

BACHELOR OF APPLIED ARTS IN FASHION DESIGN

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

SARDAR PATEL UNIVERSITY

BACHELOR OF APPLIED ARTS IN FASHION DESIGN

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

SARDAR PATEL UNIVERSITY

BACHELOR OF APPLIED ARTS IN FASHION DESIGN

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.

SARDAR PATEL UNIVERSITY
BACHELOR OF APPLIED ARTS IN FASHION DESIGN

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

SARDAR PATEL UNIVERSITY

BACHELOR OF APPLIED ARTS IN FASHION DESIGN

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.

SARDAR PATEL UNIVERSITY

BACHELOR OF APPLIED ARTS IN FASHION DESIGN

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

SARDAR PATEL UNIVERSITY

BACHELOR OF APPLIED ARTS IN FASHION DESIGN

UA02EAFFD21- 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

BACHELOR OF APPLIED ARTS IN FASHION DESIGN

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.