

SARDAR PATEL UNIVERSITY
FACULTY OF ARTS
The Degree of Bachelor of Applied Arts in Fashion Design (BAAFD)
As per C.B.C.S. System (June-2023)
Detailed Syllabus

SEMESTER: I

UA01CAFD21 - ELEMENTS OF DESIGN

CONTENT:

UNIT: I

- What is fashion?

UNIT: II

- Elements of Design: Lines, Dots, Shapes, form, size, texture, Colour, Prints.
- Colour: meaning of Colour and its significance and uses, visible Colour spectrum, Hue, value, intensity, saturation, Colour theory : primary, secondary, complimentary, Compound Colours.

UNIT: III

- **Elements of fashion-**
 - i) Necklines
 - ii) Collars
 - iii) Sleeves
 - iv) Cuffs
 - v) Pockets
 - vi) Yokes

UNIT: IV

- **Types of Textures:**
Creating texture : thread pulling, paper folding, thread rolling, thread crumple, paper crush, stencil, wax drop ,leaf/flower print, thumb impression, salt/sugar sprinkle, onion, lady finger, ink blow, etc.

Reference:

1. “The Fashion Design Course”, Thames and Hudson Ltd, 2017.
2. “The Fundamentals of Fashion Design”, Richard Sorgar & Jenny Udale.

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UA01CAFD22-INTRODUCTION TO FASHION

OBJECTIVE:

- To create awareness on fashion and impart knowledge on apparel communication and fashion Expression.

CONTENT:

THEORY:

UNIT: I

- Fashion terminology: fashion, style, fad, classic, boutique, trends, designer, silhouette, Hifashion, Fashion/selling seasons and knock-offs.
- Principles of fashion

UNIT: II

- Fashion origin and evolution. Fashion cycle and differentiation on the basis of length of fashion Cycle

UNIT: III

- Types of fashion: haute couture, Prêt-a-porter and Mass Fashion
- Levels of Fashion Acceptance-Fashion leader, fashion role model, fashion follower, Fashion victims.

UNIT: IV

- Fashion theories- trickle down, trickle across and bottom up theory.
- Factors affecting fashion.
- Fashion Inspiration

References:

- Kathryn Mikelvey, “Fashion source book”, Blackwed science, UK
- Sharon Le Fate, “Inside Fashion Design”, Harper and Row Pub. NY.
- Study of clothing, “Houghm Mifflin Company, Bosien
- Kafgen Mary, Individuality in clothing, Houghton Mifflin Company
- Dynamics of fashion by Elaine stone.
- “The Fundamentals of Fashion Design”, Richard Sorgar & Jenny Udale.

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UA01CAFD23-GARMENT CONSTRUCTION-I

OBJECTIVE:

- To teach students the construction methods of different neck lines, sleeves, collars, cuffs and finishes.

CONTENT:

UNIT: I

- **Neck lines:** Round and jewel, square and glass, 'V' shaped, straight and curved, key hole, boat neck and asymmetrical.

UNIT: II

- **Collars:** how to assemble a collar, Types of collars-flat collar, rolled collar, stand collar, shirt collar, one piece convertible collar and shawl collar.

UNIT: III

- **Sleeves:** sleeveless - with facing, set-in-sleeve, half sleeve, puff sleeve, flared sleeve, full sleeve, petal sleeve, bishop sleeve, cap sleeve.

UNIT: IV

- **Sleeve finishes:** self hem, faced hem, double binding and casing.
- **Cuff application:** basic shirt cuff, French cuff and continuous cuff.

Reference:

- Sewing for the Apparel Industry, Claire Schaeffer, Prentice Hall.
- Garment Technology for Fashion Designers, Gerry Cooklin, Book Link, USA.
- Sewing for Fashion Design, Nurie. Relis/Gail Strauss-Reston Publishing Co.

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UA01CAFD24 - ENGLISH & COMMUNICATION

SKILL-I OBJECTIVE:

- To acquaint the students with the knowledge of Communication, written as well as oral.

CONTENT:

UNIT: I

- Proper use of Verb, Noun, Adverb, Adjective, Punctuation, Para Phrasing in Business Communication, understanding Direct and Indirect Narration, Skills of essay writing and precise writing, significance of knowledge of grammar in business communication.

UNIT: II

- Basic forms of communication, communication models, communication process, barriers in communication, corporate communication: formal and informal, communication networks, grapevine, non-verbal communication. Importance of communication in business world.

UNIT: III

- Business correspondence: Essentials of effective correspondence, different type of letters, sale letters, goodwill letters, greetings, notices, circulars and orders. Application for employment, modern office techniques used in business communication.

UNIT: IV

- Oral Communication: Public speaking, body language, presentation before the group, factors affecting presentation, effective listening, interviewing skills, arranging and participating in group discussions, seminars and conferences.

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UA01CAFD25-BASIC OF DESIGN (Practical)

CONTENT:

UNIT: I

- All practical work is to be done in A3 sheets.
- Lines and its psychological effects.
- Draw compositions of lines using at least ten lines in a 8"x8" block.
- Draw Colour wheel & mention Primary, secondary & tertiary Colours.
- Colour schemes & its introduction.

UNIT: II

- Monochromatic scheme- In a 8"x 8" block using floral design a using Monochromatic scheme.
- Analogous- Make a sanghaneri print in an 8"x 8" block using Analogous Colour scheme.

UNIT: III

- Complimentary - Make a nursery print in a 8"x 8" block using Complimentary Colour scheme.
- Polychromatic - Make a abstract design in a 8"x 8" block using Polychromatic Colour scheme.
- Achromatic scheme - Make any design of your choice in a 8"x 8" block using Achromatic Colour Scheme.

UNIT: IV

- Tints & Shades-Make a geometric pattern in a 8"x8", using tints & shades.
- Neutral Colour-Make a design out of dots & strips in a 8"x8" using neutral Colour.
- Warm & cool Colour -Make a 6"x6"- 2 Block and create a check prints each using warm & cool Colour.

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UA01CAFD26-FUNDAMENTAL OF COMPUTER (Practical)

OBJECTIVE:

- This module is prescribed in the course to impart knowledge of the computers and its Applications in the real world.

CONTENT:

UNIT I:

- **Introduction to computers:** Computer Definition, Computer vs. Human brain, Role of computers in our life, Types & Characteristics of computers and its limitations, Introduction to Data, Data Types.

UNIT: II

- **Computer, Its Architecture, Software:** Anatomy of computers, Hardware and its types- Input Devices, Output devices and storage devices, CPU, Types of memory, Security issues in Computing, Software, Types of software.

UNIT: III

- **MS Office (practical use for industry):** Ms Word: Creating a document editing, formatting, saving opening, creating tables, Ms Excel: Creating sheets, function in Ms Excel, MS PowerPoint: Creating presentations, Spreadsheets, word processors.

UNIT: V

- **Communication with a computer: (practical use):** What is Internet? Its advantages and disadvantages, Email, E-commerce, Role of internet in Fashion Industry.

References:

- Clark, A Small Business Computer Systems, Hodder and Stoughton
- P K Sinha, Fundamental of computers.

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UA01 EAFD21-HISTORY OF COSTUME

OBJECTIVES:

- To acquaint the students with different types of Indian and western costumes.

CONTENT:

UNIT: I

- Costumes of different states of India.

UNIT: II

- Costume History of Greek, Roman, Greece, Egypt & Italy, French

UNIT: III

- French-Middle Ages, Renaissance, French revolution, Romantic period.

UNIT: IV

- 18th, 19th & 20th Centuries Costumes

References:

- Kumar Ritu, “Costumes and Textiles of Royal India” Christies Book Ltd. London, 1999.
- Gurey G.S., “Indian Costumes”, the popular Book Depot.
- Bina Abling, “Costumes”.

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UA01EAFD22- APPAREL MANUFACTURING

OBJECTIVES:

- To understand market dynamics. It focuses attention on apparel industry giving through knowledge of merchandising. To be able to understand merchandising functions and works in the capacity of a merchandiser/buyer.

CONTENT:
THEORY

UNIT: I

- Clothing Business terminology: customer, vendor, supplier, franchise, sales, fashion marketing, prototype, mark ups, mark down, loss leaders, Ford, wholesaler, contractors, joint venture, knock-offs, cost price, selling price.

UNIT: II

- Merchandising: introduction, role of merchandiser, types of merchandising.

UNIT: III

- Importance of textile industry in Indian economy
- Organization structure of Export house and export procedures.

UNIT: IV

- Sourcing: Introduction of Factors responsible in deciding fabrics, price, quality, lead time, factory suitability.

References:

- Eascy M., "Fashion Marketing" Blackwell Science, 1994.
- Elaine Stone, Jean A Samples, "Fashion Merchandising", Mc Graw Hill book, 1985.
- Colbornbe Robert, "Visual Merchandising; the Business of Merchandise Presentation", Thomson Delinar Learning, USA.

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SEMESTER: II

UA02CAFD21- INTRODUCTION TO TEXTILE-FIBER TO

FABRIC OBJECTIVE:

- Impart basic knowledge about fiber, their properties and identification. Formation and extraction process of basic fibers and yarns.

CONTENT:

UNIT: I

- Fiber types & origin: Natural and manmade, filament (mono and multi) and staple, Properties of fibers, fiber Identification: physical, burning, chemical and microscopic.

UNIT: II

- Classification of fibers on Content and origin.

UNIT: III

- Fiber/yarn analysis: burning, physical/visual.
- Properties and characteristics of Cotton, Wool, Silk, Thermoplastics (polyester, nylon).

UNIT: IV

- What is yarn? What is spinning?
- Fiber to Yarn : cotton, wool, silk, polyester (Yarn manufacturing and formation process)
- Yarn Types: (ply, novelty, slob, spiral, loop, boucle, Knot, Knop,).
- What are Yarn Twist and Yarn Count?
- Yarn Finishing.

References:

- Harriet Hargrave, 'From fiber to fabric' : C&T publishing, Lafayette, CA 94549
- Premlata Mullick, 'Textbook of textile designing' : Kalyani Publishers
- Kanwar Varinder Pal Singh, 'Introduction to Textiles' : Kalyani Publishers, National Institute of Technology - Jalandhar

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UA02CAFD21- ENGLISH & COMMUNICATION SKILL-II

CONTENT:

UNIT: I

- Meaning of Communication; Role of Communication in Business; Basic elements of the communication process, level of Communication.

UNIT: II

- Forms, models and media of Communications, Verbal and non-verbal Communication- functions and types. Barriers to effective Communication.

UNIT: III

- Subject verb agreement, tense, voice, improvement of sentences, rearrangement of sentences. Vocabulary: usage, synonyms, antonyms.

UNIT: IV

- Comprehension Forms of Writing: The Report, The Proposal, The C.V. and Job Application letter. Business letters, The Presentation. Role Playing. Group Discussion

Suggested Reading:

- Mohan & M. Bannered: Developing Communication Skills, Macmillan
- M.A. Rizvi: Effective Technical Communication, Tata McGraw-Hill

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UA02CAFD23- PATTERN DRAFTING

OBJECTIVE:

- Introduction of basic blocks and teaching different aspects of pattern making.

CONTENT:

UNIT: I

- Terminology used in Pattern making: Pattern drafting, flat pattern making, template working pattern, production pattern, design specification sheet, pattern chart, cost-sheet, grain, dart, dart legs, dart intake, truing and blending, plumb line, vertical lines, horizontal lines, perpendicular lines, symmetric and asymmetric lines, style number, pattern size. Pivotal point and pattern manipulation, style reading, pattern making tools.

UNIT: II

- Fitting- principles of good fit, various fitting problems and its remedies

UNIT: III

- Methods of Pattern Development, Drafting, Flat Pattern Method, Slash and Spread, Pivot Method

UNIT: IV

- Fabric estimation and its importance.

Project/ Tutorial Work:

- Drafting of: Child's sleeve block
- Adaptation of child's bodice to: Bodice length, Body yokes
 - a. Adaption of basic sleeve, Puff Sleeve, Cap sleeve, Flared Sleeve.
 - b. Drafting and adaptation of various collars.
 - c. Baby Collar, Flat and raised, Convertible collar.

References:

- Mary Mathews, Practical Clothing Construction Part-II. Designing, Drafting and Tailoring Bhattarams Reprographics (P) Ltd., Chennai 2001
- Zarapkar K.R, System of Cutting, Navneet Publications India 2005
- Hilary Campbell, "Designing Patterns Om Book Services, New Delhi, 2003
- Helen Joseph-Pattern Making for Fashion Design, Armstrong Pearson Education, Delhi, 2000.
- Thomas Anna Jacob, "The Art of Sewing", UBS Publishers Distributors Ltd. New Delhi, 1994.

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UA02CAFD24-AESTHETIC IN DESIGN : I

OBJECTIVE:

- Understand the importance of aesthetic aspect of product or environment to consumer. Understand the nature of aesthetic experience.

CONTENT:

UNIT: I

- **Introduction to Aesthetic:** Definition, Defining aesthetic experience or definition, Term & concept about the aesthetic feeling experience Aesthetic of instrumental value or benefit Symbolic qualities & Aesthetic value.

UNIT: II

- **Contributor's of aesthetic experience:** Apparel product contributor's, Body contributor's, Environment as contributor's

UNIT: III

- **Sensory experience:** Multi sensory, Visual, Tactile, kinesthetic, olfactory auditory

UNIT: IV

- **Elements of design:** Visual elements of design, Principles of tactile design structure.

References:

- "Understanding Aesthetic for the merchandising design Professionals" by Ann Marie Fiore ,Patricia ann. Kimble

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UA02CAFD25- COMPUTER AIDED DESIGN

(Practical) OBJECTIVE:

- Introduction to Computer aided design software's for design,

CONTENT:

UNIT: I

- Introduction to design software's (adobe Photoshop, Corel Draw) and their interface and tools.
- Introduction to fonts and their usage

UNIT: II

- Use and function of various editing/effects tools of Photoshop.
- Resolution, DPI, canvas size and layouts.
- Introduction to Vector and raster graphics types.

UNIT: III

- Use and function of Corel Draw tools.

UNIT: IV

- Output device and how to create a presentable design layout.
- Image categories; e.g. bitmap, tiff, png, jpeg, etc.

PRACTICAL:

- Creation of Themed Collages using FX of computer software's.
- Creation of rendered illustrations.
- Creation of Basic blocks.

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UA02CAFD26- GARMENT CONSTRUCTION-II

(Practical) OBJECTIVE:

- The fashion design students are supposed to prepare various components of garment Such as plackets, neckline variations, sleeves, pocket, so it is very essential that they should be to Able to fabricate various components of fashion. Hence this subject is included in the curriculum Develop such competencies in the students. The subject deals with basics of garment construction.

CONTENT:

UNIT: I

- Prepare various types of sleeves are to be created in construction of garments.

UNIT: II

- Prepare various types collars are to be created in construction of garments.

UNIT: III

- Construction of the following Garments: Frock, A-Line One- Piece-Garment

UNIT: III

- Assignment: Collection of different trims and fasteners.

References:

- Readers digest- Sewing Book Verma G, “Cutting and Tailoring Theory”, Asian Publishers, Delhi,1999

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UA02EAFD21- SOCIOLOGY OF FASHION

OBJECTIVE:

- To spread the importance of fashion for social life and the role it plays in society.

CONTENT:

UNIT: I

- **Fashion and Social Visibility:** Theoretical Perspectives- theory Evolution of Fashion- Costumes from medieval to modern period, sources of fashion, fashion cycle the role of fashion in garment industry.

UNIT: II

- **Sociological aspects of clothing:** Clothing and wearer- Personality factors and choice of clothing- Clothing awareness, Occupation, Status and Clothing, fashion as a mechanism of innovation and conservation
- **Sociology and clothing choices:** Fashion as the mirror of Society, Anti-Fashion, Fashion Semiotics, Globalization, consumerism and fashion

UNIT: III

- **Understanding the Trends:** Market Survey- Developing a consumer Profile

UNIT: IV

- **Market Research:** Definition and Objectives- Developing the research design, Data collection, analysis of data, presenting the findings

Reference:

- Fletcher.R-(1971)-The Making of Sociology-Rawat Publications

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UA02EAFD22 - APPAREL MARKETING &

RETAIL OBJECTIVE:

- To understand market dynamics and gain ability to market ones design and products. To be able to understand merchandising functions and works in the capacity of a merchandiser/buyer. To understand the basics of fashion forecasting and marketing.

CONTENT:

Unite: I

- **Marketing Terminology:**
Marketing, target customers, target market, Fashion Piracy, Couturiers, private labels, logo/label, licensing, Signature lines, franchise.

Unite: II

- Retailing- introduction and types of retail stores.
- Fashion forecasting: Process, sources of fashion forecasting information.
- Types of fashion show.

Unite: III

- Market conditions, perfect competition, cost elements cost contribution.
- Budgets
- Pricing policies
- Consumer behavior
- Fashion Buyer and Buyer classification.

Unite: IV

- Introduction to Visual Merchandising
- Visual merchandising and display
- Purpose of visual merchandising; Store image; Target customers; Seasonal visual merchandise
- Windows Display

References:

- Eascy M., "Fashion Marketing" Blackwell Science, 1994.
- Kotler Philip, "Marketing Management "prentice Hall, New Delhi, 2000.
- Elaine Stone, Jean A Samples, "Fashion Merchandising", Mc Graw Hill book, 1985.
- Colbornbe Robert, "Visual Merchandising; the Business of Merchandise Presentation", Thomson Delinar Learning, USA.

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SEMESTER: III

UA03CAFD21- TRADITIONAL INDIAN

TEXTILES OBJECTIVE:

- Textile Industry is one of the largest and oldest industries in India. Textile Industry in India is a self-reliant and independent industry and has great diversification and versatility. The goal is to familiarize student with the rich heritage of Indian textile and its traditional designs and motifs.

CONTENT:

UNIT: I

Traditional Textiles of India

- Resist dyed textiles- bandana, batik, patola, ikat, pochampalli.
- Printed Textiles- Sanganeri
- Painted textiles- Kalamkari

UNIT: II

- Woven textiles- brocade, jamavar, jamdani, chanderi, maheshwari, kanjivaram, paithni,

UNIT: III

- Traditional embroideries of different regions of India- history, motifs, stitches, threads and Colours of the following:-
 - Kantha of Bengal
 - Chamba rumal of Himachal Pradesh
 - Phulkari of Punjab
 - Kashida of Kashmir
 - Chickankari of Uttar Pradesh
 - Kasuti of Karnataka
 - zardosi of Uttar Pradesh
 - Applique of Orrisa

UNIT: IV

- Basic embroidery stitches
- Preparation of an article using any one traditional embroidery.

Sample making of following:

Bandhani / Tie & Dye, Batik, Block print, Screen print

References:

- Suinathi G.J., “Elements of Fashion and Apparel Design”, New Age Intl. Ltd. Publisher, N. Delhi
- Saraf D.N, “Indian Crafts”, Vikas Publishing House Pvt. Ltd. 1982 Naik Shailaja D,
- “Traditional Embroideries of India”, APH Pub. Corp, New Delhi, 1996 Paine Sherla,
- “Embroidered Textiles”, Thames and Hudson Ltd, 1990 Chattopadhyay K,
- “Indian Embroidery”, Wiley Eastern Ltd., New Delhi, 1977 Marrel A, “The techniques of Indian Embroidery”, B.T. Bats ford, London, 1992. Mrs. Savitri Pandit Traditional Embroideries of India

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UA03CAFD22- AESTHETIC DESIGN-II

OBJECTIVE:

- Understand the importance of aesthetic aspect of product or environment to consumer.
- Understand the nature of aesthetic experience.

CONTENT:

UNIT: I

- **Fashion trend forecasting:** Abstracting across product, Aesthetic application role in forecasting

UNIT: II

- **Aesthetic aspects of the consumption of fashion design:** Future research on the aesthetic of fashion, Aesthetic related skills in apparel, Creative activities / skills

UNIT: III

- **Factors discouraging research on the Aesthetic fashion:** Culture value, Misunderstanding of fashion change

UNIT: IV

- The consumer's relationship to the fashion object
- Methodological challenges

References:

- "Understanding Aesthetic for the merchandising design Professionals" by Ann Marie Fiore, Patricia an Kimble.

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UA03CAFD23 - ACCESSORY DESIGN MODULE

OBJECTIVE:

- To introduce students to kinds of accessories and their importance in fashion and day to day dressing. Introduce the students to different materials used for accessories.

CONTENT:

UNIT: I

- History of accessories and its importance.
- Categories of accessories: Functional accessory and decorative accessory.
- Introduction to materials.

UNIT: II

- Introduction to important accessory co-ordinates in daily life. eg, wallets, bags, shoes, belts, etc.
- Preview on traditional Indian and contemporary jewelry.

UNIT: III

- Visit to local accessory manufacturing UNITS. E.g.; Jewelry, bags, shoes.
- Students to prepare a project report on the same.

UNIT: IV

- Sketching and illustration of an accessory that the student wants to create.
- Creation of the design. (to be included in the final portfolio)

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UA03CAFD24- APPAREL MANUFACTURING TECHNOLOGY

OBJECTIVES:

- Acquaint students with various machines used in apparel industry. To give knowledge about the Apparel Industry, work flow and importance of quality assurance.

CONTENT:

UNIT: I

- Apparel Industry: Basic introduction: a) Domestic Industry, b) Export industry
- Work flow and brief study of various departments of apparel manufacturing
- Introduction Of different types of sewing machines

UNIT: II

- Basic terminology used in Apparel Industry custom clothes, trims bias, yokes, grain, selvedge, style line, princess line, empire line,

UNIT: III

Fabric preparation & layout planning:

- Fabric preparation: Preparing the fabric for cutting, Importance of grain in fabric cutting and garment construction. Lay planning Introduction, Types of layout.

UNIT: IV

- **Spreading:** Different spreading methods, , Methods/Mean of spreading.
- **Production:**
Types of production process
- **Finishing/Labeling /inspection and packaging of garment Packaging:**
Importance and various materials used for packaging.

References:

- Jackb Solinger, “Apparel Manufacturing Handbook”, Van Nostrand Reinhold company” 1980
- Garg R.K & Sharma V, “Production planning & control management, Publishing, 1998
- Cooklin. G. “Introduction to clothing manufactures” Blackwell science . 1995.
- Harold Carr & B. Latham, “The Technology of clothing manufacture - Blackwell sciences 1998
- Churter. A.J, “Introduction to clothing production management”, Oseney Mead.

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UA03CAFD25- DRAPING & DRAFTING-I

(Practical) OBJECTIVE:

- Teach the students to acquire the skill of draping on dress form by introduction to terminology, fundamentals and basic techniques of draping.

CONTENT:

UNIT: I

Introduction

- Mannequin (dress form) explains the measurements and how they relate to draping.
- Position the style tape on the dress form, according to the measurements.
- Preparation of muslin (squared muslin) the using pins, L square and steam iron.

UNIT: II

- Draping the Basic Skirt, Draping of Yoke Skirt with pleats,

UNIT: III

- Draping of the Draped Skirt (Drape Full Body)
- Skirt Project

UNIT: VI

- Basic Bodice with dart variations.
- Princess Line Bodice

References:

- Draping for Fashion Design (3th Edition) - Hilde Jaff and Nurie Relis
- The Art of Fashion Draping (3rd Edition) - Connie Amaden-Crawford

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UA03CAFD26- ADVANCE GARMENT CONSTRUCTION (Practical)

OBJECTIVE:

- To understand and apply the knowledge of advanced garment construction techniques.

CONTENT:

Unite: I

- Lehnga (sharara, garara, kali any one)

Unite: II

- Trousers for ladies
- Formal shirt for ladies (with collars and cuffs)

Unite: III

- Jackets

Unite: IV

- Evening gown

References:

- Verma G, “Cutting and Tailoring Theory”, Asian Publishers, Delhi, 1999
- Armstrong Helen Joseph, “Pattern Making for F

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UA03EAFD21- ENTREPRENEURSHIP

OBJECTIVE:

- The purpose of this paper is to prepare a ground where the students view- Entrepreneurship as a desirable and feasible career option. In particular the paper seeks to build the necessary competencies and motivation for a career in Entrepreneurship.

CONTENT:

UNIT: I

- Entrepreneurship: Definition, Role and expectations: Entrepreneurial styles and types:

UNIT: II

- Characteristics of the Entrepreneur: Functions of an Entrepreneur

UNIT: III

- Introduction to Retailing
 - Retail industry
 - Trends in retailing
 - Classification of retail organization
 - Setting up a retail organization

UNIT: IV

- Women Entrepreneurship:
 - Need
 - Growth of women Entrepreneurship

References

- Panda, Shiba Charan, Entrepreneurship Development, New Delhi, Anmol Publications

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UA03E AFD22- WORLD ART APPRECIATION

OBJECTIVE:

- To understand the history of world art and its movement that shaped humanity. A deeper appreciation for art and the benefits of artistic expression, this subject will guide students to the abundant resources focusing on art appreciation and art history.

CONTENT:

UNIT: I

- Prehistoric Art: Paleolithic, Mesolithic, Neolithic
-

UNIT: II

- Greek Art: Minoan, Mycenaean, Greek
- Roman Art: Republican Rome, Imperial Rome

UNIT: III

- Early Medieval Art: Early Medieval, Romanesque

UNIT: IV

- 19th-Century Art,
- 20th-Century Art., , Performance Art, Environmental Art,

References

- A world history of Art (17th Edition) - Hugh Honour
Michelangelo Life and Work - Frank Zollner

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SEMESTER; IV

UA04CAFD21- FASHION MARKETING & MERCHANDISING OBJECTIVE:

- To introduce student to aspect of domestic marketing & retail merchandising

CONTENT

∴ UNIT: I

- Marketing & Merchandising - Role & importance of marketing - Role & importance of fashion merchandising

UNIT: II

- Types of Merchandising - Seasonal visual merchandising, planning, window, interior & exterior visual merchandising departments
- Marketing : functions of marketing - Marketing calendar - Marketing Mix : Product, Price, Promotion, Place [Four P's]

UNIT: III

- Market Research : Method & data analysis : Scope & importance of Marketing research : Product development : Pricing policies : Strategies for Apparel products : Importance of price policies
- Functions of Pricing - Factor influencing price decision - Methods of selling prices - National & international pricing policy - Export policy.

UNIT: IV

- Advertising - Fashion advertising & preparation of advertising for apparel market - Advertising media used in apparel marketing - Advertising dept, advertising agencies, a survey on analysis of customers fashion preference & international advertising

References:

- Fashion marketing & merchandising by Pooja Chatty (Kalyani Publisher)
- Fashion marketing by Mike Essay (Blackwell series) Business of fashion designing manufacturing and marketing

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UA04CAFD22- TEXTILE SCIENCE

OBJECTIVE:

- To gain knowledge about Textile fibers and their uses. To develop an understanding about various kinds of fabrics, their structure and the utility. To impart knowledge about Textile dyeing and printing. To develop skill in understanding textiles available in the market.

CONTENT:

UNIT: I

- Introduction to Textiles and classification of fibers according to source :

UNIT: II

- Method of fabric construction: Weaving-.Basic weaves- plain, satin, twill and their variations. Fancy weaves- pile, dobby, jacquard,. Non woven fabrics and their applications.

UNIT: III

- Finishes- definition, importance to the consumer, classification according to durability and function.
- Special Finishes and Treatments- water repellent and water proof finishes, , flame retardant finishes, crease resistant finishes, durable press and shrink resistant finishes. Factory Finishing- checking for cloth defects, viewing, burling, darning, cropping, brushing and boiling.

UNIT: IV

- Dyeing- Stages of dyeing- fiber stage, yarn dyeing, fabric, cross, union dyeing and product stage. Method of dyeing- batch dyeing, reel dyeing, jig dyeing and package dyeing. Printing- Direct roller printing, block printing, duplex printing, discharge printing, screen printing- flat and rotary, resist, batik and tie-dye.

Suggested Readings:

- Fiber to fabric., B.T.Corbman, Mc.Graw Hill
- Fiber Science and their selection., Wingate, Prentice hall
- The complete Technology Book on textile processing with Effluent
- Murphy.W.S.,Textile Finishing, Abhishek Publications, Chandigarh.
- Seminar/ project/assignment on technical textiles and Textile trends.
- Eco-friendly textiles.

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UA04CAFD23- FUNDAMENTALS OF APPAREL PRODUCTION

OBJECTIVE:

- To enable the students to familiarize with the functions and procedures within an apparel production unit.

CONTENT:

UNIT: I

- The Clothing Industry, History, growth and structure of the clothing industry Product categories, different sectors of the industry Infrastructure and profile of a clothing factory.

UNIT: II

- Pre-production sampling Importance of design in production (economical & uneconomical) Process involved in making a design sheet and development of a collection for each season

UNIT: III

- Production process Fabric inspection and cutting room : inspection of fabric and its control, various methods of spreading fabric, use and importance of marker, understanding of pattern and methods of laying Sewing room

UNIT: IV

- Trims: Details of various types of trims used (interlining, shoulder pads, buttons, thread, labels, hang tags, size disc, hanger, hook and bar, zippers, lining, pocketing), significance of each trim, sources Various techniques machine embroidery : satin stitch, chain stitch, eyelets.
- Finishing room, Pressing equipment, Trimmings, packing, warehousing and shipping, Quality control - from fabric to warehousing stage.

Suggested Readings:

- Introduction to Clothing Manufacture- Gerry Cooklin, Blackwell Science.
- Apparel Manufacturing: Sewn product analysis, Ruth E Glock, Prentice hall.
- Learn Retailing & the Transformation of Manufacturing - Lessons. From the Apparel and Textile Industry, Frederich Abernathy, John T Dunlop, David Weil, Atticus Books.

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UA04CAFD24-FASHION COMMUNICATION

OBJECTIVE:

- To enable the students understand the fashion language & skills of communication for visualization of garment

CONTENT:

UNIT: I

- **Fashion & the communication process**
 - Meaning of fashion
 - Communication of process
 - Need for the communication process

UNIT: II

- **Visual communication**
 - V.M. meaning & display meaning
 - Role & importance of V.M.
 - Types of Window display
 - Fashion shows
 - Runway shows
 - Fashion photographs

UNIT: III

- **Types of written communication**
 - Creative writing in fashion media
 - Advertising
- **Communication of the fashion event**
 - Catalogues
 - Broachers
 - Layouts for exhibition

UNIT: IV

- **Promotion of fashion communication**
 - Reporting events
 - Scripting shows
 - Critics of fashion
 - Formulating case studies

References:

- Culture communication & social change, Joshi p.c.(1989),New Delhi Vikas Publication.

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UA04CAFD25- CAD (ILLUSTRATOR& PATTERN MAKING) (Practical)

CONTENT:

UNIT: I

- Introduction to design software (adobe Illustrator) and their interface and tools.
- Introduction to FONTS and their usage.

UNIT: II

- Use and function of various editing/effects tools of Photoshop.

UNIT: III

- Introduce students to CAD software for pattern making, marker making, Grading, Digitizing.
- Introduction to digitizing and grading on the software.

UNIT: IV

- Lay out of pattern for cutting and marker making for efficient fabric consumption.

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UA04CAFD26- DRAPING & DRAFTING-II (Practical)

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CONTENT:

UNIT: I

- Dropped shoulder Yoke shirt with pleats, collar band detail and collar.
- Demonstration of the draping method of the above.

UNIT: II

- Draping of Basic Sleeve and Mandarin collar onto the Princess Bodice.
- Demonstration of the draping methods..

UNIT: III

- Draping of Tent Blouse with Shawl Collar.
- Draping of Cowl Neckline

UNIT: IV

- Draping of Cowl Armhole.
- Draping of Draped Dress with Tailored Collar

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UA04EAFD2 1- APPAREL PRODUCTION

OBJECTIVE:

- To introduce various departments of an apparel industry
- To impart skills in apparel production in an Industrial set-up

CONTENT:

UNIT: I

- Introduction to Apparel production, Sourcing- Introduction to fabric and accessory sourcing, its types.
- Sampling department- importance of sampling department,

UNIT: II

- Cutting department:, fusing department- methods of fusing
- Production department: selection of production system and Production planning,.

UNIT: III

- Finishing & pressing department, trimming department, packing department
- In process quality inspection, , inspection methodology garments.

UNIT: IV

- Introduction to export documentation, , principle documents, payment procedures in export trade.

References:

- Cutler A J, "Introduction to clothing Production Management", Blackwell Science,1998
- Harold Carr & Barbara Latham, the Technology of Clothing Manufacture, Oxford Pub. USA,1994
- Rajesh Bheda, Managing productivity in the Apparel Industry, CBS pub., New Delhi.2003
- Ruth E G, Grace I Kunz Apparel Manufacturing Sewn Product analysis UK, 2005

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UA04 EAFD22- RETAIL STORE OPERATION

OBJECTIVE:

- This course will enlighten the students about the scope, functions and processes in retail store operations. This course will aim to provide learning on the following:

CONTENT:

UNIT: I

- Store management processes.

UNIT: II

- Measures of store performance Course Content Store sales process: Sales planning - steps of retail selling - cash management & banking, Retail Shelf Management:
 - Plano gram concept
 - Base stock or range planning,

UNIT: III

- Store Administration:
 - Facilities management
 - Store's legal compliances (shops and establishments act)
 - Perpetual inventory audits
 - staff scheduling process,

UNIT: IV

- Strategic Resource Management:
 - Measures of Store Performance - Role of store performance - - Prevention of retail losses.

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SEMESTER: V

UA05CAFD21- FASHION

PHOTOGRAPHY

OBJECTIVE:

- Introduce the students to Photography and guide them on tools required for Fashion photography.

CONTENT:

THEORY:

Unite: I

- Introduction to Photography as a technique and art? How is image created?

Unite: II

- Basic parts of a professional camera and its function
- Lighting techniques : Indoor and outdoor
- Principles of composition.
- Lenses, Focal point and its uses

Unite: III

- Fashion styling
- Framing

Unite: IV

- View point and camera angle
- Shooting with models and makeup artists.

Project/Tutorial:

- Taking photographs on Basic principles of photography.
 - Door model photography
 - Take photographs for fashion portfolio
 - Exposure and depth of field, lighting, Image editing.

Reference:

- Introduction to Fashion Design by Patrick John Ireland
- Fashion Sketch book by Bina Abling

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UA05CAFD22 - FASHION PSYCHOLOGY &

GROOMING OBJECTIVE:

- Awareness about the fashion trends in clothing
- Gain the process of Wardrobe clothing selection

CONTENT:

UNIT: I

- Understanding & Purpose of clothing - Protection, Modesty, attraction etc
- Social & Psychological aspects of fashion

UNIT: II

- Clothing according to climatic conditions
- Clothing Values
- Clothing Culture
- Ornamentation
- Role & status of clothing

UNIT: III

- Selection of clothes: Cloths for children, middle age, adults, types of clothes, according to human figure

UNIT: IV

- Different material for different clothes
- Colour suitable for different garments

References:

- Fashion & Colour by Mary Garthe, Rockport Publishers
- Encyclopedia of fashion detail by Patric John, Ireland Batsford
- History of fashion by Manmeet sodhia, Kalyani Publication.

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UA05CAFD23- APPAREL PRODUCTION & QUALITY CONTROL

OBJECTIVE:

- To give the student an awareness regarding the equipment's, their need and use in the garment industry to provide an insight into the aspects of quality control in the Industry.

CONTENT:

UNIT: I

- Fabric department: fabric checking Cutting and Pattern making- Spreading, Requirement of spreading process, , Use and importance of marker, Cutting - Types of cutting machines, causes of defects in cutting, Bundling and Ticketing

UNIT: II

- Production: Sewing machines - guides, Seam types, stitch types, Machine needle parts and types. Sewing threads - types and uses finishing - care labeling, ironing and packing.

UNIT: III

- Terminologies, Quality Control & Quality:
- Quality Department, The process of production. Apparel Testing and Quality Control: UNIT: IV
- Inspection, Types of Inspection, Industry: Social Accountability

● **References:**

- Cooklin. G (2006)-Introduction to Clothing Manufacture- Blackwell Publishing Ltd UK, Australia
- Cooklin. G(1997)- Garment Technology for Fashion Designers- John wiley & sons ltd, Black well Science publishing ltd :United Kingdom, Australia
- Carr. H, Latham. B: The technology of clothing Manufacture: Blackwell Science Publishing ltd: Australia.

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UA05CAFD24- FASHION FORECASTING

OBJECTIVE:

- To enable the students understand the fashion language & skills of communication for visualization of garment

CONTENT:

UNIT: I

- Fashion & the communication process - Meaning of fashion - Communication of process.

UNIT: II

- Visual communication - V.M. meaning & display meaning - Role & importance of V.M.- Types of Window display - Fashion shows - Runway shows - Fashion photographs.

UNIT: III

- Types of written communication - Creative writing in fashion media – Advertising.
- Communication of the fashion event - Catalogues - Broachers - Layouts for exhibition.

UNIT: IV

- Promotion of fashion communication - Reporting events - Scripting shows - Critics of fashion - Formulating case studies.

References:

- John Hedge “Photography” courses, John Hedge - Culture communication & social change, Joshi p.c.(1989),New Delhi Vikas Publication.

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UA05CAFD25-WESTERN CLOTHING CONSTRUCTION

(Practical) OBJECTIVE:

- To enable students to learn the aspects of Western garment construction and to understand the concept of garment making

CONTENT:

UNIT: I

- Construction of Basic Trouser.

UNIT: II

- Construction of any one Skirt variation.

UNIT: III

- Construction of any one bodice variation.

UNIT: IV

- Construction of a dress variation (Torso).

References:

- Complete guide to Sewing (2010) - Readers Digest Association Pleasant ville : Newyork.
- Armstrong H.J(2006)- *Pattern Making for Fashion Design*- Fairchild Books :London
- Callahan.E, Edna and Barry.E (2008)- *Garment Construction* : Wild press-USA
- Evelyn M.A(1974)-*Clothing Construction* : Houghton Mifflin Harcourt : Boston M.A

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UA05CAFD26- THEMATIC LINE DEVELOPMENT (Practical)

OBJECTIVE:

- To help the students to independently develop a thematic line using the knowledge gained and their creativity.

CONTENT:

Presentation:

- Each student will conceptualize and develop a collection of at least five garments

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UA05EAFD21- MARKETING MANAGEMENT

CONTENT:

UNIT: I

- **Marketing functions:** Selling, buying, finance, and standardization and information

UNIT: II

- **Marketing research:** Importance, types and techniques, developing marketing strategy: and market segmentation: nature, scope and significance of consumer behavior,

UNIT: III

- **Product and price:** Product planning and development ,brand name and trademark, factors affecting price
- **Distribution channels and physical distribution:** Concept, role, types, physical distribution of goods, transportation, warehousing, inventory control, order processing.

UNIT: IV

- **Promotion:** Methods, advertising and communication mix, advertising process-, advertising media-different types, merits and limitations, impact of advertising-, sales promotion- types and various schemes, personal selling- classification of successful sales person, functions of sales man.
- **Marketing organizations:** Marketing performance and central, global marketing, customer service, rural marketing.

References:

- Kotlar Philip and Armstrong Gary, Principles of Marketing; Pearson Education
- Arun Kumar: Marketing Management, Vikas
- Saxena, Rajan : Marketing Management, Tata McGraw Hill
- Gandhi, J.C. : Marketing, Tata McGraw Hill
- Tapan Panda: Marketing Management,Excel Books
- Ramaswamy, V.S. and S. Namakumari : Marketing Management, Macmillian.

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UA05EAFD22-ESSENTIALS OF ENTREPRENEURSHIP

OBJECTIVE:

- To understand entrepreneurship, its role and contribution to personal and community life. To understand entrepreneurial culture and benefits of being an entrepreneur to assess opportunities in the community and to develop those opportunities by applying personal experience, knowledge and expertise

CONTENT:

UNIT: I

- **Introduction to entrepreneurship:** concept, definition, functions of an entrepreneur, characteristics of a successful entrepreneur.

UNIT: II

- **Factors contributing to entrepreneurship:** economic factors (capital, labor, market), noneconomic factors (social condition- psychological factors- cultural factors- personality factors- government action - competitive factors)

UNIT: III

- **Entrepreneurship and women empowerment:** concept of women entrepreneur- problems - approaches to women empowerment- indicators- global initiatives - national initiatives (welfare and support services, socio-economic programmed)

UNIT: IV

- **Business plan and strategies:** entry strategy (opening new business, purchasing franchises, acquiring an existing business) exit strategy, franchising- types, benefits, drawbacks Export documentation: principle documents, auxiliary documents, mode of payment, and mode of transportation.
- **Entrepreneurship:** selling on internet, planning an e- business marketing and the internet, marketing and e-business,

References:

- Granger.M.M , Sterling.T.M- Fashion Entrepreneurship :Fairchild Books Publishing : NewYork
- Holt.D.H(1991) : Entrepreneurship New Venture Creation : Prentice Hall Publishing : New Delhi

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SEMESTER: VI

UA06CAFD21- TECHNIQUES OF SURFACE ORNAMENTATION

CONTENT:

UNIT: I

- Introduction to Surface Ornamentation and Embroidery- General rules for Hand and Machine Embroidery - Special Attachments to Sewing Machines for Embroidery - Tools and Equipments - Needles - Threads.

UNIT - II

- Machine embroidery stitches .A detailed study on computerized embroidery machines - Concept of designing using software.

UNIT: III

- Hand Embroidery stitches - Running Stitch - Laced Running Stitch - Back stitch - Stem Stitch - Satin stitch - - Cross Stitch - Blanket Stitch - Button Hole Stitch - - Spider Web Stitch - - Feather stitch - Chain Stitch - Daisy.
Techniques of Crocheting,
- Special stitches - Cut Work - Bead Work - Mirror Work – Sequins Work.
Designing and producing fabric appliquéés Introduction to print designs - Repeat Patterns - Block, Drop, Brick Variations. Tie and dye techniques
- Techniques of Batik -Free hand drawing, Stitches over a design, Marble effect, splashing of wax on fabric before dyeing and other creative ideas.
Fabric Painting - Outline drawing, Shading with dry and wet strokes. Stencil preparation and use of stencils to produce designs - tooth brush spraying and other creative techniques.

References:

- Encyclopedia of Embroidery Stitches Including Crewel : Dover Publications : 1974
- Decorative Painting Techniques Book : Val Holmes : 2003
- Traditional Indian Motifs for Weaving and Printing
- 5000 Designs and Motifs from India : Ajit Mookerjee : 1996
- Barudan / Tazima / ZSK Embroidery Machines Catalogue

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UA06CAFD22- FASHION VISUAL MERCHANDISING

CONTENT:

UNIT: I

- Introduction to Visual merchandising and display; Purpose of visual merchandising;
- Display and Display Settings Types of display; Promotion vs. institutional display; Type of display setting Attention drawing devices: Colour; Lighting; Line and composition; Scale; Contrast; Repetition; Humour; Surprise and shock;

UNIT: II

- Inspection and its types - Testing: Check points before cutting - Pilot run or trial run and its importance - Approvals - Types of approvals - Shipping marks - Final inspection procedures - Self, Second and Third party inspection - Effective expedition procedures.

UNIT: III

- Order sheet and its contents - Packing list and its contents , - Assortment and its types. Documents recording and maintenance - Claims and reasons for claims - Factory audits- Buyer's code of conducts.

UNIT: IV

- **Advertising:** Scope, importance, types, merits & demerits; sales promotion, personal selling. Retail management. **Reference:**
 - Jeannette Jarnow, Dickerson, Inside the Fashion Business, Prentice hall, USA
 - Fashion Merchandising, Elian Stone,
 - Apparel Merchandising, An integrated Approach, Krishnakumar, M, 2010, Abishek Publications
 - Apparel Merchandising, Robin Mathew, Book Enclave Publishers, Jaipur

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UA06CAFD23- FASHION MARKETING AND MERCHANDISING

OBJECTIVE:

- To give awareness regarding the importance of Fashion Marketing to know about the changing customer demands

CONTENT:

UNIT: I

- Marketing: Introduction to Marketing, Definition, research and planning; Marketing research methods,

UNIT: II

- Customer Segmentation: Demographic segmentation, Psychographic segmentation, Consumer buying behavior
- Brand and Fashion retailing: Brand definition, Brand Name, Trade Mark, Types of brand, and Brand license, Store categories and Showrooms (retailing & non store retailing).

UNIT: III

- Fashion Promotion: Promotional Mix -Fashion Press, Types of Fashion Shows, Window display, Visual Merchandising. Fashion Advertising, Sales Promotion, and Fashion Publicity.

UNIT: IV

- Fashion Merchandising: Definition of merchandising and related terminologies, Functions of various departments, Role and duties of a merchandiser, specification sheet, execution of route card, sampling : types of samples, role of fashion buyer.

References:

- Posner.H (2015)- *Marketing Fashion* : Laurence King Publishing : London.
- Fringes G.S (1999)- *Fashion From Concept To Consumer* :Prentice Hall :New Jersey
- www.fashionmerchandising.com

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UA06CAFD24- RESEARCH METHODOLOGY

OBJECTIVE:

- Know importance of research in textiles and clothing
- Understand the types, tools applicable to research problem
- Develop skills of preparing out line of research work

CONTENT:

UNIT: I

- Nature & significance of Research:
 - Meaning
 - Types
 - Research process
 - Research problems

UNIT: II

- Layout of Research Paper: Meaning of Research paper

UNIT: III

- Introduction of Statics:
 - Importance & scope of statics
 - Functions & limitation measures of central tendency : Mean, median, mode
 - Measures of dispersion range, quartile, deviation, mean deviation & standard

UNIT: IV

- Survey research:
 - Marketing research
 - Fashion forecasting
- Creation of new product:
 - Study fabrics
 - Yarns
 - Fibers

References:

- Research methodology, Dr. Mahesh Kulkarni, Nirali Prakashan
- Foundation of research
- Van Maanen (1983) Qualitative Methodology. Sage Publication
- Sumati Mulay and Sabarathanam V.E. (1980) Research Methods in
- Extension Education. New Delhi, Sole Selling Agents, MANASHYAN,

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UA06CAFD25- FASHION PORTFOLIO (Practical)

OBJECTIVE:

- To help students to prepare a competitive portfolio which include best of their skills and talents.

PRACTICAL:

CONTENT:

Presentation

- The students have to document all their best presentable work done through all the semesters and those that portray the student's area of interest.

References:

- Tain.L(2004)-*Portfolio Presentation for Fashion Designers*-Fairchild Books :
NewYork

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UA06CAFD26-ADVANCE PATTERNMAKING & GRADING (Practical)

CONTENT:

UNIT: I

- Nighty and gown
- Choli blouse
- Ladie's salwar Kameez
- Ladie's saree blouse

Unit:II

- Trousers for ladies
- Formal shirt for ladies (with collars and cuffs)
- Jackets

UNIT: III

- Track grading
- Nest grading
- Grading the following:
- Basic bodice block
- Basic sleeve block.

Unit: IV

- Basic skirt
- Trousers.

References:

- Thomas Anna Jacob, "The Art of Sewing", UBS Publishers Distributors Ltd. New Delhi, 1994
- Verma G, "Cutting and Tailoring Theory", Asian Publishers, Delhi, 1999
- Armstrong Helen Joseph, "Pattern Making for Fashion designing".
- Mullick Prem Lata, "Garment Construction Skills".

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UA06EAFD21- APPAREL QUALITY CONTROL & IMPLEMENTATION

OBJECTIVE:

- Awareness about the Garment industries in clothing.
- Gain the process of garment production.

CONTENT:

UNIT: I

- Cutting department machineries, Fabric laying, Marker, Preparation, sorting, numbering & building
- Fusing department interlining & it's importance & methods of using machineries
- Production department selection of production system, Production planning
- Sewing machines: different types of sewing machines, parts & functions of single lock stitch machine, **UNIT: II**
- Finishing & pressing department, trimming department, packing department.

UNIT: III

- Apparel accessories & components
- Introduction to quality control- Definition of quality
- Importance of quality assurance, fabric inspection

UNIT: IV

- Accessory testing inspection garments using spec sheet, inspecting garments using measuring tapes, without measuring tapes
- Button quality testing, interlining quality testing, packing, & identifying the faults applying quality assurance program in fabric department & also in cutting department, production Department.

References:

- Fashion marketing & merchandising by Pooja Chatty (Kalyani Publisher)
Business of fashion designing manufacturing and marketing

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UA06EAFD22-GARMENT QUALITIES & COST CONTROL

CONTENT:

UNIT: I

- Basics of Quality Control Definition and Scope of Quality Control :.

UNIT: II

- Processing quality specification: Quality Control Inspection, Procedures for processing : Quality control of finished garments : : Quality Control for Packaging, Warehousing and shipping : Statistical Quality Control, Sampling plans :
- Basics of Production control Function of Production control : Production, Analysis: Scope of Apparel Manufacturing Activity : Co coordinating departmental Activities : Distribution of Documents and Records.
- Production Control System Type of Control forms : Basic Production Systems :Principles for choosing production System : Evaluating Production Systems : Flow Process Grids and Charts : Basic Flow Process Grid Construction : Flow Process Grids for Production control

UNIT: V

- Cost Control, Function of Cost Control: Types of Costs and Expenses : Apparel Manufacturing Cost Categories : Sales Cost Control : Purchasing Cost Control : Production Cost Control : Administration cost control : Cost Ratio Policies : the manufacturing Budget : Cash flow Control : Standard Cost Sheet, Break: Even Charts

References:

- Patty Brown, Janett Rice,-Ready to wear apparel analysis, Prentice Hall, 1998.
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