

BACHELOR OF APPLIED ARTS IN FASHION DESIGN

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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UA01EAFD21-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.