I  
(with effect from the Academic Year 2022-2023)**

**3. Fashion Studies and Illustration – Part 1**

**Objectives**

- To provide understanding of what it means to draw.
- Understanding the principles of edges, light and shadow.
- Understanding new ways of thinking, seeing, and creating.

**Course Outcome:**

CO1: Students will illustrate various neckline, collar, sleeve, skirt, kids wear – Apply Level

CO2: Prepare a project on Faces, Hairstyles, Neckline, Collars, Sleeves, Skirts, Kids Wear – Apply Level

**Modules at a Glance**

Sr. No.	Modules	No. of lectures
Module 1	Different types of Faces and Hairstyles	12
Module 2	Croqui	18
Module 3	Neckline and Collar Projects	22
Module 4	Sleeve Project	09
Module 5	Skirt Project	11
Module 6	Kids Croqui and Kids Wear	18
	<b>Total</b>	<b>90</b>



## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<b>Different types of Faces and Hairstyles</b> 1.1 Female faces with formal Hairstyle 1.2 Female faces with informal Hairstyle 1.3 Different sizes of face 1.4 Male Faces
<b>2</b>	<b>Croqui</b> 2.1 Female Mechanical Croqui 2.2 Male Mechanical Croqui 2.3 Female Flesh out Croqui 2.4 Male Flesh out Croqui 2.5 Shadow Croqui 2.6 Ball and Stick Croqui 2.7 Shading Techniques
<b>3</b>	<b>Neckline and Collar Projects</b> 3.1 Different types of necklines (30 Types) 3.2 Different types of Collar (25 Types)
<b>4</b>	<b>Sleeve Project</b> 4.1 Different types of Sleeves (48 Types)
<b>5</b>	<b>Skirt Project</b> 5.1 Different types of Skirts (40 Types)
<b>6</b>	<b>Kids Croqui and Kids Wear</b> 6.1 Traditional 6.2 Night Wear 6.3 Casual

**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
at Semester I**

**(with effect from the Academic Year 2022-2023)**

**4. Pattern Making and Apparel Construction and Kids Wear**

**Objectives:**

- To provide understanding about various selection criteria relating to apparels and home textile
- To demonstrate the use of various tools and equipment used for sewing
- To understand use and selection of fabrics

**Course Outcome:**

CO1: Demonstrate knowledge of basics structure of apparel construction.- Apply Level

CO2: Study about various pre-preparatory processes involved in fabric preparation for garment construction & get familiar with fabric grain & its importance.

CO3: To prepare draft/stitch Kids Wear – Apply Level

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Apparel Construction	6
Module 2	Introduction to Sewing Machine	6
Module 3	Use and Selection of Fabrics	6
Module 4	Basic structure of apparel construction	36
Module 5	Kids Wear-I	18
Module 6	Kids Wear-II	18
	<b>Total</b>	<b>90</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<p><b>Introduction to Apparel Construction</b></p> <p>1.1 Introduction to fabric woven fabric structure : warp, weft, selvedge, fabric grain – types, identification and importance in apparel construction</p> <p>1.2 Sewing: Common terms: Seam allowance, Pattern, Grading, Notch, Stay stitching, Yoke, Gusset Tools and equipment required for measuring, drafting, pinning, marking and cutting, sewing, pressing</p> <p>1.3 Preparation of fabrics for clothing construction- shrinking, straightening, layout, marking and cutting of patterns</p> <p>1.4 Project work</p>
<b>2</b>	<p><b>Introduction to Sewing Machine</b></p> <p>2.1 Correct procedure of taking body measurements, size charts</p> <p>2.2 Clothing concepts: Ease type and amount indifferent garment, Dart – importance and types</p> <p>2.3 General principles of clothing construction:</p> <p>2.4 Methods of pattern development: Drafting, Flat pattern making, Draping</p> <p>2.5 Kinds of paper pattern- blocks, commercial pattern , Pattern information, marking symbols</p> <p>2.6 Sewing machine: its parts and functions, working defects and remedies, care and maintenance</p> <p>2.7 Use of different threads and needles for various fabrics</p> <p>2.8 Different types of sewing machines</p>
<b>3</b>	<p><b>Use and Selection of Fabrics</b></p> <p>3.1 Application of textiles – Apparel, Home, Industry</p> <p>3.2 Fabric characteristics: Construction, Texture, Hand, weight, width</p> <p>3.3 Trims (types and their application)</p> <p>3.4 Linings and interlinings (types and their application)</p> <p>3.5 Market survey of trimmings, lining and interlinings available in market</p> <p>3.6 Home furnishings: Standard size and selection of common household linen- towel, cushion cover, table linen, bed sheet and pillow covers</p> <p>3.7 Selection of fabric and clothing according to infants and children</p>

<p><b>4</b></p>	<p><b>Basic structure of apparel construction</b></p> <p>4.1 Different types of stitch  4.2 Different types of seams  4.3 Different types of pleats  4.4 Different types of tucks  4.5 Different types of facing  4.6 Different types of piping  4.7 Different types of fastenings  4.8 Supplementary fullness  4.9 Different types of Smocking  4.10 Different types of Quilting  4.11 Filled Reliefs  4.12 Different types of Stuffing</p>
<p><b>5</b></p>	<p><b>Kids Wear-I</b></p> <p>5.1 A-Line Frock  5.2 Baby Frock</p>
<p><b>6</b></p>	<p><b>Kids Wear-II</b></p> <p>6.1 Kids Night Suit (Top, Bottom)</p>

**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction**

**at Semester I  
(with effect from the Academic Year 2022-2023)**

**5. History of Indian Costumes and Textiles**

**Objectives:**

- To discuss how costume develops differently within different cultural environments.
- Identifying costumes with reference to time periods and culture
- Understanding the range and diversity of costumes, coiffure and ornaments in various ages in a variety of styles based on classes and communities

**Course Outcome:**

CO1: Explain the significance of studying fashion history as a source of research for developing new collections – Understand Level

CO2: To explain about textiles of various Indian States – Understand Level

CO3: Discuss about history of clothing and costume of various Indian States – Understand Level

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Indian costumes and Textiles	06
Module 2	History of different states –I	19
Module 3	History of different states –II	9
Module 4	History of different states –III	11
	<b>Total</b>	<b>45</b>

## Detailed Syllabus

<b>Sr. No.</b>	<b>Modules / Units</b>
<b>1</b>	<b>Introduction to Indian costumes and Textiles</b>  1.1 Brief History of Indian Costume 1.2 Dyed, Painted and Printed Textiles 1.3 Different Types of Traditional Weaves
<b>2</b>	<b>History of different states –I</b>  2.1 Gujarat 2.2 Maharashtra 2.3 Rajasthan 2.4 Andhra Pradesh 2.5 Tamil Nadu 2.6 West Bengal 2.7 Punjab 2.8 Haryana
<b>3</b>	<b>History of different states –II</b>  3.1 Orissa 3.2 Uttar Pradesh 3.3 Madhya Pradesh 3.4 Jammu Kashmir 3.5 Himachal Pradesh
<b>4</b>	<b>History of different states –III</b>  4.1 Karnataka 4.2 Assam 4.3 Bihar 4.4 Arunachal Pradesh 4.5 Manipur 4.6 Mizoram

**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction**

**at Semester I  
(with effect from the Academic Year 2022-2023)**

**5. Yoga**

**Objectives:**

- To enable the student to have good health
- Reduce and eliminate stress
- To practise mental hygiene
- To improve concentration and posture

**Course Outcome:**

CO1: Student shall be able to discuss yoga and its importance – Understand Level

CO2: Demonstrate various yoga asanas and pranayamas – Apply Level

CO4: Student will be able to meditate

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Yoga	10
Module 2	Asanas and Pranayama	28
Module 3	Meditation	7
	<b>Total</b>	<b>45</b>

## Detailed Syllabus

Sr. No.	Modules / Units
1	<b>Introduction to Yoga</b>  5.1 Yoga and its Origin 5.2 Yoga and its importance in the Modern World
2	<b>Aasanas</b>  2.1 Katichakrasana 2.2 Bhujangasana 2.3 Setu Bandha Sarvangasana 2.4 Matsyasana 2.5 Adho Mukha Svanasana 2.6 Gomukhasana 2.7 Tadasana 2.8 Pavanmuktasana 2.9 Ustrasana 2.10 Trikonasana 2.11 Vibhadrasana 2.12 Sukhasana 2.13 Navasana 2.14 Dhanurasana 2.15 Padmasana 2.16 Vajrasana 2.17 Shavasana 2.18 Suryanamaskar 2.19 Pranyama
3	<b>Meditation</b>  3.1 What is medication? 3.2 Meditation and its importance 3.3 Meditation



**Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
Under Choice Based Credit, Grading and Semester System  
Course Structure  
(To be implemented from Academic Year- 2022-2023)**

**Semester II**

No. of Courses	Semester II		Credits	
			Practical	Theory
1	Business Communication	AECC - 2	1	2
2	Personality Development and Styling	SEC - 1	3	1
3	Fashion Studies and Illustration - Part 2	CC - 3	5	1
4	Pattern Making and Apparel Construction- Women's Wear	CC - 4	5	1
5	History of World Costume	CC 5		4
6	Principles of Management	GE 3		3
	or Marketing Management	GE4		3
		<b>Sub-total</b>	<b>14</b>	<b>12</b>
		<b>Total Credits</b>		<b>26</b>

# Syllabus of Courses of Bachelor of Arts (Honours) Programme in Apparel Design & Construction

at Semester II  
(with effect from the Academic Year 2022-2023)

## 1. Business Communication

### Objectives:

- To understand nature and scope of communication
- Using persuasive and professional language in speech and writing
- Understanding business and ethics
- Using technology enabled communication

### Course Outcome:

CO1: Demonstrating advanced interpersonal communication, business etiquette and relationship building skills

CO2: Write business documents – Apply Level

CO3: Prepare for Business Presentations, Group Discussions, Interviews, Meetings etc.- Apply Level

CO4: Discuss various technology enabled communication – Understand Level

### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Business communication	08
Module 2	Business aspects	15
Module 3	Communication and ethics	12
Module 4	Technology enabled Communication	10
	<b>Total</b>	<b>45</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<p><b>Introduction to Business communication</b></p> <p>1.1 The Seven Cs of Effective Communication: Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness</p> <p>1.2 Understanding Communication: Nature and Scope of Communication, Methods of communication, Cross-Cultural communication</p>
<b>2</b>	<p><b>Business aspects</b></p> <p>2.1 Writing Business Messages and Documents: Business Correspondence: Letter of inquiry, letter of order, letter of complaints, sales letter, business reports, resume writing</p>
<b>3</b>	<p><b>Communication and ethics</b></p> <p>3.1 Developing Oral Communication Skills: Effective Listening, Business Presentations and Public Speaking, Conversations, Interviews, meetings and conferences, group discussions</p> <p>3.2 Business ethics: Importance of business ethics, personal integrity at workplace, computer ethics, corporate social responsibility</p> <p>3.3 Business Presentation: Principles of effective presentation, brain storming and graphic/visual aids, use of graphics in presentation, effective use of presentation tools.</p>
<b>4</b>	<p><b>Technology Enabled Communication</b></p> <p>4.1 Technology-enabled Business Communication</p> <p>4.2 Social Media and Business Communication</p>

## Syllabus of Courses of Bachelor of Arts (Honours) Programme in Apparel Design & Construction

at Semester II  
(with effect from the Academic Year 2022-2023)

### 2. Personality Development and Styling

#### Objectives:

- To understand importance of Personal Hygiene and Beauty Care
- Understanding the in depth role of stylist in today's fashion industry.
- To understand the Fashion Styling process

#### Course Outcome:

CO1: Discuss various Personal Hygiene and Beauty Care Methods

CO2: Explain importance of body language – Understand Level

CO3: Show creative, intellectual and technical skills necessary to practice with fashion industry. – Apply Level

CO4: Explain how different body types affects personality and styling. – Understand Level

#### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Personal Hygiene & Beauty Care	10
Module 2	Poise, Posture and Personal Etiquette	15
Module 3	Psychological and sociological influences of clothing	15
Module 4	Evaluating the body	10
Module 5	Care and Maintenance of Wardrobe	10
	<b>Total</b>	<b>60</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<p><b>Personal Hygiene &amp; Beauty Care</b></p> <p>1.1 Usage skin care products            1.2 Variation in accordance to seasons            1.3 Products for hygiene and beauty care (such as soaps/face washes/cleansers/toners/creams)            1.4 Products used for home remedies            1.5 Composition of products and its effects            1.6 Product Mix            1.7 Application</p>
<b>2</b>	<p><b>Poise, Posture and Personal Etiquette</b></p> <p>2.1 Correct body language            2.2 Body movements (Kind of hand or leg movements)            2.3 Public/eye contact            2.4 Voice modulation            2.5 Fitness and its role</p>
<b>3</b>	<p><b>Psychological and sociological influences of clothing</b></p> <p>3.1 How dress affects behavior            3.2 First Impression</p>
<b>4</b>	<p><b>Evaluating the body</b></p> <p>4.1 Suitability of clothing for Season/Climate</p> <ul style="list-style-type: none"> <li>• Different body types</li> <li>• Occasion</li> <li>• Age</li> <li>• Occupation</li> </ul> <p>4.2 Selecting appropriate readymade garments in terms of- Fabric , Workmanship , Price</p>
<b>5</b>	<p><b>Care and Maintenance of Wardrobe</b></p> <p>5.1 Planning wardrobe according to social events            5.2 Planning wardrobe according to climatic changes            5.3 Types of clothing</p>

	<p>5.4 Clothing with reference to office, party, casual, nightclub, formal gatherings</p> <p>5.5 Geographical area and its influence on clothing</p> <p>5.6 Daily and Periodic care</p> <p>5.7 Storage</p> <p>5.8 Cleaning-Wet and Dry</p> <p>5.9 Stain Removal</p>
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**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction**

**at Semester II  
(with effect from the Academic Year 2022-2023)**

**3. Fashion Studies and Illustration – Part 2**

**Objectives:**

- To understand Different types of body shapes and their silhouette
- To understand principle of design
- To illustrate trousers, jackets, length projects.

**Course Outcome:**

CO1: Students will illustrate different types of trousers and jackets – Apply Level

CO2: Recognize different body shapes –Understand Level

CO3: Prepare a length project – Apply Level

CO4: Sketch various croqui – Apply Level

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Study of Basic outfits	14
Module 2	Detailed study of trousers and jackets	16
Module 3	Side & Profile Face and Croqui	15
Module 4	Different types of Body Shapes and their silhouette	15
Module 5	Principle of Design	12
Module 6	Length Project	18
	<b>Total</b>	<b>90</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<b>Study of Basic outfits</b>  1.1 Swim Suit 1.2 Beach Wear 1.3 Casual Wear
<b>2</b>	<b>Detailed study of trousers and jackets</b>  2.1 Different types of Trousers (40 Types) 2.2 Different types of Jackets (30 Types)
<b>3</b>	<b>Side &amp; Profile Face and Croqui</b>  3.1 Female Mechanical 3.2 Male Mechanical 3.3 Female Flesh Out 3.4 Male Flesh Out
<b>4</b>	<b>Different types of Body Shapes and their silhouette</b>  For Male and Female 4.13 Pear 4.14 Apple 4.15 Hour Glass 4.16 Rectangle 4.17 Triangle
<b>5</b>	<b>Principle of Design</b>  5.1 Proportion in dress 5.2 Formal Balance 5.3 Informal Balance 5.4 Repetition 5.5 Radiation 5.6 Gradation 5.7 Emphasis 5.8 Harmony
<b>6</b>	<b>Length Project</b>  6.1 Pant Derivative 6.2 Sleeves Derivative 6.3 Top Derivative



**Syllabus of Courses of Bachelor of Arts (Honours)  
Programme in  
Apparel Design & Construction  
at Semester II**

**(with effect from the Academic Year 2022-2023)**

**4. Pattern Making and Apparel Construction – Women’s Wear Objectives**

- Understanding layout planning and handling special fabrics.
- To acquaint the students with various of drafting and stitching techniques

**Course Outcome:**

CO1: Prepare drafts for Women’s wear – Apply Level

CO2: Design Women’s Wear

CO3: Prepare Draft/Stitch Women’s Wear – Apply Level

**Modules at a Glance**

Sr. No.	Modules	No. of lectures
Module 1	Layout planning and Handling Special fabrics	15
Module 2	Pattern making and construction of skirt	15
Module 3	Pattern making and construction of Salwar/Patilyala	15
Module 4	Pattern making and construction of Churidar	15
Module 5	Pattern making and construction of Bodice	15
Module 6	Pattern making and construction of Kurta	15
	<b>Total</b>	<b>90</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<p><b>Layout planning and Handling Special fabrics</b></p> <p>1.1 Laying patterns on fabric: types of layouts, layout on different fabric widths and types</p> <p>1.2 Marker development, Calculations of materiel requirements</p> <p>1.3 Planning assembly of women's wear; Assessing quality at various stages of garment assembly.</p> <p>1.4 Precautions to be taken while working with different kind of fabrics: sheers and lace, silk &amp; crepe, velvets, wool, plaids, stripes and figured prints. Handling of fabrics with reference to designing, marking, cutting, stitching, care and maintenance, shrinkage, needle sizes, stitch sizes, threads used, seams and other special considerations.</p> <p>1.5 Fit related problems and introduction to draping</p> <p>1.6 Figure types-designing for various figure types</p> <p>1.7 Factors affecting fit</p> <p>1.8 Common fitting problems and remedies</p>
<b>2</b>	<p><b>Pattern making and construction of skirt</b></p> <p>2.1 Designing of Skirt</p> <p>2.2 1/4<sup>th</sup> Scale of Skirt</p> <p>2.3 Drafting of Skirt</p> <p>2.4 Stitching of Skirt</p>
<b>3</b>	<p><b>Pattern making and construction of Salwar/Patiyala</b></p> <p>5.3 Designing of Salwar / Patiyala</p> <p>5.4 1/4<sup>th</sup> Scale of Salwar / Patiyala</p> <p>5.5 Drafting of Salwar / Patiyala</p> <p>5.6 Stitching of Salwar / Patiyala</p>
<b>4</b>	<p><b>Pattern making and construction of Churidar</b></p> <p>4.1 Designing of Churidar</p> <p>4.2 1/4<sup>th</sup> Scale of Churidar</p> <p>4.3 Drafting of Churidar</p> <p>4.4 Sticking of Churidar</p>
<b>5</b>	<p><b>Pattern making and construction of Bodice</b></p>

	5.1 Drafting 5.2 Stitching 5.3 Bodice <b>5.4 Torso Block</b>
<b>6</b>	<b>Pattern making and construction of Kurta</b>  6.1 Designing of Kurta 6.2 1/4 <sup>th</sup> Scale of Kurta 6.3 Drafting of Kurta 6.4 Stitching of Kurta

**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction**

**at Semester II  
(with effect from the Academic Year 2022-2023)**

**5. History of world Costumes**

**Objectives:**

- Analyse an informational text about the history of fashion
- To Identify and describe fashion eras
- To understand how modern outfits are inspired by a specific era

**Course Outcome:**

CO1: Discuss historical periods and clothing as they are utilized increasing theatre design, and understand the social and artistic movements which shaped the era. – Understand Level

CO2: Sketch / Design outfits inspired by a specific era.- Apply Level

CO3: Discuss about history of clothing and costume of various Countries/Eras – Understand Level

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Costumes of different countries	20
Module 2	Costumes of era –I	20
Module 3	Costumes of era –II	20
	<b>Total</b>	<b>60</b>

## Detailed Syllabus

Sr. No.	Modules / Units
1	<b>Costumes of different countries</b>  1.1 Mesopotamia 1.2 Egypt 1.3 Greece 1.4 Rome 1.5 Byzantine
2	<b>Costumes of era –I</b>  2.1 Medival Era 2.2 Renaissance 2.3 17 <sup>th</sup> Century 2.4 Baroque Period
3	<b>Costumes of era –II</b>  3.1 Empire Era 3.2 Romantic Era 3.3 Victorian Era

## Syllabus of Courses of Bachelor of Arts (Honours) Programme in Apparel Design & Construction

at Semester II  
(with effect from the Academic Year 2022-2023)

### 6. Principles of Management

#### Objectives:

- To relate, discuss, understand the management principles, processes and procedures in consideration of their efforts on individual actions.
- Knowledge and understanding of the subject will enable the student to gain valuable insights into the working of business and other organization.

#### Course Outcome:

CO1: Describe the concepts of management.- Understand Level

CO2: Apply principles of planning, decision making and controlling in organizations. - Apply Level

CO3: Discuss organizational management strategies. - Understand Level

CO4: Demonstrate of understanding business ethics, CSR and leadership. -Apply Level

### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Nature of Management	11
Module 2	Planning and Decision Making	11
Module 3	Organising	11
Module 4	Directing, Leadership, Co-ordination and Controlling	12
	<b>Total</b>	<b>45</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<p><b>Management and its Evolution</b></p> <p>1.1 Concept of management – concept, significance, managerial grid.            1.2 Management in new millennium</p> <ul style="list-style-type: none"> <li>• Four management functions</li> <li>• Mintzberg Managerial roles</li> <li>• Management as a set of skills</li> </ul> <p>1.3 Evolution of Management - Contribution of F.W Taylor, Bureaucratic Management and Hawthorne Studies.</p>
<b>2</b>	<p><b>Planning, Decision Making and Controlling</b></p> <p>2.1 Planning: Meaning, importance, process, MBO, planning premises, pitfalls of planning, formal planning and opportunity planning.            2.2 Decision Making: Meaning, importance, process, techniques, difference between planning and decision making, cognitive biases and decision making.            2.3 Controlling: Meaning, process, techniques. Close relationship of planning and controlling.</p>
<b>3</b>	<p><b>Organizational Management</b></p> <p>3.1 Organizing: Meaning, importance, features            3.2 Managing the structure (vertical dimensions of organizational structure)</p> <ul style="list-style-type: none"> <li>• Unity of command</li> <li>• Authority, Responsibility &amp; Accountability</li> <li>• Span of control</li> <li>• Centralization and Decentralization</li> </ul> <p>3.3 Managing the structure (horizontal dimensions of organizational structure)</p> <ul style="list-style-type: none"> <li>• Line structure</li> <li>• Funnel structure</li> <li>• Divisional structure</li> <li>• Matrix Structure</li> </ul> <p>3.4 Directing : Meaning and process</p>
<b>4</b>	<p><b>Understanding Business Ethics , CSR and Leadership</b></p> <p>4.1 Business Ethics: Meaning, purpose and scope of Business Ethics towards society and stakeholders, 3 Cs of business Ethics, Myths about business ethics.            4.2 Corporate Social Responsibility: Meaning, need, issues in CSR , ESG            4.3 Leadership: Meaning, style, quality of good leader</p>

	<p>4.4 Power: The key to leadership.</p> <p>4.5 Models of leadership: Trait model, Behaviour model, Contingency model</p> <p>4.6 Transformational leadership: Meaning, Transformational and Transactional Leadership.</p> <p>4.7 Great leaders: their style, activities and skills</p>
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## Syllabus of Courses of Bachelor of Arts (Honours) Programme in Apparel Design & Construction

at Semester II  
(with effect from the Academic Year 2022-2023)

### 7. Marketing Management

#### Objectives:

- Apply concepts of Marketing in Fashion Business
- Understanding Marketing Mix and New Product Strategies
- Understand IMC and its role in Fashion Industry

#### Course Outcome:

CO1: To be able to explain concepts of Marketing– Understand Level

CO2: To be able to discuss various product strategies – Understand Level

CO3: To prepare IMC plan – Apply Level

#### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Marketing an Overview	05
Module 2	Marketing Environment	10
Module 3	Developing the Concept of Marketing Mix and New Product Strategies	10
Module 4	Pricing strategies and methods	10
Module 5	Integrated Marketing Communication	10
	<b>Total</b>	<b>45</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<p><b>Marketing – An Overview</b></p> <p>1.1 Introduction            1.2 Meaning and Definition            1.3 Origin of Marketing            1.4 Scope of Marketing            1.5 Importance of Marketing            1.6 Functions of Marketing            1.7 Difference between Marketing and Selling</p>
<b>2</b>	<p><b>Marketing Environment</b></p> <p>7.1 Introduction            7.2 Need and Importance of Environmental Analysis            7.3 Method of Analysis – SWOT, PEST, Internal Environment of the organization, External Environment</p>
<b>3</b>	<p><b>Developing the Concept of Marketing Mix and</b></p> <p>3.1 Product related decisions            3.2 Product Line            3.3 Product mix            3.4 Product Life Cycle (PLC)            3.5 New product development,            3.6 Branding and Packaging</p>
<b>4</b>	<p><b>Pricing strategies &amp; methods</b></p> <p>4.1 Introduction, Price and its Determinants,            4.2 Objectives of Pricing            4.3 Decisions, Factors Affecting Pricing Decisions,            4.4 Pricing Policies and Strategies            4.5 Pricing Methods</p>
<b>5</b>	<p><b>Integrated Marketing Communication</b></p> <p>5.1 Factors Contributing to the growth of IMC            5.2 Marketing Communications and Promotions            5.3 The Marketing Communication Process            5.4 Promotion Mix            5.5 The IMC Planning Process</p>

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
	<b>Core Course (CC)</b>			<b>Ability Enhancement Compulsory Courses (AECC)</b>	
CC - 6	Computer aided Designing in Fashion Technology <b>2031UADHCD</b>	5P+ 1T	AECC - 3	Fashion Event Management <b>2041UADHEM</b>	2P+1T
	<b>Discipline Specific Elective(DSE) Courses</b>			<b>Discipline Specific Elective(DSE) Courses</b>	
DSE-1	Textile Design <b>2032UADHTD</b>	2P+1T	DSE-3	Indian Embroidery <b>2042UADHIE</b>	6P
	<b>OR</b>		<b>OR</b>		
DSE-2	Elements of Hand Knitting <b>2136UADHEH</b>	2P+1T	DSE-4	Machine Embroidery <b>2146UADHME</b>	6P
	<b>Skill Enhancement Compulsory Courses (SEC)</b>		DSC-2	Advanced Computer Aided Designing in Fashion Technology <b>2043UADHAC</b>	3P+1T
SEC -2	Textile Crafts <b>2033UADHTC</b>	3P+1T			
SEC- 3	Photography <b>2137UADHPG</b>	<b>3P</b>	SEC – 4	Jewellery Making <b>2147UADHJM</b>	<b>4 P</b>
	<b>Core Courses (CC)</b>			<b>Core Courses (CC)</b>	
CC - 7	Advanced Apparel Construction- Women's Wear <b>2034UADHAC</b>	5P+1T	CC – 9	Draping and Advanced Draping <b>2044UADHAD</b>	5P+1T
CC - 8	Advanced Fashion Studies and Illustration <b>2035UADHFS</b>	5P+1T	CC – 10	Design Process and Craft Research <b>2045UADHFP</b>	2P+1T
	<b>Total Credits</b>	<b>28</b>		<b>Total Credits</b>	<b>26</b>

P = Practical; T = Theory

**Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
Under Choice Based Credit, Grading and Semester System  
Course Structure  
(To be implemented from Academic Year- 2022-2023)**

**Semester III**

No. of Courses	Semester III		Credits	
			Practical	Theory
1	Computer aided Designing in Fashion Technology	CC - 6	5	1
2	Textile Design Or Elements of Hand Knitting	DSE-1 DSE-2	2	1
3	Textile Crafts	SEC-2	3	1
4	Photography	SEC - 3	3	
5	Advanced Apparel Construction – Women’s Wear	CC - 7	5	1
6	Advanced Fashion Studies and Illustration	CC - 8	5	1
		<b>Sub-total</b>	<b>23</b>	<b>5</b>
		<b>Total Credits</b>		<b>28</b>

## Syllabus of Courses of Bachelor of Arts (Honours) Programme in Apparel Design & Construction

at Semester III

(with effect from the Academic Year 2022-2023)

### 1. Computer Aided Designing in Fashion Technology

#### Objectives:

- Students learn the process of creative thinking and its ideas implementation graphically

#### Course Outcome:

CO1: Make use of the general computer technologies in fashion and textile industry; - Apply Level

CO2: Communicate effectively with others regarding textile design, fashion design and pattern design and manufacturing systems.

CO3: Prepare digital portfolio – Apply Level

CO4: Prepare marketing kit - Apply Level

#### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Application/ Software	04
Module 2	Using text and colour	06
Module 3	Designing with the Application/ Software	35
Module 4	Component of complete look	10
Module 5	Special Effects	10
Module 6	Designing of marketing kit	10
Module 7	Project Work	15
	<b>Total</b>	<b>90</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<b>Introduction to Application/ Software</b>  1.1 Getting Started 1.2 The screen elements 1.3 Viewing Drawings 1.4 Customizing Options 1.5 Basic Drawing Skills 1.6 Selecting and Manipulating Objects 1.7 Drawing and Shaping Objects 1.8 Arranging Objects 1.9 Assignment
<b>2</b>	<b>Using Text and Colour</b>  2.1 Text Overview 2.2 Colour Overview 2.3 Working with Colour 2.4 Special Text Effects 2.5 Working with Objects 2.6 Outlining and Filling Objects 2.7 Using Symbols and Clipart 2.8 Transforming Objects 2.9 Assignment 2.10 Working with Paragraph Text
<b>3</b>	<b>Designing with Application/ Software</b>  3.1 Face Details 3.2 Front Face 3.3 Side Face 3.4 3/4 <sup>th</sup> Face 3.5 Fleshed out croqui 3.6 Collars 3.7 Sleeves 3.8 Skirts 3.9 Pants 3.10 Tops 3.11 Gowns

<b>4</b>	<p><b>Component of complete look</b></p> <p>4.1 Different Types of bifurcated Garments  4.2 Accessories  4.3 Footwear</p>
<b>5</b>	<p><b>Special Effects</b></p> <p>5.1 Adding Special Effects  5.2 Special Effects  5.3 Creating Output  5.4 Exporting Drawings  5.5 Printing Layouts and Layers  5.6 Special Page Layouts  5.7 Arranging Objects  5.8 Using Layers  5.9 Project Work</p>
<b>6</b>	<p><b>Designing of marketing kit</b></p> <p>6.1 Visiting Card  6.2 Letter Head  6.3 Labels  6.4 Mood Board  6.5 Colour Board  6.6 Project Work</p>
<b>7</b>	<p><b>Project Work</b></p>

**Syllabus of Courses of Bachelor of Arts (Honours)  
Programme in  
Apparel Design & Construction  
at Semester III**

**(with effect from the Academic Year 2022-2023)**

**2. Textile Design**

**Objectives**

- To provide comprehensive knowledge about the concepts of dyeing and printing of textiles.

**Course Outcome:**

CO1: Prepare tie and dye sample using various methods.- Apply Level

CO2: Prepare screens using various methods – Apply Level

CO3: Discuss Color theory – Understand Level

CO4: Explain about various tie and dye methods – Understand Level

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Colour Theory	12
Module 2	Different methods of preparing Screen	11
Module 3	Tie & Dye	22
	<b>Total</b>	<b>45</b>



## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<p><b>Colour Theory</b></p> <p>1.1 Colour Wheel            1.2 Monochromatic Colour            1.3 Achromatic Colour            1.4 Analogous Colour            1.5 Complimentary Colour            1.6 Split Complimentary Colour            1.7 Triadic Colour            1.8 Tetradic Colour</p>
<b>2</b>	<p><b>Different methods of preparing Screen</b></p> <p>2.1 Straight Repeat            2.2 Brick Repeat            2.3 Half Drop Repeat            2.4 Mirror Repeat            2.5 Ogee Repeat            2.6 All over Repeat            2.7 Main screen</p>
<b>3</b>	<p><b>Tie &amp; Dye</b></p> <p>3.1 Natural and Synthetic dyes            3.2 Preparation of fabric for dyeing            3.3 Dye classes : their suitability and fastness on different fabrics- direct, reactive, acid, vat and disperse dyes            3.4 Dyeing procedure for Direct dyes            3.5 Stages of dye application and their effect on finished fabric            3.6 Colour fastness: Factors affecting colour fastness, Testing Wash fastness, Light            3.7 Dyeing vs. Printing            3.8 Styles of printing – Direct, Resist, Discharge            3.9 Methods of printing – Block, Roller, Screen, Rotary screen, Heat Transfer, Digital, Flock            3.10 Common dyeing and printing defects            3.11 Natural Dyes: Indigo, Beet, Brick, Haldi, Kesar, Coal, Pomegranate etc.            3.12 Different methods of Tie and Dye (Marbling, Pegging, Knotting, Pleating, Lahariya, Rolling, Bandhani, Sibori, Simple Sewing Method, Batic)</p>

**Syllabus of Courses of Bachelor of Arts (Honours)  
Programme in  
Apparel Design & Construction  
at Semester III**

**(with effect from the Academic Year 2022-2023)**

**3. Elements of Hand Knitting**

**Objectives:**

- To learn basics of Knitting
- To encourage personal creativity in knitting with wool fabrics and yarns
- To know various designs of Knitting

**Course Outcome:**

CO1: To discuss about various tool and techniques used in knitting – Understand Level

CO2: Prepare samples using various knitting designs – Apply Level

CO3: Apply suitable design for the construction of the knit garments – Apply Level

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Knitting	05
Module 2	Basic Knitting	05
Module 3	Designs in Knitting	10
Module 4	Knit Wear	25
	<b>Total</b>	<b>45</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<b>Introduction to Knitting</b> 1.1 Casting on and Off 1.2 Decreasing Increasing 1.3 Tension and Needle 1.4 Washing, Drying and Ironing 1.5 Knowledge of different kinds of yarns
<b>2</b>	<b>Basic Knitting</b>  2.1 Basic Samples
<b>3</b>	<b>Designs in Knitting</b>  3.1 Different Designs in Knitting 3.2 Project Work
<b>4</b>	<b>Knit Wear</b>  4.1 Muffler 4.2 Mitts 4.3 Hand Cap 4.4 Botties 4.5 Gloves 4.6 Project Work

**Syllabus of Courses of Bachelor of Arts (Honours)  
Programme in  
Apparel Design & Construction  
at Semester III**

**(with effect from the Academic Year 2022-2023)**

**4. Textile Craft**

**Objectives**

- To foster understanding of embroideries-motifs used, colour combinations used etc.
- To develop an understanding and experience of using different textile process and techniques.

**Course Outcome:**

CO1: Prepare embroidery sample using various decorative stitches – Apply Level

CO2: Prepare embroidery design for outfits – Apply Level

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Embroidery	02
Module 2	Decorative Stitch 1	38
Module 3	Decorative Stitch 2	20
	<b>Total</b>	<b>60</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<b>Introduction to Embroidery</b>  1.1 History of Embroidery 1.2 Tools 1.3 Thread 1.4 Spangles 1.5 Table Runner 1.6 Screen
<b>2</b>	<b>Decorative Stitch 1</b>  2.1 Stem 2.2 Herring bone 2.3 Fish Bone 2.4 Chain 2.5 Loop and Back and French knot 2.6 Feather 2.7 Button Hole 2.8 Lead and couching 2.9 Long and short
<b>3</b>	<b>Decorative Stitch 2</b>  4.1 Honeycomb 4.2 Handkerchiefs 4.3 Satin 4.4 Braid Work 4.5 Penelope

**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
at Semester III  
(with effect from the Academic Year 2022-2023)**

**5. Photography**

**Objectives:**

- To educate on concepts of photography
- To impart knowledge on Image editing and video editing
- To encourage learner to see the world in a composition thereby to increase visual literacy leading to visual intelligence.

**Course Outcome:**

CO1: Students will be able to discuss about various concepts of photography – Understand Level

CO2: Ability to understand photography and its role in fashion industry – Understand Level

CO3: Perform image editing or video editing

CO4: Photograph fashion product/articles and represent digitally

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Photography and its concepts	15
Module 2	Fashion and Photography	15
Module 3	Image Editing and Video Editing	15
	<b>Total</b>	<b>45</b>

## Detailed Syllabus

Sr. No.	Modules / Units
1	<b>Introduction to Photography</b>  1.1 Photography, its role and importance 1.2 Different types of camera and Lenses 1.3 Light and Lighting Techniques 1.4 Composition 1.5 Perspective
2	<b>Fashion and Photography</b>  2.1 Planning a shoot – Location, Studio, Set, Props, Casting 2.2 Indoor Photography 2.3 Outdoor Photography 2.4 Glamour Photography 2.5 Project Work
3	<b>Image and Video Editing</b>  3.1 Image Editing 3.2 Video Making 3.3 Video Editing 3.4 Project Work

**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
at Semester III  
(with effect from the Academic Year 2022-2023)**

**6. Advanced Apparel Construction – Women’s Wear**

**Objectives**

- To create awareness regarding selection criteria relating to apparel .
- Understand various garment construction processes like seams, fullness, neckline finishes, placket openings, hems, fasteners etc
- Discover the clothing requirements of Infants and female.

**Course Outcome:**

CO1: Prepare drafts for Women’s wear – Apply Level

CO2: Design Women’s Wear

CO3: Prepare Draft/Stitch Women’s Wear – Apply Level

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Dart Manipulation	15
Module 2	Sleeve Manipulation	15
Module 3	Blouse	15
Module 4	Princess Line Dress	15
Module 5	Corset	15
Module 6	Evening Gown	15



## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<p><b>Dart Manipulation</b></p> <p>1.1 1/4<sup>th</sup> Scale of Dart            1.2 Drafting of Dart            1.3 Stitching of Dart Tools</p>
<b>2</b>	<p><b>Sleeve Manipulation</b></p> <p>2.1 1/4<sup>th</sup> Scale of Sleeve            2.2 Drafting of Sleeve            2.3 Stitching of Sleeve</p>
<b>3</b>	<p><b>Blouse</b></p> <p>3.1 Designing of Blouse            3.2 1/4<sup>th</sup> Scale of Blouse            3.3 Drafting of Blouse            3.4 Stitching of Blouse</p>
<b>4</b>	<p><b>Princess Line Dress</b></p> <p>6.1 Designing of Princess Line Dress            6.2 1/4<sup>th</sup> Scale of Princess Line Dress            6.3 Drafting of Princess Line Dress            6.4 Stitching of Princess Line Dress</p>
<b>5</b>	<p><b>Corset</b></p> <p>5.1 Designing of Corset            5.2 1/4<sup>th</sup> Scale of Corset            5.3 Drafting of Corset            3.5 Stitching of Corset</p>
<b>6</b>	<p><b>Evening Gown</b></p> <p>6.1 Designing of Evening Gown            6.2 1/4<sup>th</sup> Scale of Evening Gown            6.3 Drafting of Evening Gown            6.4 Stitching of Evening Gown</p>

**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
at Semester III  
(with effect from the Academic Year 2022-2023)**

**7. Advanced Fashion Studies and Illustration**

**Objectives:**

- Appreciate the unique considerations and focuses of fashion illustration
- Sketch the human body in proportions relevant to fashion illustration
- Conduct quick sketches of clothing items on the human body

**Learning Outcome:**

- Create illustrations from the development of the original concept to final execution
- Apply theories and principles of design and communication to the development of effective illustrations.

**Course Outcome:**

CO1: Students will illustrate different types of designs

CO2: Rendering of textures

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Different Types of Medium (Gowns)	14
Module 2	Rendering of different types of Fabrics	20
Module 3	Sports Wear	06
Module 4	Outfit with Texture	12
Module 5	Indian Wear	18
Module 6	Accessory Designing	20

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<b>Different Types of Medium (Gowns)</b> 1.1 Pencil colour 1.2 Water based pencil colour 1.3 Charcoal 1.4 Micro tip pen 1.5 Soft pastel 1.6 Acrylic colour 1.7 Flat felt tip pen 1.8 Fuji paper 1.9 Photo ink colour 1.10 Watercolour
<b>2</b>	<b>Rendering of different types of Fabrics</b> 2.1 Denim 2.2 Corduroy 2.3 Leather 2.4 Fur 2.5 Jute 2.6 Wool 2.7 Chikan 2.8 Organza 2.9 Turquoise 2.10 Georgette 2.11 Satin 2.12 Jacquard 2.13 Khadi 2.14 Tissue 2.15 Net
<b>3</b>	<b>Sports Wear</b> 3.1 Different types of Sports
<b>4</b>	<b>Outfit with Texture</b> 4.1 Office Wear 4.2 Night Wear
<b>5</b>	<b>Indian Wear</b> 7.1 Cholis 7.2 Traditional Wear
<b>6</b>	<b>Accessory Designing</b> <b>6.1 Role and Significance of Fashion Accessories</b> <ul style="list-style-type: none"> <li>● Importance of fashion accessories in apparel industry</li> <li>● Role of an accessory designer</li> </ul>

<p><b>6.2 Understanding categories, styles and production methods of fashion accessories</b></p> <ul style="list-style-type: none"><li>• Brief history, common styles, components, materials used and production methods of select accessories</li><li>• Handbags, Footwear, Hats, Jewellery, Belts, Gloves, Scarves</li><li>• Coordinating accessories and outfits</li></ul> <p><b>6.3 Concept to Creation: Key Steps in Accessories Design</b> Creative Design Development of accessories</p> <ul style="list-style-type: none"><li>• Inspiration and Research</li><li>• Trend forecasting of fashion accessories</li><li>• Design development</li><li>• Developing a range</li><li>• Presentation techniques</li></ul>
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**Syllabus of Courses of Bachelor of Arts (Honours) Programme in**

**Apparel Design & Construction**

**Under Choice Based Credit, Grading and Semester System**

**Course Structure**

**(To be implemented from Academic Year 2022-2023)**

**Semester IV**

<b>No. of Courses</b>	<b>Semester IV</b>		<b>Credits</b>	
			<b>Practical</b>	<b>Theory</b>
1	Fashion Event Management	AECC-3	2	1
2	Indian Embroidery Or Machine Embroidery	DSE-3 DSE-4	6	
3	Advanced Computer Aided Designing in Fashion Technology	DSC-2	3	1
4	Jewellery Making	SEC-4	4	
4	Draping and Advanced Draping	CC -9	5	1
5	Research and Design Process	CC - 10	2	1
		<b>Sub-total</b>	<b>22</b>	<b>4</b>
		<b>Total Credits</b>		<b>26</b>

**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
at Semester IV  
(with effect from the Academic Year 2022-2023)**

**1. Fashion Event Management**

**Objectives**

- To create an understanding of the different types of fashion events and the planning required for their successful organisation.
- To impart practical knowledge of the main administrative, design, marketing, operational and risk management steps required for the successful organisation of fashion events through project work.

**Course Outcome:**

CO1: Classify different types of events – Understand Level

CO2: Student will be able to prepare a fashion show event and execute.- Apply Level

CO3: Prepare a marketing and management plan for event – Apply Level

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Understanding Fashion Events & their Planning and Management Needs	15
Module 2	Evaluating the Venue requirement	15
Module 3	Marketing & Managing Fashion events	15
	<b>Total</b>	<b>45</b>

## Detailed Syllabus

Sr. No.	Modules / Units
1	<p><b>Psychological and sociological influences of clothing</b></p> <p>1.1 Introduction to event management – Types and category, Sports, Rallies, Wedding,            1.2 Fashion and corporate events            Principles of Event Management            1.4 Key roles, types and purposes of fashion events – fashion show, fairs &amp; trade show, product launch            1.5 Role of an event coordinator - Administration, Design, Marketing, Operations, Risk            1.6 Creating an event plan</p> <p><b>Initial Planning Requirements</b></p> <ul style="list-style-type: none"> <li>○ Creating themes for the event</li> <li>○ Targeting the audience /vendors</li> <li>○ Timing the event and Finding a venue</li> </ul> <p>1.10 Guest lists and Invitations            1.11 Organising the required production team and preparing duty charts            1.12 Budget estimation            1.13 Seeking sponsorships – writing sponsorship letters</p>
2	<p><b>Evaluating the Venue requirements</b></p> <p>2.1 Stage/ booth design            2.2 Seating patterns and plan            2.3 Lighting and allied audio-visual effects            2.4 Preparation of Programme Booklet            2.5 Catering arrangements            2.6 Progress monitoring through checklists</p> <p><b>Catwalk Presentation Requirements</b></p> <p>2.7 Merchandise selection            2.8 Models selection            2.9 Music and choreography            2.10 Final show sequence and rehearsals            2.11 Fitting sessions            2.12 Dressing area arrangements            2.13 Commentary requirements</p> <ol style="list-style-type: none"> <li>1. Closing and striking the show</li> </ol>
3	<p><b>Marketing &amp; Managing Fashion events</b></p>

<p><b>Pre-Show Marketing and post show follow up</b></p> <p>3.1 Creating a pre and post-event promotion plan 3.2 Building media relations, preparing press release and media kit 3.3 Post Show Evaluation</p> <p><b>Ensuring Legal Compliance, Safety &amp; Security</b></p> <p>3.4 Licenses and permissions to be obtained 3.5 Risk Management for prevention of hazards Security for people and merchandise</p>
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**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
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(with effect from the Academic Year 2022-2023)**

**2. Indian Embroidery**

**Objectives:**

- Acquire relevant skills in different traditional textiles of India, categorized on the basis of the production technique, namely embroidered and hand woven textiles.
- This subject introduces the students to the rich textile heritage of India.
- Experiment with a variety of materials and techniques relevant to fashion accessories
- Present fashion accessories work in a professional manner

**Course Outcome:**

CO1: Discuss the finer nuances of embroideries – Understand Level

CO2: Classify the regional embroideries of India.- Understand Level

CO3: Prepare embroidery design for outfits/ accessories – Apply Level

CO3: Prepare embroidery sample using various stitches – Apply Level

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Traditional Indian Embroidery	32
Module 2	Embroidery Stitches	28
Module 3	Zardosl Work	30
	<b>Total</b>	<b>60</b>

**Detailed Syllabus**

Sr. No.	Modules / Units
1	<p><b>Traditional Indian Embroidery</b></p> <p>1.1 Kashmiri Stitch  1.2 Kashidakari Stitch  1.3 Assissian Work  1.4 Lucknowi Work  1.5 Phulkari Work of Punjab  1.6 Kutch Kathiyawad of Gujarat  1.7 Kasuti of Karnataka  1.8 Kantha Work of Bengal</p>
2	<p><b>Embroidery Stitches</b></p> <p>2.1 Raised Stitch  2.2 Cross Stitch  2.3 Tapestry Work  2.4 Long &amp; Short  2.5 Sikkal Work  2.6 Cut Work  2.7 Patch Work</p>
3	<p><b>Zardosi Work</b></p>

**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
at Semester IV  
(with effect from the Academic Year 2022-2023)**

**3. Machine Embroidery**

**Objectives:**

- To have the knowledge of different types of embellishments
- Grouping types of Machine Embroidery Stiches
- To create suitable designs for Machine Embroidery Stiches

**Corse Outcome:**

CO1: To prepare samples using basic stitches –Apply Level

CO2: To prepare samples using various decorative Stiches – Apply Level

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Machine and Machine Embroidery	04
Module 2	Basic Stiches	16
Module 3	Decorative Stiches – 1	35
Module 4	Decorative Stiches – 2	35
	<b>Total</b>	<b>90</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<b>Introduction to Machine and Machine Embroidery</b> 1.1 General Theory 1.2 Tools 1.3 How to trace design
<b>2</b>	<b>Basic Stitches</b>  2.1 Running Stitch 2.2 Cording Stitch 2.3 Round Stitch 2.4 Eyelet Stitch 2.5 Scalloping 2.6 Project Work
<b>3</b>	<b>Decorative Stitches – 1</b>  3.1 Satin Stitch 3.2 Raised Stitch 3.3 Cut Work 3.4 Patch Work 3.5 Project Work
<b>4</b>	<b>Decorative Stitches – 2</b>  a. Venetian Embroidery b. Chicken Work c. Long and Short d. Quilting e. Imitation Velvet Embroidery f. Project Work

**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
at Semester IV  
(with effect from the Academic Year 2022-2023)**

**4. Advanced Computer Aided Designing in Fashion Technology**

**Objectives**

- Develop their skills in editing and altering photographs for through a basic understanding of the tool bar, layers, and the adjustments panel.

**Course Outcome:**

CO1: Prepare layouts for web pages – Apply Level

CO2: Prepare Digital Portfolio – Apply Level

CO3: Touch Ups and Colour corrections

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Software/ Application	02
Module 2	Working with Images	15
Module 3	Basic Selection	15
Module 4	Painting in Software / Application	08
Module 5	Working with the Pen Tool	09
Module 6	Exporting	01
	<b>Total</b>	<b>60</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<p style="text-align: center;"><b>Introduction to Software/ Application</b></p> <p>1.1 Navigating Photoshop            1.2 Menus and panels            1.3 Opening new files            1.4 Opening existing files            1.5 Getting Started            1.6 Exploring the Toolbox            1.7 Applications Bar &amp; the Options Bar            1.8 Exploring Panels &amp; Menus            1.9 Creating &amp; Viewing a New Document            1.10 Customizing the Interface            1.11 Setting Preferences            1.12 Assignment</p>
<b>2</b>	<p style="text-align: center;"><b>Working with Images</b></p> <p>2.1 Zooming &amp; Panning an Image            2.2 Working with Multiple Images, Rulers, Guides &amp; Grids            2.3 Undoing Steps with History            2.4 Adjusting Color with the New Adjustments Panel            2.5 Masks Panel &amp; Vibrance Color Correction Command            2.6 Note Tool &amp; the Save for Web &amp; Devices Interface            2.7 Auto-Blend &amp; Auto-Align Layers Commands            2.8 Resizing and Cropping Images            2.9 Understanding Pixels &amp; Resolution            2.10 The Image Size Command            2.11 Interpolation Options            2.12 Resizing for Print &amp; Web            2.13 Cropping &amp; Straightening an Image            2.14 Adjusting Canvas Size &amp; Canvas Rotation            2.15 Assignment</p>
<b>3</b>	<p style="text-align: center;"><b>Basic Selection</b></p> <p>3.1 Selecting with the Elliptical Marquee Tool            3.2 Using the Magic Wand &amp; Free Transform Tool            3.3 Selecting with the Regular &amp; Polygonal Lasso Tools            3.4 Combining Selections            3.5 Using the Magnetic Lasso Tool            3.6 Using the Quick Selection Tool &amp; Refine Edge            3.7 Modifying Selections</p>

	<p>3.8 Layers</p> <p>3.9 Understanding the Background Layer</p> <p>3.10 Creating, Selecting, Linking &amp; Deleting Layers</p> <p>3.11 Locking &amp; Merging Layers</p> <p>3.12 Copying Layers, Using Perspective &amp; Layer Styles</p> <p>3.13 Filling &amp; Grouping Layers</p> <p>3.14 Introduction to Blending Modes</p> <p>3.15 Blending Modes, Opacity &amp; Fill</p> <p>3.16 Creating &amp; Modifying Text</p> <p>3.17 Assignment</p>
<b>4</b>	<p><b>Painting in Software / Application</b></p> <p>4.1 Using the Brush Tool</p> <p>4.2 Working with Colours &amp; Swatches</p> <p>4.3 Creating &amp; Using Gradients</p> <p>4.4 Creating &amp; Working with Brushes</p> <p>4.5 Using the Pencil &amp; Eraser Tools</p> <p>4.6 Painting with Selections</p> <p>4.7 Photo Retouching</p> <p>4.8 The Red Eye Tool</p> <p>4.9 The Clone Stamp Tool</p> <p>4.10 The Patch Tool &amp; the Healing Brush Tool</p> <p>4.11 The Spot Healing Brush Tool</p> <p>4.12 The Colour Replacement Tool</p> <p>4.13 The Toning &amp; Focus Tools</p> <p>4.14 Assignment</p>
<b>5</b>	<p><b>Working with the Pen Tool</b></p> <p>5.1 Working with the Pen Tool</p> <p>5.2 Understanding Paths &amp; the Pen Tool</p> <p>5.3 Creating Straight &amp; Curved Paths</p> <p>5.4 Creating Combo Paths</p> <p>5.5 Creating a Clipping Path</p> <p>5.6 Creating Special Effects</p> <p>5.7 Getting Started with Photoshop Filters</p> <p>5.8 Smart Filters</p> <p>5.9 Creating Text Effects</p> <p>5.10 Applying Gradients to Text</p> <p>5.11 Assignment</p>
<b>6</b>	<p><b>Exporting</b></p> <p>6.1 Saving with Different File Formats</p> <p>6.2 Saving for Web &amp; Devices</p>

	6.3 Printing Options 6.4 Credits
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**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
at Semester III  
(with effect from the Academic Year 2022-2023)**

**5. Jewellery Making**

**Objectives:**

- To learn basic of Jewellery making in accordance to the current trend
- Learn to make several pairs of earrings, bracelets, and necklaces with variations on each style.

**Course Outcome:**

CO1: To prepare earrings, Bracelets, Necklace and Payal – Apply Level

CO2: To prepare Non Metallic Jewellery – Apply Level

CO3: To prepare Bridal Jewellery – Apply Level

**Modules at a Glance**

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Jewellery Making	05
Module 2	Earring Making, Bracelet Making, Necklace Making and Payal Making	20
Module 3	Jewellery Making from Non Metallic Materials	15
Module 4	Bridal Jewellery	20
	<b>Total</b>	<b>60</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<p><b>Introduction to Jewellery Making</b></p> <p>1.1 Types of Jewellery            1.2 Types of Metals and Materials used            1.3 Budgeting and Costing of Jewellery            1.4 Brief about Jewellery Manufacturing (Methods and Techniques)</p>
<b>2</b>	<p><b>Earring Making, Bracelet Making, Necklace Making and Payal Making</b></p> <p>2.1 Different types of Earrings            2.2 Different types of Bracelets            2.3 Different types of Necklaces            2.4 Different types of Payal            2.5 Project Work</p>
<b>3</b>	<p><b>Jewellery Making from Non Metallic Materials</b></p> <p>3.1 Jewellery Making using Fresh Flowers            3.2 Jewellery Making using Waste Materials            3.3 Jewellery Making using Cloth            3.4 Project Work</p>
<b>4</b>	<p><b>Bridal Wear</b></p> <p>4.1 Bridal Jewellery Making            4.2 Project Work</p>

**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
at Semester IV  
(with effect from the Academic Year 2022-2023)**

**6. Draping and Advanced Draping**

**Objectives:**

- Creative draping and experimentation to explore your creativity and develop your design sense
- Marking draped design in order to create patterns
- to create more interesting garment pieces and details without boundaries.

**Course Outcome:**

CO1: Discuss about various drapes – Understand Level

CO2: Manipulations of outfits – Apply Level

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Draping	10
Module 2	Dresses & Corsets	15
Module 3	Skirts & Blouses	15
Module 4	Trousers	15
Module 5	Advanced Draping	15
Module 6	Gown	20
	<b>Total</b>	<b>90</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<p><b>Introduction to Draping</b></p> <p>1.1 Draping            1.2 Tools and Preparation            1.3 Terminology            1.4 Preparing the calico            1.5 Draping three grains            1.6 Visualising Calico vs Fabrics            1.7 Dance Tunic</p>
<b>2</b>	<p><b>Dresses &amp; Corsets</b></p> <p>2.1 Dart Variation            2.2 Classic Bodice with bust Dart            2.3 Bodice with French Dart            2.4 Swing dress with no dart            2.5 Preparing the mannequin for draping the corset            2.6 Princess line corset            2.7 Corset with Georgian Shape</p>
<b>3</b>	<p><b>Skirts &amp; Blouses</b></p> <p>3.1 Kilt            3.2 Skirt Silhouettes            3.3 Straight Skirt            3.4 A- Line Skirt            3.5 Bias Circle Skirt            3.6 Draping the blouse            3.7 Peasant Blouse            3.8 Gibson Girl Blouse            3.9 Easy Sleeve Draft            3.10 Variations</p>
<b>4</b>	<p><b>Trousers</b></p> <p>6.1 Draping and Fitting Trousers            6.2 Harem pants            6.3 Hakama            6.4 Wide leg trousers with front tucks            6.5 Easy trouser draft Top with Yoke</p>

<b>5</b>	<b>Coats and Jackets</b> 5.1 Understanding Shoulders 5.2 Channel Style Jacket 5.2 Two piece sleeve 5.4 Easy Two Piece Sleeve
<b>6</b>	<b>Gown</b> 6.1 Supporting the Skirt 6.2 Corsets 6.3 Gown with ruffled petticoat

**Syllabus of Courses of Bachelor of Arts (Honours)  
Programme in  
Apparel Design & Construction  
at Semester IV**

**(with effect from the Academic Year 2022-2023)**

**5.Design Process and Craft Research**

**Objectives:**

- To conduct research to create and disseminate knowledge to the academic community, commerce, industry and society.

**Learning Outcome:**

CO1: Select and define a research topic and implement a research plan using appropriate methodologies

CO2: Prepare research report on a given topic

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Research	15
Module 2	Research Process	15
Module 3	Design Process	15
	<b>Total</b>	<b>45</b>

## Detailed Syllabus

Sr. No.	Modules / Units
1	<b>Introduction to Research</b> 1.1 Nature & significance of Research 1.2 Meaning 1.3 Types 1.4 Research process 1.5 Research problems 1.6 Review of Literature 1.7 Report writing
2	<b>Research Process</b>  2.1 Layout of Research Paper 2.2 Meaning of Research paper 2.3 Prepare Study paper
3	<b>Design process</b>  3.1 Analyzing the brief 3.2 Think your imagination 3.3 Innovation 3.4 Research 3.5 Draw your design

### Third year

**(To be implemented from Academic Year- 2022-2023)**

No. of Courses	Semester V	Credits	No. of Courses	Semester VI	Credits
	<i>Discipline Specific Compulsory (DSC) Courses</i>			<i>Discipline Specific Compulsory (DSC) Courses</i>	
DSC- 3	Internship Project <b>2051UADHIP</b>	3P+1T	DSC-4	Portfolio and Digital Portfolio <b>2061UADHPD</b>	4P
	<i>Core Courses (CC)</i>			<i>Core Courses (CC)</i>	
CC-11	Computer Aided Manufacturing Techniques <b>2052UADHCM</b>	5P+1T	CC - 14	Merchandising <b>2062UADHMD</b>	2P+4T
CC - 12	Advanced Apparel Construction Men's Wear and High Fashion Garments <b>2053UADHAC</b>	5P+1T	CC- 15	Fashion Show Project <b>2063UADHFP</b>	6P
CC- 13	Fashion Retail and E Tail <b>2054UADHRE</b>	2P+4T	CC - 16	Fashion Branding <b>2064UADHFB</b>	2P+4T
	<b>Total Credits</b>	<b>22</b>		<b>Total Credits</b>	<b>22</b>

P = Practical; T = Theory



**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction**

**Under Choice Based Credit, Grading and Semester System**

**Course Structure**

**(To be implemented from Academic Year- 2022-2023)**

**Semester V**

No. of Courses	Semester v		Credits	
			Practical	Theory
1	Internship Project	DSC-3	3	1
2	Computer Aided Manufacturing Technique	CC-9	5	1
3	Advanced Apparel Construction Men's Wear and High Fashion Garments	CC - 10	5	1
4	Fashion Retail and E tail	CC-11	2	4
		<b>Sub-total</b>	<b>15</b>	<b>7</b>
		<b>Total Credits</b>		<b>22</b>

## Syllabus of Courses of Bachelor of Arts (Honours) Programme in

### Apparel Design & Construction

at Semester V

(with effect from the Academic Year 2022-2023)

#### 1. Internship Project

##### Objectives:

- Students gain hands on experience by working in the fashion industry.

##### Course Outcome:

CO1: Prepare an Internship Project- Create Level

#### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Internship Research Project	60
	<b>Total</b>	<b>60</b>

#### Detailed Syllabus

Sr. No.	Modules / Units
1	Internship Research Project

## Syllabus of Courses of Bachelor of Arts (Honours) Programme in

### Apparel Design & Construction

#### at Semester V

(with effect from the Academic Year 2022-2023)

### 2. Computer Aided Manufacturing Technique

#### Objectives

- To create awareness regarding selection criteria relating to apparel and home textiles.
- To acquaint the students with the tools and equipment used for sewing.

#### Course Outcome:

CO1: Discuss CAM and its role in the Fashion Industry – Understand Level

CO2: Uses of CAM in Pattern Making

CO3: Prepare projects using CAD/CAM

#### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to CAM	10
Module 2	Use of CAD/CAM in Pattern Making	15
Module 3	Advance CAD/CAM	15
	<b>Total</b>	<b>45</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<b>Introduction to CAM</b>  1.1 Uses of CAM in Fashion Industry 1.2 Uses of CAM in Textile Industry 1.3 Developments in CAD/CAM Industry
<b>2</b>	<b>Use of CAD/CAM in Pattern Making</b>  2.1 Basic Bodice Block 2.2 Skirt Block 2.3 Trouser Block 2.4 Gown / One Piece Dress 2.5 Dart Manipulation 2.6 Adaption – Sleeves, Collars, Neckline, Flares, Pleats
<b>3</b>	<b>Advance CAD/CAM</b>  3.1 Short Movie and Advertisements 3.2 3D: Understanding dimensions and uses of 3D presentations 3.3 Web Gallery 3.4 Uses of Computer for manufacturing 3.5 Projects

**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
at Semester V  
(with effect from the Academic Year 2022-2023)**

**3. Advanced Apparel Construction Men's Wear and  
High Fashion Garment**

**Objectives**

- To create awareness regarding selection criteria relating to apparel and home textiles.
- To acquaint the students with the tools and equipment used for sewing.

**Course Outcome:**

CO1: Understand various garment construction processes for Men's Wear and High Fashion Garment – Understand Level

CO2: Drafting/ Stitching of Men's Wear and High Fashion Garment

**Modules at a Glance**

Sr. No.	Modules	No. of lectures
Module 1	Stitching of Trousers	15
Module 2	Stitching of Shirt	15
Module 3	Stitching of Kali	15
Module 4	Stitching of Jump Suit	15
Module 5	Stitching of Dungaree	15
Module 6	Stitching of Blazer	15
	<b>Total</b>	<b>90</b>

## Detailed Syllabus

Sr. No.	Modules / Units
1	<b>Stitching of Trousers</b> 1.1 Designing of Trousers 1.2 1/4 <sup>TH</sup> Scale Trousers 1.3 Drafting Trousers 1.4 Stitching Trousers
2	<b>Stitching of Shirt</b> 2.1 Designing of Men Shirt 2.2 1/4 <sup>th</sup> Scale Men Shirt 2.3 Drafting Men Trousers 2.4 Stitching Men Shirt
3	<b>Stitching of Kali</b> 3.1 Designing of Kali Kurta 3.2 1/4 <sup>th</sup> Scale Kali Kurta 3.3 Drafting Kali Kurta 3.4 Stitching Kali Kurta
4	<b>Stitching of Jump Suit</b> 4.1 Designing of Jump Suit 4.2 1/4 <sup>th</sup> Scale Jump Suit 4.3 Drafting Jump Suit 4.4 Stitching Jump Suit
5	<b>Stitching of Dungaree</b> 5.1 Designing of Dungaree 5.2 1/4 <sup>th</sup> Scale Dungaree 5.3 Drafting Dungaree 5.4 Stitching Dungaree
6	<b>Stitching of Blazer</b> 6.1 Designing of Blazer 6.2 1/4 <sup>th</sup> Scale Blazer 6.3 Drafting Blazer 6.4 Stitching Blazer

**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
at Semester V  
(with effect from the Academic Year 2022-2023)**

**4. Fashion Retail and E-tail**

**Objectives:**

- To create an awareness and understanding of the evolution and current structure of the apparel retailing industry in India
- To develop and understanding and appreciation of the four Ps of marketing, basic principles of visual merchandising and effective customer handling practices

**Course Outcome:**

CO1: Identify and understand basic theories, principles, practices and terminology related to each functional area of business – Remember Level

CO2: Develop Visual Merchandising Displays

CO3: Understanding the E- Tail Business

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Retailing – Introduction	07
Module 2	Overview of Fashion Retailing	27
Module 3	Visual Merchandising	18
Module 4	Basics of e tail business	22
Module 5	Effective online store design	16
	<b>Total</b>	<b>90</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<p><b>Retailing - Introduction</b></p> <p>1.1 Role of Retail in marketing system 1.2 Retail evolution in India</p>
<b>2</b>	<p><b>Overview of Fashion Retailing</b></p> <p>2.1 Uniqueness of apparel retailing 2.2 Types of Fashion Retail Outlets 2.3 4 P's of Marketing 2.4 Organizational Structure 2.5 Advantages 2.6 Roles and Responsibilities of retail store personnel</p>
<b>3</b>	<p><b>Visual Merchandising</b></p> <p>3.1 Schedules 3.2 Types of Displays 3.3 Elements of Display 3.4 Common problems in display</p>
<b>4</b>	<p><b>Basics of e tail business</b></p> <p>4.1 Broad categories of E-business models – brokerage model, advertising model, E diary model, merchant, manufacturer, affiliate, community, subscription model 4.2 Products and managing inventory 4.3 Marketing an e-business 4.4 E-business customer service 4.5 Steps in Setting up an ecommerce site</p>
<b>5</b>	<p><b>Effective online store design</b></p> <p>5.1 Traits for effective sites 5.2 Framework for website design 5.3 Essentials of web content</p>



**Syllabus of Courses of Bachelor of Arts (Honours) Programme in**

**Apparel Design & Construction**

**Under Choice Based Credit, Grading and Semester System**

**(To be implemented from Academic Year- 2022-2023)**

**Semester VI**

<b>No. of Courses</b>	<b>Semester VI</b>		<b>Credits</b>	
			<b>Practical</b>	<b>Theory</b>
1	Portfolio and Digital Portfolio	DSC-4	4	
2	Merchandising	CC - 14	2	4
3	Fashion Show Project	CC -15	6	
4	Fashion Branding	CC-16	2	4
		<b>Sub-total</b>	<b>14</b>	<b>8</b>
		<b>Total Credits</b>		<b>22</b>

**Syllabus of Courses of Bachelor of Arts (Honours)  
Programme in**

**Apparel Design & Construction  
at Semester VI**

**(with effect from the Academic Year 2022-2023)**

**1. Portfolio and Digital Portfolio**

**Objectives:**

- Demonstrate a personal design philosophy through launch of Collection

**Course Outcome:**

CO1: To develop and design their collection –Create Level

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Portfolio Making	60
	<b>Total</b>	<b>60</b>

## Detailed Syllabus

Sr. No.	Modules / Units
1	<p data-bbox="352 517 592 555"><b>Portfolio Making</b></p> <ul data-bbox="499 591 995 1200" style="list-style-type: none"><li data-bbox="499 591 711 622">• Mood Board</li><li data-bbox="499 629 772 660">• Inspiration Board</li><li data-bbox="499 667 703 698">• Story Board</li><li data-bbox="499 705 727 736">• Swatch Board</li><li data-bbox="499 743 735 775">• Colour Palette</li><li data-bbox="499 781 820 813">• Design Development</li><li data-bbox="499 819 759 851">• Range of Design</li><li data-bbox="499 857 831 889">• Approaching Vendors</li><li data-bbox="499 896 603 927">• Trail</li><li data-bbox="499 934 660 965">• Iteration</li><li data-bbox="499 972 732 1003">• Final Finishing</li><li data-bbox="499 1010 863 1041">• Costing and Selling Price</li><li data-bbox="499 1048 995 1079">• Building your Graduate Collection</li><li data-bbox="499 1086 892 1117">• Maximising your Portfolio</li><li data-bbox="499 1124 796 1155">• Going Professional</li></ul>

**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
at Semester VI  
(with effect from the Academic Year 2022-2023)**

**2. Merchandising**

**Objectives:**

- Explore the buying process
- Identify business strategies for buying and selecting products
- Increase skills in buying and merchandising

**Course Outcome:**

CO1: Recognize and identify design elements and trends

CO2: Demonstrate key concepts of fashion merchandising, retail buying, special events and promotions, visual merchandising, and image/fashion consulting. Apply Level

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Merchandising – The concept	21
Module 2	Process of Line development	18
Module 3	Merchandise Resources	23
Module 4	Costing and Pricing strategies	18
Module 5	Visual Merchandising	10
	<b>Total</b>	<b>90</b>

## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<p><b>Merchandising – The concept</b></p> <p>1.1 Concept of fashion            1.2 The fashion life cycle            1.3 Basic merchandise vs Fashion Merchandise            1.4 Structural changes in the Fashion industry            1.5 Definition of Merchandising            1.6 4 p's of marketing            1.7 Merchandising planning and control tools</p>
<b>2</b>	<p><b>Process of Line development</b></p> <p>2.1 Fashion trend research            2.2 Phases in product development of an apparel product            2.3 Importance and use of Interactive online Fashion information services\</p>
<b>3</b>	<p><b>Merchandise Resources</b></p> <p>3.1 Merchandise wholesaler- distributors            3.2 Sourcing            3.3 Inspection and Sampling procedures            3.4 The international care labelling system</p>
<b>4</b>	<p><b>Costing and Pricing strategies</b></p> <p>4.1 Cash flow            4.2 The Pricing formula            4.3 Bill of materials and its importance            4.4 Planning sales and Inventory</p>
<b>5</b>	<p><b>Visual Merchandising</b></p> <p>5.1 Basics of Visual Merchandising            5.2 Lights and its effects            5.3 Colour Combination            5.4 Visual Aesthetics            5.5 Display</p>

## Syllabus of Courses of Bachelor of Arts (Honours) Programme in

### Apparel Design & Construction at Semester VI

(with effect from the Academic Year 2022-2023)

#### 3. Fashion Show Project

##### Objectives:

- Demonstrate a personal design philosophy through launch of Collection

##### Course Outcome:

CO1: To develop and design their collection –Create Level

##### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Fashion Show	90
	<b>Total</b>	<b>90</b>

## Detailed Syllabus

<b>Sr. No.</b>	<b>Modules / Units</b>
<b>1</b>	<b>Launch of Collection</b>  To showcase their Collection

**Syllabus of Courses of Bachelor of Arts (Honours) Programme in  
Apparel Design & Construction  
at Semester VI  
(with effect from the Academic Year 2022-2023)**

**4. Fashion Branding**

**Objectives:**

- To understand the unique consumer behavior at fashion and luxury market and the influence to the branding strategy of the fashion brands.
- To learn how to manage the fashion and luxury brand and to understand the know-how of fashion brands for their global strategy.

**Course Outcome:**

CO1: To apply current theories and practices of strategic marketing on fashion brands – Apply Level

CO2: To discuss the challenges of leading and managing creativity in global contexts and multidisciplinary teams – Understand Level

CO3: Understand Role of Advertisements – Understand Level

CO4: Discuss Branding and its application – Understand Level

**Modules at a Glance**

Sr. No.	Modules	No. of lectures
Module 1	Introduction	15
Module 2	Retail Strategy	15
Module 3	Advertising	23
Module 4	Advertising budget and Response	18
Module 5	Brand Management	19
	<b>Total</b>	<b>90</b>



## Detailed Syllabus

Sr. No.	Modules / Units
<b>1</b>	<p><b>Introduction</b></p> <p>1.1 Introduction to retail marketing</p> <p>1.2 Developing a retail strategy</p> <p>1.3 Retail shopping behaviour of consumers</p>
<b>2</b>	<p><b>Retail Strategy</b></p> <p>2.1 Retail marketing mix and planning</p> <p>2.2 POP (point-of-purchase)&amp; POC (point-of-consumption)</p> <p>2.3 Role of advertising, sales promotion, personal selling public relations and relationship marketing in retailing.</p>
<b>3</b>	<p><b>Advertising</b></p> <p>3.1 Role of Advertising in Promotional Mix</p> <p>3.2 Introduction to Advertising</p> <p>3.3 Advertising and Communication Integrated Marketing (IMC)</p>
<b>4</b>	<p><b>Advertising Budget and Responses</b></p> <p>4.1 Methods of Formulating Advertising Budgets</p> <p>4.2 Evaluating of Advertising Effectiveness</p> <p>4.3 Advertising Agencies</p> <p>4.4 Types of Advertising</p> <p>4.5 Impact of Culture</p> <p>4.6 Law and Regulations</p>
<b>5</b>	<p><b>Brand Management</b></p> <p>5.1 Brand Building and Positioning</p> <p>5.2 Measuring Brand Performance</p> <p>5.3 Designing Brand Marketing Programmes</p> <p>5.4 Evaluating Brand Performance</p> <p>5.5 Branding in Retail Business</p> <p>5.6 Role of Own Label</p> <p>5.7 Emerging trends in Brand Management</p>