

### **3.1 THEMATIC APPROACH TO DESIGN - I**

L T P  
- - 4

#### **RATIONALE**

The aim of this course is to develop an understanding the use of design elements into the process of fabric i.e. range development and critically analyze them.

#### **DETAILED CONTENTS**

#### **PRACTICAL EXERCISES**

1. Developing a theme by taking inspiration from different sources – Nature, Architecture, History, Folk art.
2. Develop outfits based on the developed theme keeping in mind the silhouette, colour, texture and other details.
3. Sourcing the fabric for the designed outfits and collection of swatches

#### **RECOMMENDED BOOKS**

1. Inside Fashion Design published by M/S CBS Publisher, New Delhi
2. Reader's Digest – Complete guide to sewing published by Reader's Digest Association, New Delhi
3. Fashion Drawing by Bries Abling published by M/S Fairchild publication, New York

## 3.2 PATTERN MAKING

L T P  
- - 8

### RATIONALE

The students are supposed to know how to adapt basic blocks to various garment designs, and layouts. Thus the subject deals with variations of pattern and styling of garments. After going through this subject, the students will be able to draft various components of the garments and express design ideas by a three dimensional process of pattern making.

### DETAILED CONTENTS

#### PRACTICAL EXERCISES

1. Drafting of women's adult's bodice block and sleeve
2. Adaptation of adult's bodice block to saree blouse
3. Drafting of adult bodice block and sleeve for knit fabric
4. Adaptation of basic block into T-shirt
5. Drafting of adult's skirt block
6. Adaptation of skirt block to various styles
7. Adaptation of plain sleeve to the following sleeves
  - Ruffle sleeve
  - Bishop sleeve
  - Kimono sleeve
  - Raglan sleeve
  - Dolman
8. Drafting of the following collars
  - Chinese band
  - Shawl collar
  - Stand and fall collar
  - Two piece notched collar
  - Reversible
  - Cowls

9. Introduction of style lines in the garment
  - Princess line
  - Empire line

### **RECOMMENDED BOOKS**

1. Fashion Drawing Designs; Magazine of Thailand
2. Pattern Designs for Haute Couture Volume – I
3. Fashion Drawing – The Basic Principles by Anne Allen and Julion Seaman
4. Latest Fashion Style by Winter Hiver
5. Jasmine’s “New Look, On Indian Fashion Scene”
6. Lifestyles: Fashion Styles by Katheryn Samuel
7. Spring and Summer Collection; Tokyo, New York
8. Draping for Fashion Design by Jaffe, Hilde
9. Fashion from Concept to Consumer by Stephens
10. Armstrong – Pattern Making.

### 3.3 FASHION ILLUSTRATION - III

L T P  
- - 5

#### RATIONALE

The skill in fashion illustration is essential for the students of fashion design so as to develop in them the creativity. After going through this subject, the student of fashion designing technology will be able to illustrate different types of figures and dresses in different colour media.

#### DETAILED CONTENTS

##### PRACTICAL EXERCISES

1. Illustration of Female croque in front, back, side and  $\frac{3}{4}$  pose
2. Making hands, feet, face shape, hair styles, shoes
3. Creating back drops behind fashion figures
4. Draping figures in casual wear, formal wear, ethnic wear, active wear, swim wear and rendering the dresses in different colours and textures along with suitable accessories
5. Making special sheets and working drawing

**Note:** The above exercises should be done as Paper/Pencil/Pen exercises and on softwares like Reach Fashion Studio

##### RECOMMENDED BOOKS

1. Fashion Drawing Designs from Magazine of Thailand published by M/S Haper & Row, New York
2. Fashion Drawing – The Basic Principles by Anne Allen and Julion Seaman published by M/S Abhishek Publications, New Delhi
3. Fashion Illustration by Bina Abling published by M/S Lawrence King Publishing Ltd. London

### 3.4 GARMENT CONSTRUCTION-III

L T P  
- - 8

#### RATIONALE

The diploma holders are supposed to fabricate the garments for kids as per the layouts and specifications. Hence this subject has been included in the curriculum in order to develop such competencies.

#### DETAILED CONTENTS

##### (SECTION-A)

**The following topics should be covered through instructions/demonstration along with practicals. The students will be evaluated on the basis of a final viva-voce based on the instructions.**

1. Preparation of fabric for cutting
  - Straightening the fabric
  - Shrinking the fabric
  - Ironing/pressing the fabric
2. Sequence of cutting

Laying out of pattern pieces, marking and transferring the pattern details, cutting
3. Selection and handling of special fabrics while cutting and stitching
4. Construction details
  - Seams and seam finishes
  - Fullness and its types – Gathers/Pleats
  - Shirring, Smocking
  - Plackets and fasteners
  - Hem finishes
  - Lining/interlining
  - Facing/interfacings
5. Decorative Details
  - Frills, flounces, peplums
  - Trimmings
  - Belts and bows

6. Fitting
  - Principles of good fit
  - Sequence of fitting
  - Alterations to achieve a good fit

**(SECTION-B)**

**PRACTICAL EXERCISES**

1. Construction of following garments
  - Romper
  - Gathered Frock
  - Skirt

**Note:** Exposure to different types of linings and fusing materials available in the market.

**RECOMMENDED BOOKS**

1. Pattern Making for Fashion design by Amstrong, Vikas Publishing House Pvt. Ltd. Delhi
2. Clothing Construction by Doongaji, Raj Parkashan, New Delhi
3. System of Cutting by Zarakar, Navneet Publications (India) Ltd
4. Clothing Construction by Evelyn A Mansfield, Hougutan Miffin Co., Boston
5. Creative Sewing by Allynie Bane; McGraw Hill Book Co., Inc., New York
6. How You Look and Dress by Byrta Carson; McGraw Hill Book Co., Inc., New York
7. Complete Guide to Sewing by Reader's Digest, Pitman Publishing Corpn. New York

### 3.5 ELEMENTS OF FASHION

L T P  
3 - -

#### RATIONALE

The students of fashion design require to know various elements of fashion and fashion terminologies to have better hold in industry.

#### DETAILED CONENTS

##### Theory

1. Definition, Introduction and evolution of fashion (07 hrs)
2. Fashion Terminology- Fashion, Fad, style, high Fashion, (08 hrs)  
Mass fashion, ensemble, classic, prêt-o-porte, Haute couture, Design Trend, Taste
3. Fashion theories, fashion cycle and factors influencing fashion (16 hrs)
4. What is fashion forecasting? Factors affecting Fashion forecasting (06 hrs)  
and the agencies involved in Fashion Forecasting
5. Study of Fashion designer's profile (their history of work, labels, (08 hrs)  
boutiques, shows etc.
  - a) International Designers – Gucci, Gabana, CK
  - b) Indian Designers – Ritu kumar, Satya Paul, Manish Arora
6. Sources for Inspiration for Fashion Designers (03 hrs)

**Note:** Different journals like vogue, collezione, treads etc should be shown to the students depicting style designs.

#### RECOMMENDED BOOKS

1. Fashion Buying and Merchandising by Sidney Packard and Arthus A Witness and Nathanaxelrod.
2. Retail fashion promotion and advetisiting by Jauice Harriosn Hebet Grum wald.
3. Fashion Buying by Hellen Goworik
4. Inside fashion Business by Jarnow / Guerrcic /Judille
5. Fashion Merchandising by Elaine stone Jean A samplus
6. Illustrating fashion by Mckelrey and Meusslow
7. Fashion from concept to Consumer by Gini Stephen Frings
8. Professional fashion illustration by Indian seamas

### SUGGESTED DISTRIBUTION OF MARKS

<b>Topic No.</b>	<b>Time allotted(Hrs)</b>	<b>Marks allotted (Hrs)</b>
1	07	14
2	08	16
3	16	34
4	06	12
5	08	18
6	03	06
<b>Total</b>	<b>48</b>	<b>100</b>



### 3.6 HISTORY OF COSTUMES -I

L T P  
3 - -

#### RATIONALE

The students of fashion design should be able to appreciate our ancient civilization, the fashion existing in the different periods, their contribution in shaping the present and promoting the future trends in the field of fashion.

#### DETAILED CONTENTS

1. Origin of Clothing: theories – Protection, modesty, Adornment (02 hrs)
2. A brief study of the ancient Indian Civilizations (22 hrs)
  - 2.1 Indus Valley Civilization
    - Women’s Costumes-dresses, jewellery, hairstyles, footwear
    - Men’s costumes - dresses, jewellery, hairstyles, footwear
  - 2.2 Mauryan and Sunga Period
    - Women’s Costumes-dresses, jewellery, hairstyles, footwear
    - Men’s costumes - dresses, jewellery, hairstyles, footwear
  - 2.3 Kushan Period
    - Women’s Costumes-dresses, jewellery, hairstyles, footwear
    - Men’s costumes - dresses, jewellery, hairstyles, footwear
  - 2.4 Gandhara Period
    - Women’s Costumes-dresses, jewellery, hairstyles, footwear
    - Men’s costumes - dresses, jewellery, hairstyles, footwear
  - 2.5 Gupta Period
    - Women’s Costumes-dresses, jewellery, hairstyles, footwear
    - Men’s costumes - dresses, jewellery, hairstyles, footwear
3. Medieval period (11 hrs)
  - 3.1 Mughal Period
    - Women’s Costumes-dresses, jewellery, hairstyles, footwear
    - Men’s costumes - dresses, jewellery, hairstyles, footwear

4. Traditional Costumes of India: Types of costumes for male and female, significance of culture and rituals( Jammu and Kashmir, Punjab, Rajasthan, UP, Gujarat, West Bengal, Assam, Maharashtra, Tamil Nadu and North East States)  
(13 hrs)

**NOTE:**

- i) A visit to the National Museum, New Delhi,
- ii) Assignments and Presentation of Traditional Costume of India along with significance of culture and rituals.
- iii) The students should be shown classic and contemporary movies e.g., Mughal-e-Azam, Jodha Akbar and regional classics.

**RECOMMENDED BOOKS**

- 1. Costumes of India and Pakistan by S. N. Dhar.
- 2. Costumes of India by Dhar.
- 3. Ancient Indian Costumes by Roshan Alkazi
- 4. Man’s Costumes – Dresses, jewellery, hairstyles, footwear
- 5. Fashion Memoir by Yves Saint Laurent, Pieme Berge
- 6. A History of Costume in the West by Boucher
- 7. Costume 1066 – 1990’s by Peacock
- 8. Fashion Drawing how to do it by Hazal R. Boteu and Constance Boulard Publishers – Haper and Row, New York.
- 9. Costume and Fashion – a complete history by Browioyn cosqrsue octopus publishing group Ltd.

**SUGGESTED DISTRIBUTION OF MARKS**

<b>Topic No.</b>	<b>Time allotted(Hrs)</b>	<b>Marks allotted (Hrs)</b>
1	02	04
2	22	44
3	11	25
4	13	27
<b>Total</b>	<b>48</b>	<b>100</b>

### 3.7 TRADITIONAL INDIAN TEXTILES

L T P  
2 - 2

#### RATIONALE

The students of fashion designing should know and acquire relevant skills in embroidery techniques of different types of traditional Indian embroideries and textiles. The subject aims at developing skills in various types of stitches, traditional embroidery.

#### DETAILED CONTENTS

##### Theory

1. Embroidered Textile (12 hrs)  
To study in detail the following:
  - Kantha of Bengal
  - Kasuti of Karnataka
  - Chikankari of Uttar Pradesh.
  - Chamba of Himachal Pradesh
  - Kashida and aariwork of Kashmir
  - Phulkari of Punjab
  - Kutch of Gujarat
2. A brief study of various woven textiles of India: (08 hrs)  
Brocades, Chanderi, Paithani, Maheshwari, Kanchiwaram, Patolas, Pochampalli, Ikat, Kani shawls of Kashmir, Jamdani, Baluchars, Jamawar
3. Printed Textiles of India (04 hrs)  
Sanganeri prints, Bagroo, Tie and Dye – Leharia and Bandhunis
4. To study in brief the traditional Painted Textiles - Kalamkari (04 hrs)
5. To study in brief the Carpets and Namdas of Kashmir (04 hrs)

#### PRACTICAL EXERCISES

1. Creative surface ornamentation  
Various contemporary embroidery techniques the students should be shown different materials used in embellishments e.g. stones, marbles sequins
2. Preparation of samples on following traditional embroideries of different states of India

- Kantha of Bengal
  - Kasuti of Karnataka
  - Chikankari of Uttar Pradesh.
  - Phulkari of Punjab and Haryana
  - Kashida and aari work of Kashmir
  - Kutch of Gujarat
3. Making samples of
- Tie and dye with various techniques
  - Batik
  - Block printing
4. Craft Survey and Documentation
- Evolution of crafts of any identified region.
  - Understanding the material characteristics (raw materials)
  - Relating craft to contemporary situation

**Note:**

1. Before the students go for the documentation, they have to understand the region completely in terms of geographic locations, climatic conditions, connectivity to the main place (State)
2. Visit to crafts museum
3. Browse through computers for information
4. Consult relevant books/Regional centers / Bhavans / Regional Emporiums

**RECOMMENDED BOOKS**

1. Embroidered Textiles; Traditional Pattern Form Five Continents by Paine published by M/S Haper & Row, New York
2. Traditional Embroideries of India by Shailja D. Naik published by M/S APH Publishing Book Centre, New Delhi
3. Traditional Indian Embroideries by Samrity Pandit published by M/S APH Publishing Book Centre, New Delhi
4. Master Pieces of Indian Textiles by Rustam Mehta published by M/S D.B. Taraporevala Sons, New Delhi
5. Traditional Textiles of India by Kamaldevi Chatopadhyia published by M/S APH Publishing Book Centre, New Delhi
6. Handicrafts of India by Kamaldevi Chatopadhyia published by M/S New India Publishing Agency, New Delhi
7. Ethenic Indian Embroideries by Usha Srikant published by M/S Super Book House, New Delhi
8. Traditional Embroideries by Jamila Brijbhushan published by M/S APH Publishing Book Centre, New Delhi

### SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	12	38
2	08	24
3	04	13
4	04	13
5	04	12
<b>Total</b>	<b>32</b>	<b>100</b>