

**NEP Syllabus for  
Bachelor of Science Degree,  
(B. Sc. Fashion Design)**

Under

UGC's National Skill  
Qualification Framework  
(NSQF)

Savitribai Phule Pune University, Pune  
YEAR 2024-2025

### **Preamble:**

Savitribai Phule Pune University, Pune has made the decision to change the syllabi of across various faculties from June, 2023 by incorporating the guidelines and provisions outlined in the National Education Policy (NEP), 2020. The NEP envisions making education more holistic and effective and to lay emphasis on the integration of general (academic) education, vocational education and experiential learning. The NEP introduces holistic and multidisciplinary education that would help to develop intellectual, scientific, social, physical, emotional, ethical and moral capacities of the students. The NEP 2020 envisages flexible curricular structures and learning based outcome approach for the development of the students. By establishing a nationally accepted and internationally comparable credit structure and courses framework, the NEP 2020 aims to promote educational excellence, facilitate seamless academic mobility, and enhance the global competitiveness of Indian students. It fosters a system, where educational achievements can be recognized and valued not only within the country but also in the international arena, expanding opportunities and opening doors for students to pursue their aspirations on a global scale.

In response to the rapid advancements in science and technology and the evolving approaches in various domains of Food Technology and related subjects, the Board of Studies in B. Sc. Fashion Design at Savitribai Phule Pune University, has developed the curriculum for the first semester of F.Y. B. Sc. Fashion Design, which goes beyond traditional academic boundaries. The syllabus is aligned with the NEP 2020 guidelines to ensure that students receive an education that prepares them for the challenges and opportunities of the 21st century. This syllabus has been designed under the framework of the Choice Based Credit System (CBCS), taking into consideration the guidelines set forth by the National Education Policy (NEP) 2020, LOCF (UGC), NCfE, NHEQF, Prof. R.D. Kulkarni's Report, Government of Maharashtra's General Resolution dated 20th April and 16th May 2023, and the Circular issued by SPPU, Pune on 31st May 2023.

A Fashion Design Graduate degree equips students with the knowledge and skills necessary for a diverse range of fulfilling career paths. B. Sc. Fashion Design graduate students find opportunities in various fields, including Visual Merchandiser, Fashion Stylist, Fashion Designer, Costume Designer, Fashion Blogger, Fashion Reporter, Fashion Consultant & Entrepreneur., Entrepreneurship Development, and many other fashion and fashion-related organizations.

Throughout their four-year degree program, students explore the significance of Farm to Fork processing by utilization of Fashion Design. They learn the tools, techniques, and processes required to set up a startup including Boutiques, production houses, Export houses, Fashion consultancy, Fashion Blogger, Fashion Journalism, fashion stylists, and Costume Designer.

Overall, revising the B. Sc. Fashion Design syllabi by the NEP 2020 ensures that students receive an education that is relevant, and comprehensive, and prepares them to navigate the dynamic and interconnected world of today. It equips them with the knowledge, skills, and competencies needed to contribute meaningfully to society and pursue their academic and professional goals in a rapidly changing global landscape.

## **Information:**

1. **One semester** = 15 weeks (12 weeks for actual teaching and 3 weeks for internal evaluation, tutorials, problem solutions, student's-difficulty solutions, etc.)
2. **As per NCrF** :
  - Theory course: A minimum of 15 hours of teaching per credit is required.
  - Laboratory course: A minimum of 30 hours in laboratory activities per credit is required
3. **1-credit theory** = 15 hours i.e. for 1 credit, 1 hour per week teaching is to be performed.
  - 15 hours of 1-credit are split as 12 hours of actual teaching + 3 hours of Tutorial (practice problem solving sessions, repeated discussion on difficult topics, and discussion on student's difficulties, questions discussion, and internal evaluation)
4. **1-credit practical** = 30 hours. Thus, 1 credit practical = 2 contact hours in the laboratory per week
  - 30 hours splintered as 24 hours' actual table work and 6 hours for journal competition, oral on each practical and other internal evaluation.
5. **Each theory course of any type (major, minor, vsc, vec, oe/ge, vec, sec, cc, etc.) is of 2 credits.**
  - a. **Theory per semester:** Contact hours = 24 teaching + 6 tutorials (problem-solving sessions, repeated discussion on difficult topics, difficult solutions, questions discussion, and internal evaluation.
  - b. Each course will be of two modules, One module = 15 hours
  - c. Each module may consist of one or more than one chapter.
6. **Each practical course of any course is of 2 credits = 60 hours per semester**
  - a. Minimum 12 laboratory sessions must be conducted in one semester.
  - b. Each laboratory session should be 4 hours.
  - c. If practical is short, then two short practical's should be included in one laboratory sessions.
  - d. In 12 laboratory sessions maximum 2 demonstration sessions or table work sessions may be included and must be designed carefully for 4 hours sessions.
  - e. 4 hours' laboratory sessions include - performing table work (practical), calculation, writing results and conclusion, and submission of practical in written form to practical in charge.

f. Pre-laboratory reading and post laboratory work / questions should be assigned on each practical and this will be the part of internal evaluation.

## **7. Design syllabus of each theory and practical course as per above guidelines.**

- Theory syllabus** should be given module wise and chapter wise.
- Theory syllabus** should include name of topic, number of teaching hours allotted, detailed point wise syllabus, page numbers, references book no.
- It is recommended that, **design the syllabus of one theory course from maximum two references books** and they will be called as main reference books/text books. Below that, you can add names of more reference books and they will be supplementary reference books.
- Syllabus of practical** must be given practical wise. Name of experiment and aim of the experiment should be clearly mentioned. Mention reference book number or bibliography for each practical. At least 16 practicals must be included in syllabus from which 12 practical's will be actually conducted. If practical is short, then two short practicals will be considered as one practical.
- At the end of syllabus of theory and practical course, a list of references book should be given number wise.
- At the end of each theory and practical course 6 CO should be given.

## **8. Eligibility: 10+2 From Any Stream with A Minimum Of 45% / 40% for reserve categories of Marks (HSC, CBSE, ICSE, IB)**

**9. A student who has completed a Three Years diploma course in Garment Technology/Fashion Design or equivalent from any recognized state level/ national level board is eligible to be admitted to direct second year of the degree.**

## **1. Names of UG and PG courses related to Specialization**

**Important Note:** For specialized subjects wherever the design of the practical course is not adequate then include, theory course of 2 credits in place of practical course.

### **Savitribai Phule Pune University, Pune** **Credit Framework for Under Graduate (UG) (2024 – 25) (3 Subjects)**

| Level / Difficulty | Sem | Subject-1     | Subject-2 | Subject-3 | GE/O E | SE C    | IKS             | A E C | V E C | c c | total |
|--------------------|-----|---------------|-----------|-----------|--------|---------|-----------------|-------|-------|-----|-------|
| 4.5 / 100          | I   | 2 (T) + 2 (P) | 2(T)+2(P) | 2(T)+2(P) | 2 (T)  | 2 (T/P) | 2 (T) (Generic) | 2 (T) | 2     | -   | 22    |





|                                                                                              |  |           |           |          |           |           |          |          |          |          |          |          |          |            |
|----------------------------------------------------------------------------------------------|--|-----------|-----------|----------|-----------|-----------|----------|----------|----------|----------|----------|----------|----------|------------|
|                                                                                              |  | 4(P)      | 2<br>(P)  |          | (OJT)     |           |          |          |          |          |          |          |          |            |
|                                                                                              |  |           |           |          |           |           |          |          |          |          |          |          |          |            |
| <b>Total 4<br/>Years</b>                                                                     |  | <b>72</b> | <b>16</b> | <b>8</b> | <b>14</b> | <b>22</b> | <b>8</b> | <b>8</b> | <b>6</b> | <b>4</b> | <b>8</b> | <b>4</b> | <b>6</b> | <b>176</b> |
| <b>Exit option:</b> Award of Four Year UG Honours Degree in Major and Minor with 176 credits |  |           |           |          |           |           |          |          |          |          |          |          |          |            |

### Notes:

**Abbreviation:** VSC: Vocational Skill Course, IKS: Indian Knowledge System, FP: Field Project, OJT: On Job Training, CEP: Community Engagement and Service, GE/OE: Generic Elective / Open Elective, SEC: Skill Enhancement Course, AEC: Ability Enhancement Course, VEC: Value Education Course, CC: Co curricular Courses, T – Theory, P – Practical

1. VSC, FP/OJT/CEP should be related to the Major subject
2. OE is to be chosen compulsorily from faculty other than that of the Major.
3. SEC to be selected from the basket of Skill Courses approved by college.
4. A Student has to choose three subjects from the same faculty in First Year and at the start of second year he has to opt one subject as Major subject and one another subject as Minor subject and the last one subject will be dropped by the student. Therefore, the student after completion of three year will be awarded degree in Major and Minor subject.
5. Students cannot select a subject as major or minor other than the subjects taken in first year
6. Frame each course having an even number of credits such as 2 or 4 credit.
7. This UG credit structure is applicable for all the programmes across all faculties, except the programmes required approval from apex bodies like AICTE, PCI, BCI, COA, NCTE, etc.

### Scheme of Examination

The total marks for a 2-credits course is 50.

Theory Paper of 02 Credits:

- Internal Exam (20 M) + University Theory Exam (30 M) = Total 50 Marks.
- Duration: For Internal exam = 40 Min. and for University Exam = 02 hours.

Practical Paper of 2 Credits:

- Internal Exam (20 M) + University Practical Exam (30 M) = Total 50 Marks.
- Duration: For Internal exam = 40 Min. and for University Exam = More than 04 hours.

Internal exam will be conducted by particular college/institutes at the end of each semester. External exam will be conducted by Savitribai Phule Pune University, Pune at the end of each semester.

**Note:**

- a) Each semester comprises of 15 weeks. (12 weeks Actual Teaching + 3 weeks for Continuous Internal Evaluation).
- b) One Credit of the Theory is equal to 15 clock hours (Teaching 1 hour per week for each credit). (12 hours Actual Teaching + 3 hours Continuous Internal Evaluation – Assignments, Tutorials, Practice, Problem solving sessions, Group discussion, Seminars and Unit Tests.)
- c) One Credit of Practical = 30 clock hours (2 Contact hours per credit per week) (24 hours' Actual Table work + 6 hours for journal competition, and Continuous Internal Evaluation of each practical).
- d) Practical for each course comprises of 02 Credits = 60 clock hours.

Minimum 12 laboratory/ Filed sessions of 04 clock hours must be conducted in one semester.

In case of short practical, two practical's should be conducted in one session.

Each practical of 04 clock hours in the laboratory should consist of table performance for concerned practical, careful observations, calculation, writing results and conclusion, and submission of practical in written form. Pre-laboratory reading and post laboratory assignments should be given on each practical as a part of continuous internal evaluation.

**Pattern for Internal Theory Assessment: (15 Marks)**

Que-1: Choose correct option (MCQs) (10-MCQs with Multiple Options) – 10 marks

Que-2: Answer the following questions (Short answer questions) (any 5 out of 7) – 5 marks

Que-3: Answer the following questions (Short answer Definition/Problems/Diagram)(any 5 out of 7) –5 marks

**Pattern for External Theory Assessment : (35 Marks)**

Que-1: Answer the following questions (Short answer/Definition/Problems/Diagram, etc.) (Any 5 out of 7)–**5 marks**

Que-2: A) Answer the following questions (Long answer questions) – **6 marks** -2 questions

B) Answer the following questions (Long answer questions/Problems) – **4 marks** -2 questions

Que-3: A) Answer the following questions (Long answer questions) – **6 marks** - 2 questions

B) Answer the following questions (Long answer questions/Problems) – **4 marks** - 2 questions

Que 4: Write a short notes on following. (any 2 out of 4) –**5 marks**

### **Earning Credits:**

At the end of every semester, a letter grade will be awarded in each course for which a student has registered. A student's performance will be measured by the number of credits that he/she earned by the weighted Grade Point Average (GPA). The SGPA (Semester Grade Point Average) will be awarded after the completion of the respective semester and the CGPA (Cumulative Grade Point Average) will be awarded at the respective exit point.

| No. of Credits | Int Marks Total | Ext Marks Total | Total Marks | Int Passing Marks (40%) | Ext Passing Marks (40%) | Total Passing Marks (40%) |
|----------------|-----------------|-----------------|-------------|-------------------------|-------------------------|---------------------------|
| 1              | 10              | 15              | 25          | 04                      | 06                      | 10                        |
| 2              | 15              | 35              | 50          | 06                      | 14                      | 20                        |
| 3              | 20              | 30              | 50          | 8                       | 12                      | 20                        |
| 4              | 25              | 50              | 75          | 10                      | 20                      | 30                        |
| 5              | 30              | 70              | 100         | 12                      | 28                      | 40                        |
| 6              | 40              | 60              | 100         | 16                      | 24                      | 40                        |
| 7              | 40              | 85              | 125         | 16                      | 34                      | 50                        |
| 8              | 50              | 100             | 150         | 20                      | 40                      | 60                        |

### **Standards of Passing Grading System:**

The grading reflects a student's proficiency in the course. A ten-point rating scale shall be used for the evaluation of the performance of the students to provide letter grade for Each course and overall grade for the Programme. Grade points are based on the total number of marks obtained by him/her in all heads of the examination of the course. The grade points and their equivalent range of marks are shown in Table I

| Letter Grade    | Points | Percentage earned |
|-----------------|--------|-------------------|
| O (Outstanding) | 10     | 100               |
| A+ (Excellent)  | 9      | 90 - 99.9         |
| A (Very Good)   | 8      | 80 - 89.9         |

|                   |   |           |
|-------------------|---|-----------|
| B+ (Good)         | 7 | 70 - 79.9 |
| B (Above Average) | 6 | 60 - 69.9 |
| C (Average)       | 5 | 50 - 59.9 |
| P (Pass)          | 4 | 40 - 49.9 |
| F (Fail)          | 0 | < = 39.9  |
| Ab (Absent)       | 0 | 0         |

**Table – I: Ten-point grade and grade description**

**EXIT OPTIONS AND CREDIT REQUIREMENTS**

Progressive Certificate in Fashion Design, Diploma in Fashion Design, Bachelor of Science in Fashion Design Degree with Honors in Fashion Design is awarded after every progressive year.

| <b>Exit With</b>                                                                                                                                                        | <b>Credit Requirement</b>                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|
| <b>CERTIFICATE IN FASHION DESIGN</b> at<br>The successful completion of the First year (Two semesters) of Four Years Undergraduate Degree Programme.                    | <b>44</b><br>and an additional 4 credits core NSQF Course/Internship |
| <b>DIPLOMA IN FASHION DESIGN</b> at<br>Successful completion of the second year (Four semesters) of the four-year undergraduate Degree Programme.                       | <b>88</b><br>and an additional 4 credits core NSQF Course/Internship |
| <b>BACHELOR OF SCIENCE FASHION DESIGN DEGREE</b> at the successful Completion of the Third year (six semesters) of the four years undergraduate Degree Program.         | <b>132</b>                                                           |
| <b>BACHELOR OF SCIENCE WITH HONOURS FASHION DESIGN</b> at<br>The successful completion of Four Years (Eight semesters) of the Four-year undergraduate Degree Programme. | <b>176</b>                                                           |
| <b>Bachelor of Science subject (Honors with Research)</b> at<br>After successful completion of Semester-VIII with minimum 28 GE credits in Discipline-2 (Minor)         | <b>176</b>                                                           |

A student will be allowed to enter/re-enter only at the odd semester and can only exit after the even semester. Re-entry at various lateral entrants in academic programs will be based on the above mentioned earned credits and proficiency test records.

The validity of the earned credits will be for a minimum period of seven years or as specified by the academic bank of credits (ABC)

| COURSE DETAILS OF B.Sc. FD B.Sc. Honors in FD |                |         |                                                  |            |    |
|-----------------------------------------------|----------------|---------|--------------------------------------------------|------------|----|
| Sem<br>V                                      | Course code    | Credits | Paper Title                                      | Marks      |    |
|                                               |                |         |                                                  | SA         | IA |
|                                               | DSC 301-T      | 8       | Advance Pattern Making and Design development I  | 140        | 60 |
|                                               | DSC 302-P      | 4       | Advance Pattern Making and Design development I  | 70         | 30 |
|                                               | DSE 303-T      | 2       | Fashion Marketing & Visual Merchandising         | 35         | 15 |
|                                               | DSE-304-P      | 2       | Digital Illustration                             | 35         | 15 |
|                                               | VSC-305-T      | 2       | History of western costumes                      | 35         | 15 |
|                                               | OJT/CEP/FP-306 | 2       | Retail/Visual Merchandising                      | 35         | 15 |
|                                               | MNT-307-T      | 2       | Boutique Management and Case study               | 35         | 15 |
|                                               | <b>TOTAL</b>   |         |                                                  | <b>550</b> |    |
| Sem<br>VI                                     | Course code    | Credits | Paper Title                                      | Marks      |    |
|                                               |                |         |                                                  | SA         | IA |
|                                               | DSC 351-T      | 8       | Advance Pattern Making and Design development II | 140        | 60 |
|                                               | DSC 352-P      | 4       | Advance Pattern Making and Design development II | 70         | 30 |

|  |                |   |                                                                                 |            |    |
|--|----------------|---|---------------------------------------------------------------------------------|------------|----|
|  | DSE 353-T      | 2 | Fundamentals of apparel Production(add 1 unit sustainable practice(Sayali ma'am | 35         | 15 |
|  | DSE-354-P      | 2 | AI Integrated Designing Tools                                                   | 35         | 15 |
|  | VSC-355- P     | 2 | Styling and photography                                                         | 35         | 15 |
|  | OJT/CEP/FP-356 | 4 | Design Project/Fashion show day.                                                | 35         | 15 |
|  | <b>TOTAL</b>   |   |                                                                                 | <b>550</b> |    |

## **DSE-301- T (Credits 8) Advance Pattern Making and Design Development- I**

### **Objectives:**

- To develop advanced theoretical understanding of menswear pattern making and garment development.
- To study materials, construction techniques, and design elements in menswear.
- To analyze menswear categories, fabrics, ornamentation, and brands.
- To understand the difference between menswear and women wear.
- To enhance design development and research skills.

**Credit: 8hrs/week, Total Marks: 200, Time: 8 hrs, Exam: 140, Int. Ass: 60, Hours 120, Credits -8**

### **UNIT 1: Menswear Categories and Pattern Fundamentals**

**(15 hrs)**

- Evolution of menswear: traditional to contemporary
- Classification of menswear:
  - Formal wear (suits, blazers, tuxedos)
  - Casual wear (shirts, trousers, denim)
  - Ethnic wear (Sherwin, kurta, bandhagala)
  - Fusion wear
- Fit and silhouette in menswear
- Introduction to gender-neutral fashion
- Market Survey

### **UNIT 2: Fabrics, Materials and Construction Techniques**

**(15 hrs)**

- Types of fabrics used in menswear:
  - Cotton, wool, linen, silk, blends
- Fabric selection for:
  - Shirts, trousers
  - Blazers and suits
  - Sherwani and ethnic garments
- Fabric properties: drape, durability, breathability
- Interlinings, linings, fusing
- Components and construction:
  - Collars, cuffs, plackets, pockets
  - Internal structuring (canvas, padding)
- Industrial vs. bespoke construction techniques
- Market Survey

### **UNIT 3: Ornamentation, Styling and Comparative Study**

**(15 hrs)**

- Ornamentation in menswear:
  - Embroidery (Zardozi, thread work, machine embroidery)
  - Prints, textures, surface manipulation
- Application in ethnic and contemporary menswear
- Minimalism vs. decorative styling

- Difference between menswear and women's wear:
  - Pattern making
  - Fit and construction
  - Design elements and aesthetics

#### **UNIT 4: Brand Study, Design Development and Sustainable Practices**

**(15 hrs)**

- Study of menswear brands:
  - Indian and international brands
- Brand identity, target audience, and pricing
- Case studies: luxury vs mass brands
- Design development process:
  - Concept building and mood boards
  - Fabric and trim selection
  - Introduction to specification sheets and cost sheets
  - Basics of menswear collection planning
- **Sustainable fashion practices in the fashion industry:**
  - Concept of sustainability in fashion
  - Sustainable materials (organic fabrics, recycled textiles, eco-friendly dyes)
  - Ethical production practices in menswear
  - Slow fashion v/s fast fashion
  - Waste reduction techniques (zero-waste pattern making, up cycling)
  - Role of sustainability in brand positioning and consumer awareness
- **Emerging trends:**
  - Customization and personalization
  - Technology in menswear (CAD, smart textiles)
- **Market surveys**

#### **Reference Books:**

- Patternmaking for Fashion Design – Helen Joseph Armstrong
- The Fashion Design Process – Kathryn McKelvey & Janine Munslow
- Dressing the Man: Mastering the Art of Permanent Fashion – Alan Flusser
- Men's Wear Fashion Illustration Resource Book – Bina Abbing
- Sustainable Fashion and Textiles: Design Journeys– Kate Fletcher
- Fashion & Sustainability: Design for Change– Kate Fletcher & Lynda Grose

#### **DSC 302 –FD-P-(4 Credits) -Advance Pattern Making and Design Development I**

#### **OBJECTIVES:**

- To develop skills in **pattern drafting and garment construction** for both men's traditional and western wear.
- To enable students to **take accurate measurements and create well-fitted garments.**
- To train students in **designing, documenting, and presenting a complete garment collection.**
- To prepare students for **professional garment production** through final stitching, cost sheets, and specification sheets.

## **Instructions for the paper setter:**

1. The theory paper will be of 3 hours duration.
2. The question paper should cover all the topics.
3. Internal choice may be given in all questions.

**Credit: 8hrs/week, Total Marks: 100, Time: 2 hrs, Exam: 70, Int. Ass: 30, Hours 120, Credits -4**

### **Unit-1 Pattern Drafting for Men's Garments**

**Hour 10**

- Taking correct body measurements for men
- Drafting basic blocks/ slopers (shirt, trouser, etc.)
- Flat pattern techniques for men's wear
- Adjusting patterns for fit and style variations

### **UNIT 2: Traditional Indian Wear – Drafting & Construction**

**Hour 30**

Drafting for all, stitching one set.

- Kurta & Dhoti,
- Jama /Angrakha & Aligarhi Payjama
- Nehru jacket, Gandhi Topi and Tulip pant.
- Sherwani /Achkan and churidaar
- Jodhpuri suit (Jacket & trouser.)
- Kalidaar Kurta & Payajama

### **UNIT 3: Western Wear – Drafting & Construction**

**Hour 35**

**Drafting for all, stitching one set.**

- Men's Wear -Basic Shirt & Trouser  
Shirts : (Formal, Casual and Kurta style)
- Trousers:  
Formal (Plain with dart and pleated trouser).  
Semi formal (Denim),  
Casual (Capri, Shorts, Bell bottom, harem pant, Cargo Pants)
- Vest coat: (Vest coat with collar / without collar.
- Jackets: Hoodie, Denim jacket,
- Blazer : Single breasted and double breasted.

### **UNIT 4: Term Project**

**Hour 45**

- A well-researched design collection.
- Complete documentation with boards, cost sheet, and spec sheet
- One stitched final garment

## **DSE 303-T – Fashion Marketing & Visual Merchandising**

**Credit: 2hrs/week, Total Marks: 50, Time: 2 hrs, Exam: 35, Int. Ass: 15, Hours 30, Credits -2**

### **OBJECTIVES**

- To introduce concepts of fashion marketing, market segmentation, and consumer behavior.
- To understand the role of branding, promotion, advertising, and retail strategies.
- To develop knowledge and skills related to visual merchandising, store layout, and display techniques.
- To prepare students for industry-oriented decision-making in marketing and retail.

### **Unit I:- Introduction to Fashion Marketing**

**(8 Hours)**

- Meaning & Scope of Fashion Marketing
- Fashion Market Structure (Luxury, Ready-to-Wear, Fast Fashion, Haute Couture)
- The Fashion Marketing Mix (4Ps – Product, Price, Place, Promotion)
- Consumer Buying Behaviour in Fashion and factors Influencing Fashion Consumption
- Market Segmentation – Demographic, Psychographic, Geographic, Behavioural
- Target Market & Positioning

### **Unit II:- Branding and Promotion**

**(7 hours )**

- Concept and Importance of Branding in Fashion
- Brand Identity, Brand Image, and Brand Positioning
- Brand Lifecycle in Fashion
- Fashion Promotion Mix
  - Advertising
  - Public Relations
  - Sales Promotion
  - Digital and Social Media Promotion

### **Unit III: Fashion Merchandising**

**(07 Hours)**

- Introduction to Fashion Merchandising
- Types of Merchandising (Retail, Wholesale, Export, Buying House)
- Roles and Responsibilities of a Fashion Merchandiser
- Merchandise Planning and Assortment Planning
- Pricing Strategies and Costing Basics

### **Unit IV: Visual Merchandising**

**(08 hours )**

- Concept and Importance of Visual Merchandising

- Objectives & Functions of VM
- Types of Displays: Window & Interior Displays
- Principles of Display: Harmony, Balance, Rhythm, Contrast, Focal Point
- Store Layouts: Grid, Free Flow, Boutique, Racetrack
- Planograms & VM Checklists
- Mannequin Types & Styling
- Props, Lighting & Signage
- Exterior Elements: Façade, Entrance, Storefront

### **Teaching–Learning Methods**

- Lectures with visual presentations
- Case studies (Indian and global fashion brands)
- Classroom discussions
- Assignments and presentations

### **Recommended References**

1. Easey, M. Fashion Marketing, Wiley-Blackwell.
2. Jackson, T. & Shaw, D. Fashion Marketing: Contemporary Issues, Palgrave Macmillan.
3. Posner, H. Marketing Fashion, Laurence King Publishing.
4. Diamond, J. & Diamond, E. Contemporary Visual Merchandising, Pearson.
5. Levy, M. & Weitz, B. Retailing Management, McGraw-Hill.

## **DSE-304-FD-P (2Credits) - Digital Illustrations**

### **OBJECTIVES:**

- To develop foundational and advanced skills in Adobe Photoshop for professional photo editing, retouching, advertisement design, typography, layers, masks and basic 3D creation.
- To understand and apply vector graphic design principles using Adobe Illustrator, including logo creation, pattern design, image tracing, typography, and advanced shape-building techniques.
- To enable learners to create creative visual designs for real-world applications such as advertisements, magazine covers, fashion promotions and digital media projects.
- To build industry-ready design portfolios, with a focus on garment illustration, fashion layouts, and professional presentation skills for academic, freelance, or career opportunities.

### **Instructions for the paper setter:**

1. The theory paper will be of 3 hours duration.

2. The question paper should cover all the topics.
3. Internal choice may be given in all questions.

**Credit: 4hrs/week, Total Marks: 50, Time: 2 hrs, Exam: 35, Int. Ass: 15, Hours 60, Credits -2**

## **Unit 1: Introduction to Adobe Photoshop & Tools**

**(15 Hours)**

- **History and Features of Adobe Photoshop**
  - Evolution of Adobe Photoshop: Photoshop CS2, CS3, CS4, CS5, CS6, Photoshop CC.
  - Features and applications of Photoshop
  - Uses in: Advertisement creation, Wallpapers and website designs, Jewelry designing, Fashion designing, Animations and basic 3D effects, Software UI designs, Photo modification and enhancement.
- **Keyboard Practice & Image Fundamentals**
  - Shortcut keys and commands, Opening and importing images, Editing photos using Camera Raw, Color information and image lighting, Temperature and background color adjustments, Creating web galleries, PDF conversion and PDF presentations, Slide show presentations, Creating documents with different sizes
  - Color Modes: Bitmap, RGB, CMYK, Grayscale.
  - **Work Area:** Photoshop workspace overview, Using the Options Bar and Panels, Undoing and managing actions, Customizing the workspace.
- **Tools Panel Overview**
  - Selection Tools: Rectangular & Elliptical Marquee, Single Row & Single Column Marquee, Lasso, Polygonal Lasso, Magnetic Lasso, Magic Wand & Quick Selection Tool.
  - Move, Crop & Slice Tools: Move Tool, Crop Tool, Slice & Slice Select Tool.
  - Color & Measurement Tools: Eyedropper, Color Sampler, Ruler, Note & Count Tool.
  - Retouching Tools: Spot Healing Brush, Healing Brush, Patch Tool, Red Eye Tool.
  - Painting & Editing Tools: Brush Tool, Pencil Tool, Color Replacement Tool, Mixer Brush Tool, Clone Stamp & Pattern Stamp Tool, History Brush & Art History Brush
  - Erasing & Fill Tools: Eraser Tool, Background Eraser, Magic Eraser, Gradient Tool, Paint Bucket Tool
  - Pen & Path Tools: Pen Tool & Freeform Pen Tool, Add/Delete Anchor Point Tool Convert Point Tool
  - Type Tools: Horizontal & Vertical Type Tool, Horizontal & Vertical Type Mask Tool
  - Shape & View Tools: Path Selection & Direct Selection Tool, Custom Shape Tool (Drawing different shapes), Hand Tool & Zoom Tool
  - Blur & Tone Tools: Blur, Sharpen & Smudge Tool, Dodge, Burn & Sponge Tool

## Unit 2: Photo Editing, Layers, 3D, Typography & Final Project

(15 Hours)

- **Basic Photo Corrections**
  - Retouching strategies, Resolution and image size, Color correction using Camera Raw
  - Straightening and cropping images, Replacing colors in an image
  - Adjusting saturation using the Sponge Tool, Repairing images using Clone Stamp Tool
  - Spot Healing Brush Tool, Content-Aware Fill, Applying Unsharp Mask filter
- **Working with Selections:** Selection concepts and tools, Quick Selection Tool, Moving and transforming selected areas, Magic Wand Tool, Lasso tools, Magnetic Lasso Tool, Rotating selections, Cropping and erasing within a selection, Refining the edge of selections
- **Layer Basics:** Introduction to layers, Using the Layers Panel, Rearranging layers, Applying gradients to layers, Applying layer styles, Flattening and saving files
- **3D Object Creation:** Creating 3D objects: Cone, Cube, Soda Can, Sphere, Wine Bottle
- **Masks and Channels:** Working with masks and channels, Creating and refining masks, Quick Mask mode, Puppet Warp tool, Working with channels
- **Typographic Design:** Creating clipping masks from text, Creating type on a path, Warping point type, Designing paragraph text
- **Final Practical Project (Advertisement Design)**
  - Collage Making, Card Making, Magazine Cover Page Design, Coffee Advertisement
  - College Admission Advertisement, Fashion Show Advertisement

## Unit 3: Introduction to Adobe Illustrator

(Hour 15)

- **Introduction**
  - Overview of vector graphics
  - Illustrator interface and tools
  - Difference between raster and vector graphics
- **Creating Patterns & Working with Text**
  - Pattern design basics, Repeating patterns, Custom pattern creation
  - Text tools, Typography basics, Text effects and formatting
- **Image Tracing & Advanced Techniques**
  - Image Trace tool, Converting raster images to vector, Editing traced images
  - Advanced shape building, Gradient meshes, Blending tools

## Unit 4: Garment Design & Portfolio Development

(Hour 15)

- Fashion and garment illustration
- Creating design layouts
- Portfolio preparation and presentation

## References

- Digital Design Essentials (Photoshop + Illustrator Basics)
- Photoshop for Fashion Design by Anita Singh
- Adobe Illustrator Classroom in a Book
- Adobe Photoshop Classroom in a Book

## VSC-305-T- History of Western Costume and Arts

### Objectives:

- To understand the evolution of costume from ancient civilizations to the contemporary era
- To analyze distinctive features of dress and adornment across major historical periods including Ancient, Medieval, Renaissance, Early Modern, and Modern times.
- To develop an understanding of major Western art movements and their stylistic characteristics, philosophies, and historical contexts.
- To correlate the development of costume with art movements, enabling students to interpret fashion as a reflection of artistic expression and societal change.

### Instructions for the paper setter:

1. The theory paper will be of 2 hours duration.
2. The question paper should cover all the topics.
3. Internal choice may be given in all questions.

**Credit: 2hrs/week, Total Marks: 50, Time: 2 hrs, Exam: 35, Int. Ass: 15, Hours 30, Credits-2**

### UNIT 1: Introduction to Early History of Costumes

**(07 Hours)**

- To understand the origin and development of costume during ancient civilizations:
  - Egyptian period
  - Roman Period
  - Greek Period

### UNIT 2: Medieval Period

**(06 hours)**

- To study the evolution of costume in the Medieval period across different regions and eras.
  - Byzantine
  - Early Medieval Europe, Britain, Africa, Asia, America

### UNIT 3: Renaissance, Early Modern Period and Modern Period

**(10 Hours)**

- Renaissance Europe

- Early Modern Europe
- Pre-colonial North America
- Colonial period and Industrial Revolution
- Haute couture era, Roaring 20's, Difficult years, Post World War 2 period, Troubled times, America forges ahead, Early 2000's till present time

#### **UNIT 4: History Of Art and Major Western Art Movements (07 Hours)**

- To explore the defining characteristics, philosophies, and visual styles of major art movements in history and emphasize their historical context, aesthetic principles, and influence on visual culture and design.
- Art Movements: Medieval, Renaissance, Mannerism, Baroque, Rococo, Neoclassicism, Romanticism, Realism, Art Nouveau, Impressionism, post Impressionism, Fauvism, Expressionism, Cubism, Surrealism, Dadaism, Abstract Expressionism, Op Art, Pop Art, Arte Povera, Minimalism, Conceptual Art, Contemporary Art

#### **References books:**

1. Dr. S. K. Kapoor – *History of Costume*, Kalyani Publishers / AITBS (India)
2. Dr. Archana Khanna – *History of Costume*, Phoenix Publishing House (India)
3. Fashion the mirror of History by Michael Batterberry
4. Dress History New Directions in Theory and Practice by Charlotte Nicklas, Annebella Pollen
5. 100 year of Fashion by Cally Blackman
6. Encyclopedia of Clothing and Fashion by Valerie Steel
7. Janson, H. W. History of Art. Pearson Education.
8. Tortora, P. G., & Eubank, K. Survey of Historic Costume. Fairchild Publications.

#### **MNT 307-T (2 Credits) Boutique Management and Case Study**

#### **Objectives:**

- To enable students to understand the concept and functioning of a boutique business.
- To develop entrepreneurial skills required for setting up and managing a boutique.
- To familiarize students with operational, financial, and marketing aspects of boutique management.
- To enhance analytical skills through case studies of successful boutique businesses.

#### **Instructions for the paper setter:**

1. The theory paper will be of 2 hours duration.
2. The question paper should cover all the topics.

3. Internal choice may be given in all questions.

**Credit: 2hrs/week, Total Marks: 50, Time: 2 hrs, Exam: 30, Int. Ass: 20, Hours 30, Credits-2**

### **Unit 1: Boutique Fundamentals**

- Introduction to Boutique: Meaning, concept, and scope (Definition of boutique, Difference between boutique and retail store, Scope of boutique business in India, Growth of boutique culture in fashion industry)
- Types of boutiques (Designer boutique, Retail boutique, Online/Instagram boutique, Custom-made boutique, Luxury vs. budget boutique)
- Role of boutique in fashion industry (Contribution to fashion trends, Role in promoting designers, Customer personalization and niche markets, Support to local artisans and crafts)
- Entrepreneurial skills required for boutique management (Creativity and design sense, Communication and customer handling, Business and financial skills, Decision-making and problem-solving, Leadership and management skills)

### **Unit 2: Boutique Setup & Planning**

- Setting up a Boutique (Steps to start a boutique, Business plan basics, Investment and budgeting)
- Location selection and store layout planning (Importance of location (market, footfall), Types of store layouts (grid, free flow, boutique layout), Space planning and zoning)
- Interior design and visual merchandising (Theme-based interiors, Lighting, color schemes, furniture, Window display and product arrangement, Mannequin styling)
- Legal requirements and licenses for boutique business (Business registration, GST basics, Shop Act license, Basic billing system, Trademark)
- Selection of suppliers and inventory planning (Fabric and trim sourcing, Vendor selection criteria, Stock management (fast/slow moving items), Inventory control methods)

### **Unit 3: Operations & Merchandising**

- Boutique Operations Management (Daily store operations, Order handling (custom & ready-made), Record keeping (sales, stock))
- Pricing strategies and costing (Cost sheet preparation, Mark-up and profit margin, Competitive pricing, Discount strategies)
- Customer relationship management (Understanding customer needs, Handling complaints, Building loyalty and repeat customers)
- Sales techniques and service quality (Sales approach (greeting, suggestion, closing sale), Upselling and cross-selling, Customer service etiquette)
- Staff management and responsibilities (Staff roles (sales executive, tailor, manager), Work allocation, Training and supervision)

- Fashion merchandising techniques (Product assortment planning, Seasonal collections, Display techniques, Trend forecasting basics)

#### **Unit 4: Branding, Case Studies & Project Work**

- Marketing, influencer collaborations, and promotion of boutique (Types of marketing (offline & online), Influencer marketing basics, Promotions (offers, exhibitions, events))
- Branding, advertising strategies, and use of social media platforms (Brand identity (name, logo, tagline), Advertising methods, Social media platforms (Instagram, Facebook), Content creation basics (photos, reels))
- Field visit to a local boutique and study of store layout and customer handling
- Case studies of successful boutiques (National & International)
- **Project Work** - Boutique startup simulation.
- Analysis and comparison of business strategies and success factors (Comparing student boutique vs real boutique, Identifying success factors, Finding gaps and improvement ideas)

#### References books:

- Frings G. S., Fashion: From Concept to Consumer, Pearson Education
- Stone E., The Dynamics of Fashion, Fairchild Publications
- Posner H., Marketing Fashion, Laurence King Publishing
- Easey M., Fashion Marketing, Wiley Publications
- Jackson T. & Shaw D., Mastering Fashion Marketing, Palgrave Macmillan
- Sherman E., Fashion Buying and Merchandising, Fairchild Books

## **DSE-351- T (Credits 8) Advanced Pattern Making & Design Development – II (Theory)**

**Credit: 8hrs/week, Total Marks: 200, Time: 8 hrs, Exam: 140, Int. Ass: 60, Hours 120, Credits -8**

### **OBJECTIVES**

- To develop in-depth knowledge of materials and textiles used in couture and advanced womenswear.
- To understand fabric behaviour and its impact on pattern making and garment construction.
- To study advanced construction techniques for evening wear, corsetry, and designer garments.
- To familiarize students with modern textile innovations and specialized materials like leather and knits.
- To integrate material knowledge with creative pattern development and couture applications.

### **UNIT I: Materials & Construction Components for Couture and Evening Wear (15 Hours)**

- Types of fabrics used in evening wear: silk, satin, chiffon, velvet, organza, tulle, lace
- Structure and properties of couture fabrics
- Interlinings, underlining, and stabilizers used in couture
- Boning materials, corsetry components (busks, lacing materials, padding)
- Embellishment materials: sequins, beads, crystals, appliqué
- Surface ornamentation techniques in couture garments
- Selection of trims, fasteners, and closures for high-end garments
- Fabric sourcing and quality assessment for couture garments
- Luxury lining materials and their applications
- Couture hand sewing techniques and finishing methods
- Structural support systems in evening wear construction
- Use of horsehair braid, crinolines, and can-can materials
- Fabric compatibility with embellishment techniques
- Color coordination and fabric combination for couture garments
- Care, storage, and maintenance of delicate couture fabrics
- Introduction to haute couture standards and craftsmanship
- Sustainable embellishment materials and ethical sourcing

## **UNIT II: Fabric Suitability & Advanced Fabric Behaviour**

**(15 Hours)**

- Fabric suitability for different women's wear categories (gowns, dresses, structured garments)
- Fabric fall, drape, stretch, grain, and texture analysis
- Fabric behaviour in bias cutting and draping
- Impact of fabric weight and thickness on Fabric manipulation techniques:
  - Pleating, tucks, gathers
  - Ruching, shirring
  - Draping and layering
- Fabric response to stitching, pressing, and finishing
- Fabric testing methods for apparel construction
- Behaviour of sheer and transparent fabrics in garment design
- Handling slippery and delicate fabrics during construction
- Fabric shrinkage, distortion, and recovery properties
- Thermal and moisture behaviour of fabrics
- Seam performance and seam slippage in different fabrics
- Advanced draping techniques for couture silhouettes
- Fabric compatibility with structured and unstructured garments
- Influence of textile finishes on garment behaviour
- Experimental fabric manipulation and textile innovation

## **UNIT III: Specialized Materials – Leather, Knits & Advanced Textiles**

**(15 Hours)**

- Characteristics and types of leather used in fashion
- Techniques for working with leather (cutting, stitching, finishing)
- Introduction to knitwear in womenswear
- Types of knits and their behaviour in pattern making and draping
- Stretch analysis and pattern adjustments for knit fabrics
- Blended fabrics and engineered textiles
- Recent advances in textiles:
  - Smart textiles
  - Sustainable and eco-friendly fabrics
  - Technical textiles used in fashion
  - Faux leather and vegan alternatives in fashion
- Care and maintenance of leather garments
- Introduction to stretchable smart fabrics and wearable technology
- Sustainable knitwear and recycled yarn innovations
- Bonded, coated, and laminated fabrics
- Performance textiles in fashion applications
- 3D textiles and innovative surface structures
- Digital printing on advanced textiles
- Textile innovations in luxury and couture fashion

## **UNIT IV: Machinery, Tools & Technology in Advanced Garment Construction (15 Hours)**

- Industrial sewing machines and their applications
- Specialized machines for couture and different fabrics:
  - Overlock, flatlock, cover stitch
  - Embroidery machines
  - Laser cutting and digital fabric cutting tools
- Machinery used for leather and knitwear construction
- Pressing and finishing equipment
- Role of technology in modern couture and garment production
- Computer-aided design (CAD) in garment construction
- Digital pattern making and grading software
- Automation in garment manufacturing
- Safety measures and maintenance of industrial machinery
- Use of AI and smart technology in fashion production
- 3D garment visualization and virtual prototyping
- Sustainable technologies in garment production
- Quality control and inspection tools in apparel manufacturing
- Heat sealing and bonding technologies in garments
- Productivity and workflow management in couture production units

Note: Prepare a swatch book of all type of materials.

### **Reference Books:**

- The Art of Couture Sewing – The Art of Couture Sewing by ZoyaNudelman
- Couture Sewing Techniques – Couture Sewing Techniques by Claire B. Shaeffer
- Professional Sewing Techniques for Designers – Professional Sewing Techniques for Designers by Julie Cole & Sharon Czachor
- Patternmaking for Fashion Design – Patternmaking for Fashion Design by Helen Joseph Armstrong
- Metric Pattern Cutting for Women’s Wear – Metric Pattern Cutting for Women’s Wear by Winifred Aldrich
- Fabric for Fashion: The Complete Guide – Fabric for Fashion: The Complete Guide by Clive Hallett & Amanda Johnston
- Textiles: The Art of Mankind – Textiles: The Art of Mankind by Mary Schoeser
- The Technology of Clothing Manufacture – The Technology of Clothing Manufacture by Harold Carr& Barbara Latham
- Fabric Science – Fabric Science by Joseph J. Pizzuto
- Pattern Magic (Series) – Pattern Magic by Tomoko Nakamichi

## **DSC 352 –FD-P-(4 Credits) -Advance Pattern Making and Design Development I**

### **OBJECTIVES:**

- To develop skills in creative and experimental pattern making techniques.

- To explore innovative garment construction using origami, TR cutting, and subtraction cutting.
- To understand fabric manipulation and volume creation through advanced methods.
- To apply advanced draping techniques for corsets and couture gowns.

### **Instructions for the paper setter:**

1. The theory paper will be of 3 hours duration.
2. The question paper should cover all the topics.
3. Internal choice may be given in all questions.

**Credit: 8hrs/week, Total Marks: 100, Time: 3 hrs, Exam:70 , Int. 30 Ass: 15, Hours 120, Credits -4**

### **Unit-1 Transformational Reconstruction (TR Cutting)**

- **Dart Manipulation:** Principles of dart manipulation ,Slash and spread method , Pivot method Converting darts into style lines, pleats, gathers , Pattern puzzle concept: rearranging pattern pieces creatively ,Developing design through pattern segmentation,Pattern Puzzle
- **Geometric Patterns & Box interpretation:** Use of geometric shapes in pattern making ,Square, rectangle, triangle-based garments , Box interpretation: creating volume from flat shapes ,Modular pattern development ,Structured silhouettes
- **Twisted layered (heart pattern)& Origami Pattern :** Origami principles applied to fabric , Folding and pleating techniques , Twisted layered designs (including heart pattern concept) Structural and decorative applications ,Surface and 3D manipulation
- **Volume into flare:** Volume into flare techniques ,Balloon patterns (skirts, sleeves) , Controlled fullness and expansion , 3D pleating and gathering methods ,Fabric behavior and fall study,Easing and forming
- **Advanced 3d Pattern Technique :** Easing and forming techniques, Creating shape without darts , 3D vortex design development Experimental draping and pattern conversion ,Structural garment construction , Reversible TR
- **Design Integration & Final Project** Combining multiple techniques in one design ,Concept development and theme board ,Prototype development ,Final garment construction ,Portfolio presentation

### **UNIT 2: Creative Pattern Making Subtraction Cutting-**

- Concept of subtraction cutting
- Exploration of negative space in garments
- Fabric manipulation through cutting and reconstruction
- Step-by-step process of subtraction cutting
- Development of unconventional silhouettes
- Sample development and final garment creation

### **UNIT 3: Advanced Origami Technique**

- Introduction to origami principles in fashion
- Basic to advanced folding techniques
- Translating paper origami into fabric
- Structural design and 3D garment development
- Surface manipulation and geometric pattern making
- Creating garments using origami-inspired structures.

### **UNIT 4: Advanced Draping Technique**

(Drafting for all, stitching any one)

- **Corset Draping & Construction** :Princess line and panel development ,Bust shaping techniques (cups, seams) ,Boning placement and support structure ,Inner construction: lining, interfacing, busk, lacing ,Strapless and structured bodice development
- **Evening Gown Draping** – couture gown development

## **DSE 353 T – FUNDAMENTALS OF APPAREL PRODUCTION**

### **COURSE OBJECTIVES**

- To understand fundamentals of apparel production and manufacturing processes.
- To familiarize students with pattern development, cutting room operations, sewing room management, and finishing.
- To develop skills related to quality control, production planning and technology used in garment industry.
- To introduce industrial machinery, workflow, and standardization practices.

**Credit: 2hrs/week, Total Marks: 50, Time: 2 hrs, Exam: 35, Int. Ass: 15, Hours 30, Credits -2**

### **UNIT 1 – Introduction to Apparel Industry and Production Process (6 Hours)**

- Structure of Global & Indian Apparel Industry
- Sectors: Domestic, Export, Luxury, Fast Fashion, Boutique
- Flow chart of Garment Manufacturing
- Departments in Apparel Industry: Sampling, Merchandising, Fabric Store, CAD, Cutting, Sewing, Finishing, Packing
- Role of Production Manager, Supervisor & Line In-charge

### **UNIT 2 – Tools, Equipment & Industrial Machinery (8 Hours)**

- Introduction to sewing machines:
  - Lockstitch, Chain stitch, Overlock, Flatlock, Buttonhole, Bar-tack, Feed-off-the-arm
- Special machines and attachments
- Spreading methods: manual, mechanical, automated
- Cutting room machines: Straight knife, Band knife, Round knife, Die cutting
- Pressing & Finishing equipment: Steam irons, Boilers, Pressing tables, Fusing machines
- Safety measures in apparel production

### **UNIT 3 – Sewing Technology & Production Systems ( 8 hours)**

- Classification of stitches & seams (ISO standards)
- Types of seam finishes & applications
- Defects in Stitching – causes & remedies
- Production systems:
  - Make through system
  - Progressive bundle system
  - Unit production system (UPS)
  - Modular system
- Line balancing – meaning, steps, importance

### **UNIT 4 – Quality Control & Finishing (8 Hours)**

- Quality parameters for stitching, seams, and garment construction
- In-process inspection
- Common garment defects and corrective actions
- Finishing operations: thread trimming, spot cleaning, ironing, fusing, detailing
- Packing, tagging, labeling & folding methods
- Final inspection methods: AQL standards

### **REFERENCE BOOKS**

1. “Introduction to Clothing Production Management” – Gerry Cooklin
2. “Apparel Manufacturing: Sewn Product Analysis” – Ruth E. Glock & Grace Kunz
3. “Fundamentals of Sewing and Garment Construction” – J. Fan
4. “Apparel Quality Control” – Mehta & Bhardwaj
5. ISO Standards for Stitches & Seams

**DSE 354 –FD-P-(2 Credits) –AI Integrated Designing Tools (PR)**

### **OBJECTIVES:**

1. To master Prompt Engineering specifically for garment construction and textile aesthetics.
2. To integrate AI-generated assets into professional CAD workflows (Photoshop, Illustrator, CLO3D).
3. To develop an automated pipeline for Surface Pattern Design and Textile Rendering.
4. To understand the ethical implications and Intellectual Property (IP) landscape of AI in fashion.

### **Instructions for the paper setter:**

1. The theory paper will be of 2 hours duration.
2. The question paper should cover all the topics.
3. Internal choice may be given in all questions.

**Credit: 4hrs/week, Total Marks: 50, Time: 2 hrs, Exam: 35, Int. Ass: 15, Hours 60, Credits -2**

### **UNIT I: Generative Research & Conceptualization (Hour 10)**

- AI Ecosystem in Fashion: Overview of Diffusion models vs. LLMs
- Advanced Prompt Engineering : Semantic structures for fabric textures (tulle, jacquard, leather) and garment silhouettes.
- Mood Board Automation: Utilizing Mid journey/DALL-E for hyper-localized trend forecasting.
- Ethical AI: Discussion on copyright, artist reference, and originality in the age of automation.

### **Unit II: AI-Driven Textile & Surface Design (15 Hours)**

- Neural Style Transfer: Applying historical art styles to contemporary garment flats
- Generative Print Design: Creating seamless repeats and vector-ready prints using Adobe Firefly and specialized AI pattern generators.
- Texture Synthesis: Generating high-resolution fabric maps (Normal, Displacement, and Alpha maps) for digital materiality.

### **Unit III: Hybrid Workflows: Sketch to Photorealism (15 Hours)**

- Control Net & Image-to-Image: Transforming hand-drawn technical crits into 3D-shaded realistic renders.
- Virtual Prototyping: Enhancing 3D garment renders from software like CLO3D/ Browzwear using AI up scaling and lighting adjustments.
- Digital Draping: Using AI to simulate complex fabric behaviors and folds for conceptual presentations.

### **Unit IV: Virtual Branding & Post-Production (15 Hours)**

- AI Model Synthesis: Generating diverse, inclusive virtual avatars for e-commerce look books (Lalaland.ai/Vue.ai).
- Virtual Environments: Creating "Digital Set Designs" for editorial photoshoots.
- AI-Enhanced Portfolios: Compiling a final digital collection using AI for layout design and automated copy-generation for product descriptions.

## **VSC 355 –FD-P-(2 Credits) –Fashion Styling & Photography**

### **OBJECTIVES:**

- To introduce the fundamentals, history, and professional roles within fashion styling.
- To develop skills in visual storytelling, concept creation, and styling for brands, media, and culture.
- To provide practical knowledge of styling tools, production processes, sourcing, and professional practices.
- To build basic photography skills and promote ethical, sustainable, and inclusive approaches to fashion styling.

### **Instructions for the paper setter:**

1. The theory paper will be of 2 hours duration.
2. The question paper should cover all the topics.
3. Internal choice may be given in all questions.

**Credit: 4hrs/week, Total Marks: 50, Time: 4 hrs, Exam: 35, Int. Ass: 15, Hours 60, Credits -2**

### **UNIT I: Introduction to Fashion Styling & the Stylist (Hour 5)**

- History of fashion styling
- Evolution of the stylist's role
- Key figures and milestones in styling
- Difference between: Stylist, Fashion editor, Image consultant
- Types of styling: Editorial, Commercial, Celebrity, Runway, Personal styling

### **UNIT 2: Facets of Styling & Visual Storytelling (Hour 08)**

- Visual storytelling through fashion
- Concept development and styling narratives
- Styling for advertising campaigns
- Brand identity and look books
- Street style as fashion inspiration and documentation
- Cultural influence on everyday fashion

### **UNIT 3: Styling Tools, Production & Professional Practices (Hour 08)**

- Tools of the stylist: Mood boards, Styling kits, Digital tools
- Body types and styling principles
- Styling for gender and age groups
- Pre-production planning for a fashion shoot
- Collaboration with photographers, models, makeup & hair artists

- Styling for different lighting and locations.
- Sourcing garments: Designers, PR agencies, Archives, Thrift & sustainable sources
- Managing fittings, returns, and logistics
- On-set etiquette and problem-solving

#### **UNIT 4: Photography Basics, Ethics & Final Project**

**(Hour 09)**

- Camera fundamentals: DSLR , mirror less and parts of Camera .
- Exposure basics: ISO, Aperture ,Shutter speed
- Composition rules
- Natural and artificial lighting
- File formats: RAW & JPEG
- Introduction to Photoshop & Light room
- Sustainability in fashion styling
- Ethical sourcing and representation
- Inclusivity, body diversity & cultural sensitivity
- Fashion styling in a changing global landscape

#### **Final Assessment: Styling Portfolio Project**

- Develop a styling concept and theme
- Create a mood board and styling plan
- Source garments and accessories
- Execute a styled shoot
- Submit a mini styling portfolio (visual + written)