



**COURSE SCHEME & SYLLABUS
FOR**

**DIPLOMA IN FASHION DESIGN
AND MANAGEMENT**

SEMESTER- 1

Sr. No	Course Code	Subject	Periods			Evaluation Scheme					Subject Total	Credits	
			L	T	P	Sessional			Exam				
						MSE	CA	P	Total	ESE			
(Theory)													
1	FDM-101	Introduction to Fashion Industry	3	0	0	40	20	0	60	40	100	3	
2	FDM-102	Fundamentals of Textiles	3	0	0	40	20	0	60	40	100	3	
3	FDM-103	IT Tools and its Application	3	0	0	30	15	0	45	30	75	2	
4	FDM-104	Communication Skills-I	3	1	0	30	15	0	45	30	75	2	
5.	FDM-105	Business Mathematics-I/ Fashion Merchandising	3	0	0	40	20	0	60	40	100	3	
[PROJECTS/PRACTICALS]													
1	FDM-111 P	Elements & Principles Of Design	0	0	2	0	0	60	0	40	100	2	
2	FDM-112 P	Fashion Art and Design-I	0	0	2	0	0	60	0	40	100	2	
3	FDM-103 P	IT Tools and its Application	0	0	2	0	0	15	0	10	25	2	
4	FDM-104 P	Communication Skills-I	0	0	2	0	0	15	0	10	25	2	
											TOTAL	21	

SEMESTER- 2

Sr. No	Course Code	Subject	Periods			Evaluation Scheme					Subject Total	Credits
			L	T	P	Sessional			Exam			
						MSE	CA	P	Total	ESE		
(Theory)												
1	FDM-201	Fashion Merchandising	3	0	0	40	20	0	60	40	100	3
2	FDM-202	Embroidery & surface	2	0	2	30	15	0	45	30	75	3
3.	FDM-203	History Of Fashion	3	0	0	40	20	0	60	40	100	3
4.	FDM-204	Managerial Economics	3	0	0	40	20	0	60	40	100	3
												12
[PROJECTS/PRACTICALS]												
1	FDM-201 P	Pattern making	0	0	2	0	0	40	40	60	100	3
2	FDM-202 P	Fashion Art Illustration	0	0	2	0	0	40	40	60	100	3
3	FDM-203 P	Survey Based Project	0	0	2	0	0	40	40	60	100	4
											TOTAL	22

DETAILED Syllabus

(THEORY)

INTRODUCTION TO FASHION INDUSTRY

FDM-101

OBJECTIVES:

- To understand the nature of fashion business, elements and challenges associated with Fashion Industry.
- To understand the five areas of Fashion Business with its comprehensive study of Fashion terminologies to create awareness about overall nature of fashion.
- To acquire the knowledge regarding environment and movement of fashion so that to understand the various aspects of Fashion.

CONTENT:

Unit-I Business of Fashion-

- Importance of Fashion
- Economic importance of Fashion Business
- Four levels of Fashion (Primary, Secondary, the Retail & Auxiliary level)

Unit-II Nature of Fashion-

- Definition of Fashion
- Evolution of Fashion
- Terminology of Fashion
- Principles of Fashion movement
- Theory of Clothing Origin
- Fashion cycle
- Theories of fashion adoption
- Principles of Fashion
- International Fashion centers

Unit-III Environment of Fashion-

- Market segmentation (Demographics, Geographic, and Psychographics & Behavioral)
- Economic Environment
- Social Environment

Unit-IV Fashion Categories-

- Men's wear
- Women's Wear
- Kid's wear

ASSIGNMENTS:

1) **Submission on study of any 5 International/ National level fashion designers and brands.**

Students will include following contents in the submission.

- Introduction of the Designer
- Education
- Specialty
- Brand / label
- Contribution to Fashion
- Product range
- Outlets
- Collection Showcase

2) **Submission on Fashion changes during past 3 decades. (2 Women's and 2 Men's)**

Students will include following contents in the submission.

- Political influence
- Social influence
- Environmental influence
- Geographical influence
- Cultural influence

REFERANCE BOOKS:

- 1 Fashion from Concept to consumer by Gini Stephens Pearson ,2005
- 2 Clothing technology by Heberly Berger Verlag Europa Leher Mittel, 2010
- 3 The Dynamics of Fashion by Elaine Stone Fairchild Publication, 2008
- 4 The Business of Fashion by Leslie Davis Burns and Nancy O. Bryant Fairchild Publication, 2002

FUNDAMENTALS OF TEXTILES
FDM-102

OBJECTIVE:

The course imparts the knowledge about the fabric characteristics due to its components fiber, yarn and construction that develops the foundation for fabric application in fashion.

The course gives inputs in two major categories of fiber -natural and manmade, yarn types its properties, spinning and two major types of fabric -woven's and knits which are majorly used in the fashion field.

CONTENTS:

Unit-I

1. The Textile Industry
2. Fibers: classification,
 - i. Introduction, properties and end uses of natural and man -made fibers

Unit-2

- Yarns: Introduction
- i. Types-ply yarns, novelty yarn, textured yarn.
 - ii. Manufacturing process -spinning systems
 - iii. Properties-yarn twist, yarn numbering.

Unit-3

1. Fabric forming methods
 - i. Weaving, knitting and non -woven
2. Introduction to basic weaves: plain, twill and satin
 - i. Classification, introduction, advantages and disadvantages.

Unit-4

- Comparison between knits and woven
- Introduction to basic knits: warp and weft knitted
- i. Classification, introduction, advantages and disadvantages.

ASSIGNMENT DETAILS:

- 1 Identification of 10 fabric swatches of 3”X3” by burning test for natural and manmade Fibers.
- 2 Identification of woven fabrics (3”X3”)for
 - fabric count-10 Samples
 - yarn count-10 Samples
 - Weave-10 Samples
 - knitted fabric-10 Samples
- 3 Representation of the following basic weaves on graph paper, construction on handlooms and Computer.
 - Plain-plain, rib and basket
 - Twill-2X2,3X1,waved,curved and herringbone
 - Satin-satin and sateen

REFERENCE BOOKS:

- 1 Textile from fiber to fabric -Sixth edition Berard Cobman Mc grew -hill international edition 1983
- 2 Understanding Textiles- Sixth Edition Bellie .J. Collier, Phyllis Toratora Prentice - Hall,Inc. 2001
- 3 J.J. Pizzuto's Fabric Science -Seventh Edition Arthur Price, Allen C -Cohen, Ingrid Johnson Fairchild Publications 1999
- 4 Clothing Technology H.Eberle, M.Hornberger, D.Men zer, H.Hermling, R.Kilgus, W.Ring Europa Lehrmittal 2002
- 5 Understanding Fabrics: from fiber to finished cloth Debbie Ann Gioello Fairchild Publication, New York 1996
- 6 Fabric reference-Fourth Edition Mary Humphries Pearson Prantice Hall 2009
- 7 Fabric for fashion Clive hallett and Amanda Johnston Laurence King Publishing 2010
- 8 Textiles-Tenth Edition Sara.J.Kadolph Pearson Prantice Hall 2007
- 9 Text book of clothing textiles and laundry Sushma Gupta, Neeru Garg, Renu Saini Kalyani Publishers, Ludhiana 2005
- 10 Clothing Technology Sheila Jefferson Abhishek Publications 2005

IT TOOLS AND APPLICATIONS

FDM-103

Introduction to Computers, Operating System, Windows & its Utilities

Computer system components, Input devices, Output devices, storage, devices, computer storage elements, types of computer, Applications of computers, advantages of using computer. Operating System: Introduction to operating system, Types of User Interfaces, Functions of Operating Systems Types of Operating Systems, Booting Process, Introduction to Windows, features of Windows, various versions, Components Of Windows Internet and Outlook : Internet and intranet , Most popular internet services, Functions of Internet like email, WWW, FTP, Usenet, IRC, instant, messaging, Internet Telephony Managing emails, Using address book, Working with task list, Scheduling appointments. **25%**

MS Word

MS Word: Creating, navigating and editing Word documents, Formatting text of a document, Formatting , viewing and printing a document, Inserting and removing page breaks, Insert Header and footers, Viewing a document, Page set up of a document, Printing a document, Working with tables and graphics, Working with objects, Mail merge and labels, Spelling and grammar tools, Autocorrect, Auto text, Auto format, Inserting endnotes and footnotes, Working with columns, Inserting comments, Creating index and tables from the content of document, Counting words, Macros, Saving document with passwords. **25%**

MS Excel

Introduction To Excel, Concept of workbook, worksheet, workspace, Types of data, Formatting workbook, Sorting Data Advanced Excel , Data validation, Data filter (Auto & Advance), Charts, What if analysis, Protecting Worksheet.

Functions and formulas:

1. Mathematical: Round, ceil floor, fact, subtotal, sum , sum if
2. Logical : AND, OR, NOT, if
3. Statistical: Min, max, avg, count if
4. Text: Concatenate, Exact, find, left, right, lower, upper, trim
6. Date and Time: Date, day, days360, hours, minute, now, second, time, today, datediff
7. Financial Functions: FV, IPMT, NPER, NPV, PM T, PV, Rate Data analysis : Standard deviation, Variance correlation, z -test, Chi-square).

MS PowerPoint

25%

Creating , browsing & saving Presentation, Editing & formatting slides, Linking multiple slides using hyperlinks and advance buttons, Using slide layouts, Adding notes to the slides, Editing

and formatting slides, Working with slide masters, Inserting objects on the slide, Animating objects, Slide transitions, Choosing preset animations, Triggering animations, Applying sound effects to animation effects, Playing videos, Slide show, Custom Show

Reference Books:

1. PC Software, R. K. Taxali, Tata MacGraw Hill Publishing Company.
2. Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain, Wiley –India Publications.
3. O-level- Module-I, II & III, Satish Jain, Sashank Jain, Sashi Singh & Dr. Madhulika Jain, BPB Publication.
4. Office 2003 in simple steps- Dreamtech Press.
5. Jain, V.K.; *Computers and Beginners*.

BUSINESS MATHEMATICS-I

FDM- 105

- I SET THEORY** **25%**
Sets, types of sets, subset, power set, null set, universal set, equality of two sets, complement of a set, union and intersection of sets, difference of two sets, Venn diagram law of algebra of sets, De Morgan Laws, Cartesian product of two sets and number of elements in a finite set.
- II FUNCTION :**
Concepts of a function, domain, co-domain and range of a function, constant functions, real functions, different functions and their graphs - linear function, quadratic function, polynomial function, rational function, exponential function and logarithmic function, function in economic theory (demand, supply, consumption, revenue and cost function) equilibrium price.
- III DETERMINANT AND MATRIX** **25%**
Meaning of matrix and types of matrices - Null matrix, square matrix. Identity matrix, symmetric matrix and skew symmetric matrix, transpose of a matrix, orthogonal matrix, addition, subtraction and multiplication of matrices, determinants and their basic properties (without proof), singular and non singular matrices, inverse of a matrix, adjoint of a matrix, solution of Simultaneous equations (for two and three variables only) using inverse of matrix.
- IV LIMIT** **25%**
Limit as a function, limit of sum, product and quotient of two functions and their uses in evaluating limits, use of the standard forms (without proof)

REFERENCE BOOKS:

1. Business Mathematics, V. K. Kapoor, Sultan chand and sons, New Delhi.
2. Business Mathematics, Allen R. G. D., Pitamber publication house.
3. Quantitative Techniques in Management, Vohra N. D., Tata MacGraw –Hill Publishing Company, New Delhi.
4. Elements of Business Mathematics by Soni, Sharma and Saxena (Pitamber Publication)
5. Mathematics for Management and Computer Applications, Sharma J. K. Galgotia Private Limited, New Delhi.

(PRACTICALS)
ELEMENTS & PRINCIPLES OF DESIGN
FDM- 111 P

OBJECTIVES

The foundation of Design skills is the vital part of the Fashion Design process, which develops the better understanding & skill to make a foundation for a design which is aesthetically good and expresses the specific meaning.

- Students will acquire the understanding of Design elements like Lines, Shapes, Texture & Color that covers the psychological & visual association.
- Students will also study its expressive & symbolic qualities of each element that helps in creating a meaningful design.
- Introduces Principles of Design that includes the use & application of design elements to create a good design.

CONTENTS-

- | | |
|--|------------|
| 1. Study of lines | 25% |
| <ul style="list-style-type: none">· Types of lines· Psychological & visual association | |
| Study of shapes | |
| <ul style="list-style-type: none">· Types of lines· Psychological & visual association | |
| 2. Study of color | 25% |
| <ul style="list-style-type: none">· Color wheel· Color schemes· Color psychology & visual effects | |
| Study of texture | |
| <ul style="list-style-type: none">· Types of textures· Categories of texture· Psychological & visual association | |
| 3. Aesthetic qualities of Design Elements | 25% |
| <ul style="list-style-type: none">· Formal qualities· Expressive qualities· Symbolic qualities | |
| 4. Study & Understanding of Principles of Design. | 25% |
| <ul style="list-style-type: none">· Rhythm· Harmony· Emphasis· Balance· Repetition· Gradation | |

· Radiation

ASSIGNMENTS-

1. Students are expected to make a Word document on each element. (Line, Shape, Texture & Colour)

(Based on the Theory inputs given by the concerned Faculty.)

Students will include following contents in the submission.

- Introduction of the element
- Types
- Psychological effect of the element
- Visual effect of the element
- Application in creating Designs
- Application in Fashion

2. Students are expected to make a Power Point Presentation on each of the Principle based on their use and application on garments.

(Rhythm, Harmony, Emphasis, Balance, Repetition, Gradation, Radiation) (Based on the Theory inputs given by the concerned Faculty.)

Students will include following contents in the submission .

- Introduction of the Principle
- Application to Design
- Various ways of using Principles in Fashion (Functional/ Decorative)
- Application to Fashion

(NOTE- all the assignments will carry 10 marks each and will be converted out of 15 for the Internal Assessments.)

REFERENCE BOOKS

- 1 Visual Design in Dress by Marian L. Devis Prentice Hall, 1980
- 2 Fashion Design Manual Pamela Steckes Palgrave Macmillon, 1996
- 3 Fashion Design Sue Jenkyn Jones Laurence King, 2005
- 4 Fashion Design Felicity Everlett EDC publishing, 1987
- 5 Fashion Forecasting by Kathryn Mckelvey Jennie Munslow, 2008
- 6 Beyond Design by Sandra J.Keiser & Myrna B.Garner Fairchild publication,2008

FASHION ART & DESIGN – I
FDM-112 P

OBJECTIVES

An integral part of Fashion Design is acquiring rendering skills that makes the Design to present ideas in the most appropriate and effective way through the foundation of Drawing & Sketching.

- Students will develop drawing skills required for designing through line & shading exercises.
- In this subject student will acquire the knowledge of Nature study and will develop an eye to extract forms, prints & textures from Nature to create a base for understanding design.
- Student will gain the skills of different dimensions and the feeling of actually existing object in space through Perspective.
- Students will gain the knowledge of various dimensions of basic Technical Drawing that gives them an understanding of 2D & 3D forms through Orthographic & Isometric projections.
- Students will also obtain the understanding & skill of objects drawing.
- Students will also develop an understanding of a “Human Figure” with various views that conveys the essential basics for “Fashion drawing”.

CONTENTS-

- 1. Basic line & shading exercise - 25%**
 - Lines & Shading exercises using various pencil & color mediums. Such as,
 - Grade pencils
 - Color pencils
 - Poster color/ water color
 - Charcoal

Nature study (Nature in form, Nature in print, Nature in texture) -

 - Sketching of natural forms from nature like flowers, leaves, branches, plants etc.
 - Conversion of natural forms into design forms.
 - Copying various textures from nature.
- 2. Introduction to Perspective - 25%**
 - 1 Point Perspective
 - 2 Point Perspective
 - 3 Point Perspective
- 3. Object Drawing- 25%**
 - Drawing of 3-D geometrical shapes in different angles. Such as Cube, Pyramid, Cuboids, Cylindrical forms.
 - Drawing manmade objects in different angles. Such as Bottles, Sharpener, Glass, Pencil, Pen etc.

Technical drawing-

 - Study of various Geometrical constructions. Such as,

- Drawing of 2D & 3D forms by Orthographic & Isometric projections.
- Inter conversion of 3D & 2D views of the object.

4. Human figure study- 25%

- Basic drawing of Male & Female figure with appropriate proportions.
- Various views of the Male & Female figure (front, back, side and 3/4th)

ASSIGNMENTS-

- 1) Line exercise with Grade pencil (HB, 2B, 3B, 4B, 5B, 6B)**
 - Students will practice lines on A3 size pages using Horizontal, Vertical, Diagonal, Light to Dark, Dark to Light.
- 2) Drawing of different Natural forms and converting them to make different Design forms.**
 - Students will draw 20 Natural forms from the surroundings and will convert these into Design forms by selecting best 5 forms.
- 3) Perspective drawing of geometrical shapes like Cube, Cuboids, Pyramid or combination of these three.**
- 4) Drawing manmade objects in different angles.**
 - Students will draw objects like Bottles, Sharpener, Glass, Pencil, Pen etc. in specific angles. (total number of objects - 3)
- 5) Draw different types of line using Technical Drawing instruments.**
 - (Outlines, Margin Lines, Dimension lines, Extension or Projection Lines, Construction Lines, Hatching or Section Lines, Leader or Pointer Lines, Border Lines, Hidden or Dotted Lines, Center Lines.
- 6) Conversion of 3D into 2D (Front view, Top View and Side View of a given object.)
Conversion of 2D into 3D (Construct 3 D Image from 3 views of a given object)**
- 7) Drawing basic Human figure with the help of Stick figure, Block figure & fleshing of the figure with different positions with reference and use of Mannequin.**
 - Students will draw 20 figures.

REFERENCE BOOKS

- 1 Grade Examination - Drawing Made Easy Subodh Narvekar Avdhut Narvekar Navneet Publication (India) Ltd.
- 2 Sketching and Drawing Vasudev Kamath – Jyotsna Prakashan Pune ,2nd Edition,2006
- 3 Still Life Sanjay Shelar Jyotsna Prakashan Pune ,1st Edition,2007
- 4 Perspective Milind Mulik Jyotsna Prakashan Pune ,1st Edition,2006
- 5 Colour Pencil Rahul Deshpande, Gopal Nandurkar Jyotsna Prakashan Pune ,1st Edition,2004
- 6 Draw and Paint Pundalik Vaze – Jyotsna Prakashan Pune ,1st Edition,2002
- 7 Figure study made easy Aditya Chaari Grace Publication, Mumbai 2005
- 8 Anatomy and Drawing Vicotor Perard Grace Publication, Mumbai 2000
- 9 The Complete Book Of Drawing Human Body Keshav Kumar Adarsh Books New Delhi -2 ,Publication Year – 2004
- 10 Figure Drawing Made easy Shankar Modgekar Grace Prakashan Bombay. Publication Year-2000

Semester – II

Sr. No.	Subject	Credit	Hours	Internal	External		Total
					Theory	Practical	
1	Pattern Making	4	60	---	---	100	100
	Fashion Merchandising	3	45	30	70	---	100
3	Fashion Art Illustration	4	60	---	---	100	100
4	Embroidery & Surface	4	90	30	35	35	100
5	History of Fashion	3	45	30	70	---	100
6	Foreign Language (French)	3	45	30	35	35	100
7	Managerial Economics	3	45	30	70	---	100
8	Survey Based Project	4	60	---	---	100	100

Pattern Making

- Draping
- Shirt
- Trouser
- Dress
- Kid's wear
- T-shirt
- Women's blouse
- Grading
- Marker Making

2 Fashion Merchandising

- Introduction to Merchandising
- Place of Marketing & Merchandising in Fashion Industry
- Role & Responsibilities of a Merchandiser
- Merchandising Terminology
- Fashion cycle & Fashion Adoption Theories
- Sample approvals
- Merchandising Planning Tools & Techniques
- Merchandising Calendar
- Fashion Forecasting
- Planning the Line
- Time & Action Plan
- Fashion Retail Business:
 - Concept of Retailing
 - Structure of Indian Retail Industry
 - Drivers of Growth
- Types of Retail Operations
- Garment Costing
- International Marketing
 - Importance
 - Marketing mix
 - Market Identification, Segmentation, Targeting & Positioning
 - Marketing environment

- -Marketing Channels and Communication-Sales Promotion and Channels of Distribution
- -Consumer Buying Behaviour

Export Documentation

- Importance
- Classification
- -Uses
- -Inco Terms
- -Payment Terms

3. Fashion Art Illustration

1) Line exercise with Grade pencil (HB, 2B, 3B, 4B, 5B, 6B)

- Students will practice lines on A3 size pages using Horizontal, Vertical, Diagonal, Light to Dark, Dark to Light.

2) Drawing of different Natural forms and converting them to make different Design forms.

- Students will draw 20 Natural forms from the surroundings and will convert these into Design forms by selecting best 5 forms.

3) Perspective drawing of geometrical shapes like Cube, Cuboids, Pyramid or combination of these three.

4) Drawing manmade objects in different angles.

- Students will draw objects like Bottles, Sharpener, Glass, Pencil, Pen etc. In specific angles. (total number of objects - 3)

5) Draw different types of line using Technical Drawing instruments.

- (Outlines, Margin Lines, Dimension lines, Extension or Projection Lines, Construction Lines, Hatching or Section Lines, Leader or Pointer Lines, Border Lines, Hidden or Dotted Lines, Center Lines.

6) Conversion of 3D into 2D (Front view, Top View and Side View of a given object.) Conversion of 2D into 3D (Construct 3 D Image from 3 views of a given object)

7) Drawing basic Human figure with the help of Stick figure, Block figure & fleshing of the figure with different positions with reference and use of Mannequin.

- Students will draw 20 figures.

4 Embroidary & Surface

Unit-1	Introduction, Transferring and tracing designs
Unit -2	Applique work, Quilting
Unit-3	Mirror work, Bead Work, Metal Thread Embroidery
Unit-4	Lace Work, White Work, Smocking
Unit-5	Batik, Stencil, Screen and Block Printing

5. History of Fashion

- Development of Costume With reference to historical background, social organization, influence of culture, art, costume components for men and women

- Costumes in ancient civilization- Egyptian, Greek, Roman & Byzantine
- Indian Costume – Indus Valley Period, Mauryan Period, Sunga period, kusan period, Gupta period, Mughal period
- Traditional Indian costumes of – Jammu & Kashmir, Punjab, Himachalpradesh, Rajasthan, Gujarat, Madhya pradesh, Uttar pradesh & Maharashtra
- European costumes-12th to 21st century

6 **Foreign Language – French**

Bachelor's Degree programme specially customized for the Tourism sector with Tourism terminologies, Conversation and less of Literature and understanding of language in terms of speaking, listening and writing.

7 **Macro Economics**

NATURE AND SCOPE OF ECONOMICS : Nature of Economics and subject matter of Economics – Micro and macro economics, Robbins definition.

Basic concepts: Good, Utility, Price & value, Wealth and welfare, Equilibrium, Consumption, production, Consumer's surplus, Std. of living, Capital Entrepreneur (Mgt).

DEMAND & SUPPLY Meaning of demand - Demand Determinants, the law of demand-change in demand - meaning of supply, Determination of supply- the law of supplychange in Supply, Equilibrium price interaction of demand and supply. Time element in the theory of price.

COST & REVENUES, FACTOR PRICING: Basic cost concepts : Total cost, fixed cost, variable cost, average cost, and marginal cost in short run and long run, theory behaviour, and relationship Economics and diseconomies of scale – Concept of factors of production, The Marginal Productivity theory of Distribution under perfect competition and imperfect competition.

8 **Project on based on Survey**

- Detailed study on the given topic, data collection, evaluation & conclusion.
- The student will be required to complete their study and submit a comprehensive report.

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