



SGT UNIVERSITY

SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
(UGC Approved)

Gurugram, Delhi-NCR

Budhera, Gurugram-Badli Road, Gurugram (Haryana) – 122505 Ph. : 0124-2278183, 2278184, 2278185

Faculty of Fashion and Design

Bachelor of Design

Syllabus

2017

Evaluation Scheme for B.Design

I – Semester

Category of Paper	Code No.	Subject Name	Th/ Pr	Credit	Hrs	Th/ Pr	Tut	Form- ative	Summ- ative	Total
Theory										
Core Course (CC)	15020111	History of Fashion Art	Th	4	4	3	1	40	60	100
Core Course (CC)	15020102	Fibre to Fabric	Th	4	4	3	1	40	60	100
Core Course (CC)	15020112	Fashion Communication	Th	4	4	3	1	40	60	100
Ability Enhancement Compulsory Courses (AECC)	15020103	Professional Communication	Th	2	2	1	1	40	60	100
Ability Enhancement Compulsory Courses (AECC)	15020113	Environmental Studies	Th	2	2	1	1	40	60	100
Practical										
Core Course (CC)	15020104	Basic Drawing	Pr	2	4	3	1	40	60	100
Core Course (CC)	15020105	Material Studies	Pr	2	4	3	1	40	60	100
Skill Enhancement Courses (SEC)	15020108	Market Survey	Pr	2	4	3	1	40	60	100
Skill Enhancement Courses (SEC)	15020106	Computer Applications- I	Pr	2	4	3	1	40	60	100
Project	15020109	Term Project – I	Pr	4	4	3	1	40	60	100
	15020110	Professional Proficiency- I	Pr	2	2	1	1	40	60	100
		TOTAL		30	38	27	11	440	660	1100
Generic Elective (GE)										
Generic Elective	15020114	Positive Psychology and Mindfulness	Th	2	2	1	1	10	40	50

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15020111: HISTORY OF FASHION ART

SEMESTER	: 1
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES

- To know about the history of art.
- To understand the evolution and evolution of art.
- To learn the design concepts of those days.

COURSE DETAIL

UNIT I Early Civilizations

Costumes in the ancient world (300 B.C.-300A.D.)
Mesopotamia, Egypt, Crete, Greece, Rome

UNIT II The Middle Ages (300A.D.-1500A.D.)

Byzantium, Coptic
The Feudal ages ((900A.D.-1300 A.D.)
The late middle ages (1300 a.D.-1500A.D.)

UNIT III The Renaissance (15th -16th century)

Italy
France
England

UNIT IV Costumes in 17th to 19th century

Baroque and Rococo periods (1600A.D.-1900A.D.)
France and England
The French revolution and thereafter (1790 A.D.-1900 A.D.)
The Directoire and Empire period (1790 A.D.-1820A.D.)
The Romantic period (1820A.D.-1850 A.D.)
The Crinoline period (1850 A.D.-1869A.D.)
The Bustle period (1870 A.D.-1900A.D.)

UNIT V

Modern- 20th Century

REFERENCES

- Black, J.A and Garland M : (1978) *A History of Fashion*, London, Orbis Publishing, Ltd.
- Blanche, P. : (1975) *History of Costume*, New York, Harper and Row
- Boucher, (1966) *A History of Costume in the West*, London, Thames and Hudson
- Bradley, C (1970) *History of World Costume*, London, Peter Owen Ltd
- Chenoune, F. (1993) *The History of men's fashion*, Paris, Flammarion (translated by Dussinberre D.)
- Cumming, Valerie (2004) *Understanding Fashion History*, London, Batsford
- Cunrington, P. (1970) *Costume*, Pennsylvania, Dufour Editions Inc.
- Laver, J. (1969) *A Concise History of Costume*, London, Thames and Hudson
- Lester, K. M. (1956) *Historic Costume*, Chas A Bennett Co. Inc. Illinois,
- Tortora, P. G. and Eubank K. (1995) *Survey OF Historic Costume*, New York , Fairchild

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks ✓
▪ Assignments/ Presentation/ etc.	– 10 Marks ✓
▪ Sessional Exam	– 10+10=20 Marks ✓
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020102: FIBRE TO FABRIC

SEMESTER	: I
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES

- To impart the knowledge of fibres, sources, their identification and properties
- To provide students with the knowledge of yarn science and their properties
- To impart knowledge on woven fabrics
- To help students understand fabric formation process

COURSE DETAILS**UNIT – I**

Introduction to textile fibres

Classification of Textile fibres – Natural and Man-Made fibres

Introduction to composition of Textile fibres

Fibre identification – Visual examination, Microscopic evaluation, Burning test and Chemical

Properties of Textile fibres and their end uses

Textile fibres – Cotton, Linen, Wool, Silk, Polyester, and other fibres

UNIT – II

Introduction to yarn

Introduction to yarn production

Introduction to properties of yarn

UNIT – III

Texturization – types (simplex and complex yarns) and uses

Blended yarns – types and uses of blended yarns

Sewing threads – types and properties of sewing thread

Fancy or Decorative yarns – types and uses

UNIT – IV

Introduction on different methods of fabric formation – woven, knitted and non-woven fabrics and their properties and uses

General characteristics of woven fabrics and their importance – count of yarn, fabric grain, thread density, fabric width, fabric weight and selvages

Introduction to Hand loom and power loom fabrics

Principle of shuttles loom Viz multiple gripper, Rapier, Airjet, waterjet looms

UNIT – V

Introduction to basic and special finishes

Finishes with color – dyeing and printing

References

- Gohl, E.P.G. Velensky, L.D, —Textile Sciencel CBS Publishers and Distributors, 2003
- Hall, A.J. —The standard hand book of Textilesl, Wood head Publishing 8th edition, 2004
- Vidyasagar, P.V. —Hand Book of Textilesl, A. Mittal Publications, 2005
- Sara J. Kadolph, —Textilesl, Prentice Hall, 10th edition 2007
- Gordon Cook, J —Hand Book of Textile Fibresl, Vol- II Man Made Fibers, Wood Head Publishing.
- Bernard P. Corbman, —Textiles Fiber to Fabricl McGrawhill Publications, 6th, Edition 1983
- Gilbert R. Merrill, —Cotton Opening and Pickingl Universal Publishing Corporation, 1999
- Gilbert R. Merrill, —Cotton Combingl Universal Publishing Corporation, 1999
- Gohl and Vilensky, Textile Seience, CBS Publication, 1982.
- Majory L, Joseph, Introduction to Textile Science.
- Carbman, Textile Fiber to Fabric, NGH International, 2003.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

15020112: FASHION COMMUNICATION

SEMESTER	: I
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- To understand the basic need of fashion communication.
- To communicate the fashion terminology through media/ mediator.
- To learn the linkage of the fashion.

COURSE DETAIL**UNIT-I Fashion & Communication Process**

Meaning of Fashion

Relation between Fashion & communication

Terminologies of Fashion

UNIT-II Types of Fashion Communication

Visual Communication- window display, Fashion shows etc.

Written Communication- writing in fashion media, advertising

UNIT-III Indian Designers & International Designers

Manish Malhotra, Ritu Beri, Ritu Kumar, Manish Arora, J. J. Valiya , Malini Ramani etc.

Coco Chanel, Valentino, Giorgio Armani, Prada, Calvin Kelin etc.

UNIT-IV Fashion Movies

Fashion

My Fair Lady

Page 3

Devil Wears Prada etc.

UNIT-V

Fashion Magazines

Design websites

REFERENCE:

- "Fashion as Communication" by Malcolm Barnard
- Fashion Marketing Communications by Gaynor Lea-Greenwood

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

5020103: PROFESSIONAL COMMUNICATION

SEMESTER	1
MAX. LECTURE-1Hrs./ Week	16
MAX. TUTORIAL-1 Hr./Week	16
MAX. PRACTICAL-0 Hr./Week	NIL
DURATION	12-16 Weeks/ Semester
CREDITS	2
MAXIMUM MARKS	40+60=100

OBJECTIVES:

- To learn how to professionally communicate.
- To understand the fashion terminology and interact as well.
- To communicate as per the demand/ requirement.

COURSE DETAIL**UNIT-I**

Introductions about Communications

Listening

Speaking

Answering

UNIT-II

Proper Pronunciation

Speak with Penetration

Clarity of Speaking

Essentials of Grammar

Vocabulary

Phonetics

Sentence Formation

Usage of different words

Phrasal Verbs

UNIT-III

Watching English movies

Write about the observation g watching movies

Dialogue and normal cinemactical language

UNIT-IV

Dictionary words Collecting

Word Meanings

Reading magazines

Newspaper reading

Interview part reading – magazine/ newspaper

Suggestion columns reading – magazine/ newspaper

UNIT-V

Interaction session

Theme/ Topic – Speak

Interview – and answering among students- recording

Watching the above session and rectifying

Speech and verbal communication

Reading poems and understanding the meaning

Speaking with known and unknown candidates

REFERENCES

- Mitra B.K., effective Technical Communication Oxford University Press.
- Meenakshi Raman & Sangeeta Sharma, Professional Communication Skills, Oxford University Process 2009.
- Kumar S., Sahai R., Oxford English-English Hindi Dictionary, Oxford University, 2008.

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Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020113: ENVIROMENTAL STUDIES

SEMESTER	: I
MAX. LECTURE-1 Hrs./ Week	: 16
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES

- Students will be aware about physical environment and its components.
- Students will acquire Knowledge of natural resources and their types.
- Students will develop the concept of ecology and its components.
- Students will understand the impact of human activities on ecology ant need to conserve the resources

COURSE DETAIL**UNIT –I**

The Multidisciplinary nature of environmental studies Definition, scope and importance. Need for public awareness

Natural Resources Renewable and non-renewable resources

Natural resources and associated problems

Water resources: Use and overutilization of surface and ground water, floods, drought, conflicts over water, Dams benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, (case studies).

UNIT –II

Food resources: World food problems, changes caused by agriculture and overgrazing, Effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, (case studies).

Energy resources: Growing energy need, renewable and non-renewable energy sources. Use of alternate energy sources, (case studies)

Land resources: Land as a resource, land degradation. Human induced landslides, soil erosion and desertification.

UNIT – III

Biodiversity and its conservation Hot-spots of biodiversity. Threats to biodiversity : habitat loss, poaching of wildlife, manwildlife conflicts Conservation of biodiversity: Insitu and Ex-situ conservation of biodiversity

UNIT – IV

Environmental Pollution Definition, causes, effects and control measures of

- A. Air pollution
- B. Water pollution
- C. Soil pollution
- D. Marine pollution
- E. Noise pollution
- F. Thermal pollution
- G. Nuclear hazards Pollution (case studies). Bhopal gas tragedy Minamata Chernobyl
Love canal tragedy London smog Los Angeles Smog

Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
Fireworks, their impacts and hazards

UNIT-V

Disaster management: Floods, earthquake, Cyclones and landslides.

Social Issues and the Environment From Unsustainable to Sustainable development Urban
problems related to energy Water conservation, rain water harvesting, watershed management
Resettlement and rehabilitation of people; its problems and concerns. Case studies

Environmental ethics: Issues and possible solutions. Consumerism and waste products.
Environmental Legislation (Acts and Laws), Issues involved in enforcement of environmental
legislation. Human Population and the Environment

Population growth, variation among nations with case studies Population explosion Family
Welfare Programmes and Family Planning Programmes

REFERENCE

- The Biodiversity of India Bharucha Erach Mapin Publishing Pvt. Ltd, Ahmedabad-380013, India, Email: mapin@icenet.net
- Environmental Biology Agarwal, K.C Nidi Publi.Ltd.Bikaner2001
- Hazardous Waste Incineration Brunner R.C McGraw Hill Inc.480p, 1989
- Marine Pollution Clark R.S Clanderson Press Oxford (TP)
- Environmental Encyclopedia Cunningham, W.P. Cooper, Jaico Publ. House, Mumbai, 1196p M.T.2001
- Environmental Chemistry De A.K Wileely Eastem Ltd.
- Down to Earth, Center for Science and Environment ®
- Water in crisis, Gleick, H.P Pacifics Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute. Oxford Univ. Press.473p.1993

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam (Need to conduct 2 Sessional Exam and put the average marks.)	– 10+10=20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020104: BASIC DRAWING

SEMESTER	: I
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES

- To improve the flow of the hand.
- To understand the basic structure.
- To know about the need of the drawing.

COURSE DETAIL**UNIT – I**

Explore pencil as medium for drawing and sketching.

Basic wrist and hand movements in drawing using pencil as medium by doodling exercise.

Exploration of different types of grade of pencils, marking straight lines, controlled lines, lines of equal length with equal pressure points, equidistant lines etc.

Exercise of tonal grading of pencil using HB to 8B pencils.

UNIT – II

Introduction to 2D and 3D geometric forms **based on straight lines.**

Exploring and sketching 3D objects with light and shade effect.

Exploring and perspective drawing.

Exploration of curved lines like circle, ellipse, cones etc. on 3D form.

UNIT – III

Introduction to foreground, middle ground and background.

Exploration of natural flow of lines by observing nature. e.g. – Flora and Fauna.

UNIT – IV

Explore charcoal as a medium for drawing and sketching.

Object drawing using charcoal as a medium.

UNIT – V

Introduction to landscape and portrait drawing.
Explore other medium for sketching.

REFERENCE

- Berba B., The Fundamentals of Drawing, Arcturus Publishing 2013.
- Hamm J., Still-Life Drawing and Painting, Grosset & Dunlap, 1976.
- Civardi G., Drawing Techniques, Search Press Ltd., 2002.
- www.figure-drawings.com
- www.drawinghowtodraw.com

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020105 : MATERIAL STUDIES

SEMESTER	: I
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs /Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES

- To understand the different materials.
- To know about the resource plan.
- To analyze the material availability in different markets.

COURSE DETAIL**UNIT-I**

Introduction to creativity

Activity of creative thinking

Explore different medium for creative designing & art (Multimedia, magazines, newspapers etc)

UNIT-II

Introduction to mind mapping

Develop a mind mapping on a particular topic.

Understanding of properties and dimensions of the basic materials

Solid

Plaines

Linens

Granules

UNIT-III

Introduction to sustainability

Waste material utility – Using various waste materials

UNIT-IV

Develop a garment/Product using given materials:

Paper, Wood, Iron Strings, Iron Rods, Wires, Ropes, Straw, Leather, Foil, Metals, Glass, Thermal, Synthetic Mat, Fibers, Plastic Wag etc.

UNIT-V

Manpower related to the materials

Role of manpower

Availability of the materials-market etc.

REFERENCE:

- Elben Gold Stain Lynch, Leather hand bags and other stylish accessories.
- Leslie Pina, Boards of Fashion, Schiffer Publishing, 1999.
- Richard Budzik, Sheet Metal Technology, Macmillan Publishing Company, 1985.
- Verhelst & Wilbert, Sculpture: Tools, Materials and Techniques, Prentice Hall, 1973.
- V. Raghavan Thelmor, Material Science
- New man, Plastic as apart form
- www.woodcraft.org.uk
- www.papercraftmag.com
- Pinterest.com

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020108 : MARKET SURVEY

SEMESTER	: I
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES

- To understand the markets and level of markets.
- To understand the market product range.
- To know about the market and its dealing.
- To learn about the dealing in the market.

COURSE DETAIL

Individual Students are expected to conduct a market survey. The survey has to be conducted as follows.

- Apparels – Design Features, Material, Textile Utilized
- Accessories – Design Features, Material, Textile Utilized etc.
- Customers Perception and Behavior
- Resources Availability etc.

REFERENCE

- Accessory Market
- Whole Sale Market – Silampur
- Nehru Place
- Leather – Dev Nagar
- Ludhiana – Knitwear
- Sarojini Market, Atta market etc.

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EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020106: COMPUTER APPLICATIONS-I

SEMESTER	: I
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES

- To understand the computer applications.
- To incorporate the applications towards fashion design.
- To manage the designs through the computer system.

COURSE DETAIL**UNIT-I INTRODUCTION**

Define computer

Types of computer

Usage

UNIT-II FUNDAMENTALS

Introduction to Computers

Logical Sections of CPU

Hardware

Software

Booking System

Types of Memories

UNIT-III DOS

File

Directory

Copy

DEL

DIR

Date & Time

Format

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UNIT-IV

Advantages of Windows over DOS

Manipulating a windows opening, closing, moving, maximizing and minimizing a window

Accessory Group

- Clock
- Calendar
- Calculator

UNIT-V

Pen drive

Different Devices

Connecting of different devices and its functions

REFERENCE:

- Norton P., Complete Guide to MS Office 2000, BPB Publications.
- Rajoraman V., Fundamentals of Computers, PHI. 2008.
- Prasad D.S., Basic Computer Skills, Sapna Book House Ltd. 2003.
- www.computerhope.com
- www.paintbrush.sourceforge.net

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020109 : TERM PROJECT-I

SEMESTER	: I
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To implement the understanding individually.
- This is the error and learning process.
- To improve the work through experiment/ experience.

COURSE DETAIL

Teachers can be assigned any kind of project/ assignment/ craft work/ chapter study/ theme based work/ project/ training / special order/ free launching etc. Students need to submit all the details, documentation etc for evaluation. / Group or individual activity can be allowed only by the concern tutor. The students are required to maintain a field diary all through the tour, The collected information should be documented through visuals, samples etc. After such a tour student shall submit a report

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

15020110: PROFESSIONAL PROFICIENCY-I

SEMESTER	: I
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

Students should maintain discipline in the university premises and outside the campus.

Take part in sports activities or curricular activities

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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Evaluation Scheme for B.Design

II – Semester

Category of Paper	Code No.	Subject Name	Th/ Pr	Credit	Hrs	Th/ Pr	Tut	Form- ative	Summ- ative	Total
Theory										
Core Course (CC)	15020202	Art Appreciation	Th	4	4	3	1	40	60	100
Core Course (CC)	15020211	Machineries & Equipments	Th	4	4	3	1	40	60	100
Core Course (CC)	15020212	Introduction to Fashion Industry	Th	4	4	3	1	40	60	100
Ability Enhancement Compulsory Courses (AECC)	15020213	Communication Skills	Th	2	2	1	1	40	60	100
Ability Enhancement Compulsory Courses (AECC)	15020215	Human Values	Th	2	2	1	1	40	60	100
Practical										
Core Course (CC)	15020204	Elements of Color & Design	Pr	2	4	3	1	40	60	100
Core Course (CC)	15020205	Fashion Accessories	Pr	2	4	3	1	40	60	100
Skill Enhancement Courses (SEC)	15020214	Fashion Illustration	Pr	2	4	3	1	40	60	100
Skill Enhancement Courses (SEC)	15020206	Computer Applications II	Pr	2	4	3	1	40	60	100
Project	15020209	Term Project II	Pr	4	4	3	1	40	60	100
	15020210	Professional Proficiency II	Pr	2	2	1	1	40	60	100
		TOTAL		30	38	27	11	440	660	1100
Generic Elective (GE)										
Generic Electives	15020217	Fashion Sketching	Th	2	2	1	1	10	40	50

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15020202: ART APPRECIATION

SEMESTER	: II
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES

- Imparting Knowledge of Art through the previous centuries to influence the sense of design, symbolism of motifs and colours

COURSE DETAIL**UNIT-I**

Pre-historic textiles & costumes- Indus Valley, Egyptian, Mesopotamian, French, Greek, Roman, Japanese & Byzantine

UNIT-II

Ancient Indian textiles & costumes- Vedic, Mauryan, Kushans, Satavahanas, Gupta & Mughal

UNIT-III

Introduction to world textiles and costumes- History, Types, Motifs & Symbols

UNIT-IV

Textiles & costumes of Colonial, Victorian, Edwardian Era, WW I & WW II, factors influencing Costume Change- style, religious, location, climatic period & world affairs

UNIT-V

A study of regional textiles & costumes of India- north, east, west & south

REFERENCE:

- Janson H. W., History of Art, Thames & Hudson, 1997.
- N. R. Ray, Maurya and Sunga Art.
- Roy C. Cavern, Indian Art; A Concise History, Thames and Hudson, 1976.
- Jamila BrijBhusan Master piece of Indian jewellery, Taraporevala- Bombay, 1979.
- Jamila BrijBhusan, The Costumes and textiles of India, Taraporevala- Bombay. 1958
- Konemann A history of Fashion in the 20th Century - 1974
- Parul Bhatnagar, Traditional Indian costumes & textiles, Abhishek Publication. 2004

- Phyllis Tortora, Keith Eubank Survey of historical costumes, A History of western dressl, Fairchild Publication, 2009

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020211: MACHINARIES & EQUIPMENTS

SEMESTER	: II
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- To know about the functions of machines.
- To learn how to operate the machines.
- To understand the technology and its needs.

COURSE DETAIL**UNIT-I****Measuring tools**

- Ruler
- Inch Tape
- Weighing Balance
- Measuring Glass

Marking tools

- Pen
- Pencil
- Marker
- Sketch pen
- Chalk
- Whitener
- Tracing wheel
- Thread etc.

Cutting Tools

- Scissors
- Cutter
- Knife
- Blade
- Pinking shears

UNIT-II**Supportive Tools- Pattern Master**

- 'L' Scale
- French curve
- Steel Scale
- Hip curve etc.

UNIT-III**Machine Tools**

- Lathe
- Drill
- Loom
- Screen Painting Tools
- Leather Products Hard stretching Tools
- Knitting products hand stretching tools

Joint Tools

- Staples
- All Pins
- Paper Clips
- Nails
- Welding
- Adhesive
- Fasteners
- Soldering
- Riveting

UNIT-IV Apparel Machines

Single lock stitch machine

4 thread flat machine

12 head embroidery machine

Feed of arm machine

Button hole machine & Button attachment machine

Zig Zag machine

Over and interlock machine

Hemming machine

Circular machine

Top stitch machine etc.etc.

UNIT-V Accessory Machine

Stud Attachment machine

Post-bed Sewing machine & Post-Bed with roller machine

Sole fixing machine

Skiving machine

Plating machine

Heavy duty machine
 Double heavy duty machine
 Heavy duty walker machine
 Top Stitch machine

REFERENCE:

- Gerry Cooklin, Introduction to Clothing and Manufacturing.
- Ruth E. Glock & Grocel, Kunz, Apparel Manufacturing.
- Harold Carr and Barbara Latham, Technology of Clothing & Manufacturing.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam (Need to conduct 2 Sessional Exam and put the average marks.)	– 10+10=20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020212: INTRODUCTION TO FASHION INDUSTRY

SEMESTER	: II
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES

- To understand the evolutionary growth about the Fashion Industry.
- To identify the supportive role of different industries.
- To identify the supportive role of different organizations and NGOs.

COURSE DETAIL**UNIT-I**

Fashion- Definition of fashion in all aspects
 Evolution of Fashion & Principles of Fashion
 Fashion cycle
 Theories of fashion adoption

UNIT-II

Importance of Fashion
 Four levels of fashion
 The various aspect of fashion business- designing, manufacturing & retailing

UNIT-III

Fashion categories: Men's wear, Women's Wear & Kid's wear
 Role of designer, merchandiser & coordinator

UNIT-IV

Market Segmentation
 Different Stores: Department Stores, Chain Stores, Discount Stores, Boutiques, Design Studio, Factory Out lets

UNIT-V

Support institutes of fashion industry
 FDCI
 AEPC
 Ministry of Textile
 Handloom & Handicraft
 NITRA, Silk Board, KVIC, LEPC

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REFERENCES

- Mackely and Munslow Janine, Fashion Design, Press Innovation and Practice, Blackwell, 2003.
- Fashion from Concept to consumer by Gini Stephens Pearson ,2005
- Clothing technology by H.eberly Berger Verlag Europa LeherMittel, 2010
- The Dynamics of Fashion by Elaine Stone Fairchild Publication, 2008
- The Business of Fashion by Leslie Davis Burns and Nancy O. Bryant Fairchild Publication, 2002
- J. Brij Bhushan, The Costumes and Textiles of India.
- Walter Hutchinson, Costumes of the World.
- Roshen Alkazi, Ancient Indian Costume.
- P. Rambach and V. Golich, The Gol.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020213: COMMUNICATION SKILLS

SEMESTER	: II
MAX. LECTURE-1 Hrs./ Week	: 16
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES

- To enhance listening-speaking skills

COURSE DETAIL**UNIT-I Listening Comprehension**

Speeches

Interviews

audio-video clippings followed by exercises

UNIT-II Conversation Skills

Greetings and Introducing oneself

Framing questions and answers

Give directions

Talking about occupations

UNIT-III Reading Comprehension

Simple narration and Stories

Simple Passages

Newspaper and articles clippings

UNIT-IV Pronunciation

Pronunciation

Syllable and Stress

UNIT-V Writing Comprehension

Correct the sentences, Note Making, Letters, Précis, Paragraph, Report

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam (Need to conduct 2 Sessional Exam and put the average marks.)	– 10+10=20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020215: HUMAN VALUES

SEMESTER	: II
MAX. LECTURE-1 Hrs./ Week	: 16
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- To understand the human values.
- To learn how to respect professionally.
- To develop the professional approach.

COURSE DETAIL**UNIT-I**

Need and importance of value education
 Self exploration mechanism
 Human aspiration
 Understanding of co-operation and respect
 Living in harmony

UNIT-II

Understanding of physical needs
 Understanding and characteristics of human beings
 Basic unit of human being – family
 Human and relationship – Trust, mutual respect, value for others

UNIT-III

Salient values in relationship
 From family to world family
 Understanding of nature and relationship with nature

UNIT-IV

Ability to utilize the professional competence
 Friendly and eco-friendly life style
 Development and adjustment with new system
 Ecological responsible
 Mutual enriching institutions and organizations

UNIT-V

Professional practice and improvement

Case study

NGO/ Organizations involvements and improvements

Role of individuals towards society

REFERENCE:

- B. L. Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., 2008.
- B.P. Banerjee, 2005, Foundations of Ethics and Management.
- R.R. Gaur, R. Sangal, G.P. Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics, Excel Books Pvt. Ltd., New Delhi

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020204: ELEMENTS OF COLOR & DESIGN

SEMESTER	: II
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To understand the different elements.
- To understand how to combine the elements for design.
- To know about the importance of elements.

COURSE DETAIL**UNIT-I**

Basic concepts and vocabulary Hue, Saturation, Value

Color wheel: primary, secondary, tertiary

Color schemes

UNIT-II Color

Tints- shades with different tones

Grey scale, Creating neutral colors Pigments: Transparent/Opaque, Tint strength

Color Psychology for different colors

Pantone colors

UNIT-III

Line-Psychoological Effects of Line: Dividing, Directing, Optical Illusion

Shape -Natural, Silhouettes, Geometric

Texture-Visual, Audible, Tactile

UNIT-IV Principle of Design

Rhythm, Balance, Emphasis, Harmony, Scale, Proportion, Variety etc.

UNIT-V

Motifs development

Swatches rendering: Prints, weaves, patterns, color combinations

REFERENCE:

- Frings G. S., Fashion from Costumes to Consumer, 4th edition, Prentice Hall Career & Tech, 1982.
- Albert W. Porter, Elements of Design
- Manfred Maier, Basic Principles of Design (Vol. 14).
- Birren & Fabersuan, Principles of Color.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020205: FASHION ACCESSORIES

SEMESTER	: II
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To learn the fashion accessories.
- To learn the techniques of accessory designs.
- To understand how to incorporate the accessories with apparel.

COURSE DETAIL**UNIT-I**

Introduction about fashion accessories
Study of different accessories with respect to design
Market research

UNIT-II

Use different materials to co-ordinate with garments
Identifying the properties of different materials

UNIT-III

Types of accessories used in Fashion Industry
Fashion Accessories from different regions

UNIT-IV

Trend & Marketing- Fashion trends & marketing of accessories

UNIT-V

Role of accessory designers and their contribution
Theme based/ market based assignments

REFERENCE:

- Sterlacci Francesca, Accessory Designing.
- Pogson, Katgerine, Complete Leather Work.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020214: FASHION ILLUSTRATION

SEMESTER	: II
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES

- To know about the basic structure.
- To understand the drawing techniques.
- To improve and modify the drawing skills.

COURSE DETAIL**UNIT – I**

Introduction to fashion Illustration and brief history of fashion illustration, Study of two well known Fashion Illustrators.

Understanding Human Anatomical structure and Fashion figure proportions

UNIT - II

Block figures illustrations – 8 head, 10 head, 12 head figures standing, moving and Drawing male, female, Model drawing

Robotic figures illustrations – 8 head, 10 head, 12 head figures standing, moving and Drawing male, female, Model drawing

Illustrate muscled fashion figure of male and female croqui

UNIT - III

Fashion elongation and the figure (Distinction between real and Fashion figures)

Achieving balance line and movement

Figure analysis – Illustrate poses from reference images

Drawing various views i.e. the front, side, ¾ and back of a fashion figure to understand the 3-dimensional perspective

Fashion figure details and stylization of various parts, including the fashion face (eyes, ears, nose, lips), torso, limbs and features (hand and feet) using various media

Face analysis – Illustrate faces from reference images

UNIT - IV

Illustrate different hairstyles

Foreshortening of figures, grouping of figures. – Thematic figure composition

Illustrate replica from reference images

UNIT - V

Illustrate Flat sketches of Garment Features –types of silhouettes, necklines, blouses formal and casual, collars, Jackets, yoke variations, pockets, cuffs, sleeves, trousers, skirts

study the fall of garments on the body: learn how to illustrate and render fabric folds, pleats and gathers

Illustrate stylized figures and develop your own (unique) style

REFERENCE:

- Norling E.R., Perspective made easy, Dover Publications, N. Y. 1999.
- Civardi G., Drawing Scenery, Search Press Limited, 2002.
- Hamm J., Still-Life Drawing and Painting Grosset & Dunlap, 1976.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020206: COMPUTER APPLICATIONS II

SEMESTER	: II
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To learn about designing software
- To learn about power point.
- To understand the design software and its demandable requirements.

COURSE DETAIL**UNIT I MS Word**

All tool operation

Menu bars

Short tool functions

Creating document files

Save, copy, name, rename the file

Folder development

Cut, copy and paste

Table frame work

Images pasting or Images creating

UNIT II Excel

All tool operation

Menu bars

Creating document files

Save, copy, name, rename the file

Cut, copy and paste

Fonts, bold, underlining, Italics

Table frame work

Calculation

Formula adaptation

UNIT III Power Point

New file creating

Slides and design

Color matching

Fonts and Images

Export and Import Images**UNIT IV****Brief about different designing software****UNIT V****Importance of designing software in Fashion field****REFERENCE:**

- Bajpai S. Yadav, Introduction to Computers and D.S. New Age, New Delhi, 2008.
- Rajaraman V., Fundamentals of Computers, PHI, 2008.
- Kakkar, D. N. & Goyal R., Computer Applications in Management (New Age 1st edition), 2009.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020209: TERM PROJECT II

SEMESTER	: II
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To implement the understanding individually.
- This is the error and learning process.
- To improve the work through experiment/ experience.

COURSE DETAIL

Teachers can be assigned any kind of project/ assignment/ craft work/ chapter study/ theme based work/ project/ training /special order/ free launching etc.

Students need to submit all the details, documentation etc for evaluation. / Group or individual activity can be allowed only by the concern tutor. The students are required to maintain a field diary all through the tour, The collected information should be documented through visuals, samples etc. After such a tour student shall submit a report.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

15020210: PROFESSIONAL PROFICIENCY II

SEMESTER	: II
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

Students should maintain discipline in the university premises and outside the campus.
Take part in sports activities or curricular activities

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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GENERIC ELECTIVE**FD-1 FASHION SKETCHING [FS]**

SEMESTER	: II
MAX. LECTURE-2 Hr./ Week	: 32
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 10+40=50

OBJECTIVES

- To know about the basic structure.
- To understand the drawing techniques.
- To improve and modify the drawing skills.

COURSE DETAIL**UNIT – I**

- Explore pencil as medium for drawing and sketching and exploration of different types of grade of pencils (HB to 8B pencils), marking straight lines, controlled lines, lines of equal length with equal pressure points, equidistant lines etc.
- Explore different techniques of sketching

UNIT – II

- Exploring and sketching 3D objects with light and shade effect.
- Introduction to foreground, middle ground and background.
- Introduction to landscape and portrait drawing.

UNIT – III

- Introduction to color psychology
- Introduction to different shades of colors using color wheel
- Explore different color medium for painting
- Project work – develop a portrait/landscape using sketching and painting skills

REFERENCE:

- Norling E.R., Perspective made easy, Dover Publications, N. Y. 1999.
- Civardi G., Drawing Scenery, Search Press Limited, 2002.
- Hamm J., Still-Life Drawing and Painting Grosset & Dunlap, 1976.

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Evaluation Scheme for B.Design

III - Semester

Category of Paper	Code No.	Subject Name	Th/ Pr	Credit	Hrs	Th/ Pr	Tut	Forma- tive	Summ- ative	Total
Theory										
Core Course (CC)	15020301	Cultural Studies & Traditional Embroidery	Th	4	4	3	1	40	60	100
Core Course (CC)	15020302	Production Techniques	Th	4	4	3	1	40	60	100
Core Course (CC)	15020303	Knitting Technology	Th	4	4	3	1	40	60	100
Ability Enhancement Compulsory Courses (AECC)	15020304	Professional Communication	Th	2	2	1	1	40	60	100
Ability Enhancement Compulsory Courses (AECC)	15020311	Foreign Language - German	Th	2	2	1	1	40	60	100
Practical										
Core Course (CC)	15020305	Surface Ornamentation	Pr	2	4	3	1	40	60	100
Core Course (CC)	15020306	Pattern Making I	Pr	2	4	3	1	40	60	100
Core Course (CC)	15020307	Construction Techniques I	Pr	2	4	3	1	40	60	100
Skill Enhancement Courses (SEC)	15020308	Computer Aided Design I	Pr	2	4	3	1	40	60	100
Project	15020309	Term Project III	Pr	4	4	3	1	40	60	100
	15020310	Professional Proficiency III	Pr	2	2	1	1	40	60	100
		TOTAL		30	38	27	11	440	660	1100
Generic Elective (GE)										
Generic Elective	15020312	Design Essentials x	Th	2	2	1	1	10	40	50

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Note:-

Design Development Techniques
15020312

15020301: CULTURAL STUDIES & TRADITIONAL EMBROIDERY

SEMESTER	: III
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- To understand about different culture.
- To know about adaptation and culture.
- To learn about the constant changes of culture and modern culture.
- To learn about different traditional embroideries

COURSE DETAIL**UNIT-I**

Ancient evolution in terms of

Clothing

Accessories

Shelter

Religions, Rituals etc.

UNIT-II

Tribal communities

Different tribal communities

Living life style of tribal communities

UNIT-III

Relation between- Clothes and self concept & Accessories and self concept

Clothes, accessory – role and status

UNIT-IV

Modern civilization

Life style accessories

Life style clothing etc

UNIT-V

Traditional Embroidery of different states

Kasuti of Karnataka

Embroidery of kutch and kathiawar

Kashida of Kashmir
 Kantha of Bengal
 Chikankari of Uttar pradesh
 Embroidery of manipur
 Chamba rumal
 Phulkari of Punjab
 Gold and silver embroidery
 Appliqué work of Bihar and orrisa

REFERENCE:

- Fisher Nora, Folk Traditions of Rural India, Grantha Corporation, 2007.
- Bose M.L., Social and Cultural History of Ancient India, Concept Publishing Co., 1998.
- Horn, Marlyn J., An Interdisciplinary Study of Clothing Houghton Mifflin Co., 1975.
- Indian Embroidery, calico museum of textiles Irwin and hall
- Costumes and Textiles of india Dhamija Jasleen An Jay Jyotindra

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020302: PRODUCTION TECHNIQUES

SEMESTER	: III
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES

- To develop the production techniques.
- To handle the production
- To maintain the cutting plans and time line of production.
- To introduce various departments of an apparel industry
- To impart skills in apparel production in an Industrial set-up.

COURSE DETAIL**UNIT I**

Overview of garment industry

Assembling a garment in the industry- Part, Pieces, Panel & Product

Sourcing- Introduction to fabric and accessory sourcing, its types.

UNIT II

Sampling department- importance of sampling department, objectives, types of sample prototype, fit sample, pp sample, size set, production sample, shipment sample.

Introduction to Spec sheet and its importance, Technical design reading, Tech pack analysis & objective, creating tech pack.

UNIT III

Cutting department: Machineries, fabric spreading, pattern laying, marker preparation, sorting, numbering & bundling, fusing department- methods of fusing, fusing machines

UNIT IV

Production department: selection of production system- progressive bundle system, unit production system, modular manufacturing, piece work. Production planning, Linear manufacturing process.

UNIT V

Finishing & pressing department, trimming department, packing department

Apparel accessories & components - fasteners, labels, support materials, decorative trims, tapes & packing materials

In process quality inspection, objectives methods, advantages, inspection methodology, final inspection, random inspection, general inspection method for shirts, trouser and kids

REFERENCE

- Tete S.L., Inside Fashion Design, Harper and Row Publishers, New York, 3rd edition.
- Posher H., Marketing Fashion, Laurence King Publishing Ltd., 2011.
- Cooklin G., Garment Technology for Fashion Design, Blackwell Publishing, 2008.
- Brown P. & Rice J., Ready to wear apparel analysis, Prentice Hall, Inc., New Jersey, 2001.
- Chutler A J, Introduction to clothing Production Management, Blackwell Science, 1998
- Harold Carr & Barbara Latham, the Technology of Clothing Manufacture, Oxford Pub. USA, 1994
- Rajesh Bheda, Managing productivity in the Apparel Industry, CBS pub., New Delhi. 2003
- Ruth E G, Grace I Kunz Apparel Manufacturing Sewn Product analysis UK, 2005

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020303: KNITTING TECHNOLOGY

SEMESTER	: III
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- To develop the knitwear materials.
- To understand the knitwear designing.
- To learn the knowledge to create knitwear products.

COURSE DETAIL**UNIT-I**

About knitting
 Classification of Warp and weft of knits
 Comparison between warp & weft knit
 Types of knitted garments

UNIT II

Knitting tools
 Knitting needles

UNIT III

Knitting machines:
 Single Jersey Knitting machine
 Double Jersey knitting machine
 Flat bed machine
 Circular knitting machine etc.

UNIT IV

Techniques of knit wear products: Fully-cut, Fully- fashioned & Integral

UNIT V

Knitted faults
 Fabric quality
 Uses & care for knitted garments

REFERENCE:

- Scissons Julians, Basic Fashion Design, Knitwear, AVA Publishing, 2010.

- Brackenbury, Terry, Knitted Clothing Technology, Blackwell Publishing, 1992.
- Spencer David J., Knitting Technology, A Comprehensive Handbook and Practical Guide, Technomic Publishing, 2001.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020304: PROFESSIONAL COMMUNICATION

SEMESTER	: III
MAX. LECTURE-1 Hrs./ Week	: 16
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr /Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- To improve the communication skills.
- To improve the vocabulary.
- To understand other's requirement through communication.

COURSE DETAIL**UNIT I**

Fluency and speed
 Correct pronunciation
 Writing according to different themes/ topics
 Speak out about different themes/ topics
 Sentence making of newly learnt words
 Making the sentence in different tenses
 Comprehension of simple passages with exercises

UNIT II

Articles writing
 Slogans writing
 Small poems writing
 Précis writing and preparation question and answer
 Letter writing
 Resume writing
 Group discussion

UNIT III

Conversation writing
 Implementation of the above written conversation
 Speak an hour system
 Telephonic speaking/ conversation

UNIT IV

Practice all above topics

Guest lecture/ interactive session
 Mirror practice at home
 Interview Skills

UNIT V

Write/ speak about objects
 Write/ speak about numbers
 Write/ speak about zodiac signs
 Write/ speak about alphabets
 Write/ speak about movies
 Write/ speak about political condition
 Write/ speak about go green
 Write/ speak about technology
 Write/ speak about leaders
 Write/ speak about modern life style etc.

REFERENCE:

- Raman M. Sharma S., Technical Communication, Oxford University Press, 2001.
- Wren P.C., High School English Grammar & Compositions, S. Chand & Company Limited, 1995.
- Wright Chrisse, Handbook of Practical Communication Skills, Jaico Publishing.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020311: FOREIGN LANGUAGE- GERMAN

SEMESTER	: III
MAX. LECTURE-1 Hrs./ Week	: 16
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES

- To familiar with the basic level of German Language
- To able to understand communication in German language

COURSE DETAIL**UNIT-I**

Vocabulary

Getting to know people

UNIT-II

Starting a conversation

People and things

Talking about relatives

UNIT-III

Arrival

Finding a space

If you want to ask a Question

Pronouns and Verbs

UNIT-IV

Seeing the Sights

UNIT-V

Finding your way on foot

How do I get to....

How to point out something

Verbs Again (Grammar)

REFERENCE

- Barron's German (Learn Deutsch) The Fast and Fun Way. Third Edition by Paul and Heywood Wald, coordinating Editor. 2004
- Deutsch als Fremd Sprache A1 by Dengler, Rusch, Schmitz and Sieber. Klett Langenscheidt, Munchen. Published by Goyal Publishers.
- Lernziel Deutsch: Deutsch als Fremdsprache by Wolfgang Hieber. 2007. Max Hueber Verlag (Max Hueber Publication) Munchen

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020305 : SURFACE ORNAMENTATION

SEMESTER	: III
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To know about the surface ornamentation.
- To use different materials and waste materials towards designs.
- To learn the surface ornamentation techniques.

COURSE DETAIL**UNIT I**

About embroidery

Hand embroidery & Machine embroidery

Tools and equipments for embroidery

UNIT II

Basting

Back stitch

Chain stitch

Button hole

Lazy daisy

Herring bone

Satin stitch

French knot

Shadow stitch

Cross stitch

Blanket stitch

Eyelet stitch

UNIT III

Mirror work

Sequins work

Bead work

Patch work

Appliqué work

Quilting work

Smoking work
Lace work

UNIT IV

Traditional embroideries:

Kantha – West Bengal
Kasuti – Karnataka
Chikankari – Uttar Pradesh
Kathiawar – Gujarat
Kashida – Kashmir
Chamba rumal – Himachal Pradesh
Phulkari – Punjab
Banjara – Andhra Pradesh
Zardozi etc.

UNIT V

Develop a product using various above techniques

REFERENCE:

- Jennifer Campbell and Ann-Marie Bakewell, Complete Guide to Embroidery Stitches.
- Judy Brittain, Step-by-Step Needlecraft of Encyclopedia, Dorling Kindersley Publishers Ltd., Revised edition 1995.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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Smoking work
Lace work
Fagotting
Thread Pulling
Layering etc.

UNIT IV

Traditional embroideries:

Kantha – West Bengal
Kasuti – Karnataka
Chikankari – Uttar Pradesh
Kathiawar – Gujarat
Kashida – Kashmir
Chamba rumal – Himachal Pradesh
Phulkari – Punjab
Banjara – Andhra Pradesh
Zardozi etc.

UNIT V

Develop a product using various above techniques

REFERENCE:

- Jennifer Campbell and Ann-Marie Bakewell, Complete Guide to Embroidery Stitches.
- Judy Brittain, Step-by-Step Needlecraft of Encyclopedia, Dorling Kindersley Publishers Ltd., Revised edition 1995.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020306: PATTERN MAKING I

SEMESTER	: III
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To understand the pattern making techniques.
- To learn the drafting and cutting patterns.
- To learn the modification and grading techniques.

COURSE DETAIL**UNIT I**

Introduction to pattern making

Role & importance of pattern making in the fashion industry

UNIT II

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 III

Methods of Pattern Development:

Drafting

Flat Pattern **Method**

Pattern manipulation

Dart manipulation

Slash and Spread

Pivot Method etc.

UNIT IV

Developing of patterns :

Adaption of basic sleeve

Puff Sleeve

Petal Sleeve
Leg-o- mutton sleeve

UNIT V

Adaptation of: child's bodice block

Front

Back

REFERENCE:

- Armstrong H. J., Pattern Making for Fashion Design, Longmen, 2003.
- Shoben M. M., Ward, J. P. Pattern Cutting and Making-up the Professional Approach, (BS Publishers & Distributors (P) Ltd.), 1999.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020307 : CONSTRUCTION TECHNIQUES I

SEMESTER	: III
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To understand and improve the construction techniques.
- To improve the machine control for construction.
- To learn about different stitches.
- To develop samples of collars, pockets & sleeves

COURSE DETAIL**UNIT I**

Anthropometric measurements: instruments and landmarks
Standardization and size charts.

UNIT II

Types of sewing machines
Sewing machine parts, maintenance, common problems and their remedies.
Machine control practice
Safety measures and parameters
Paper exercise
Tools and equipments used for clothing construction.
Knowledge of size of needles, threads and stitches according to the fabric.

UNIT III

Fabric preparation
Handling special fabrics, leather

UNIT IV Textile Fabric/ Knitwear Fabric/ Leather/ Accessory Products etc.

Introduction to seams

Seam allowance

Different stitches: Plain, Flat open, Edge stitch, Double top stitch, Tuck seam, Flat felt, Lapped piped, Cord, Fagotted, Hemming etc.
About facings: Un fused facing, Fused facing, Bias etc.

UNIT V

Tucks, Pleats, Gathers etc.

REFERENCE:

- Cooklin G., Introduction to Clothing Manufacture, Blackwell Scientific Publication, 2000.
- Eatvn J., The Encyclopedia of Sewing Techniques, Hamlyn Publishing 1986.
- Singer Sewing, Creative Publication International, 1990.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020308 : COMPUTER AIDED DESIGN I

SEMESTER	: III
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES

- To learn the new design software.
- To understand the computer design technical terminology.
- To understand and create the new designs as per the requirement.

COURSE DETAIL**UNIT I**

Introduction to Coral Draw. Learning basic tools of Coral Draw. Using Basic Shapes, Transformations, Duplicate, Cloning. Applying fill, outlines, special effects, shaping objects, creating custom Shapes using basic shapes and other drawing tool, working with the text, Effects, Shaping object with envelope tool, Power Clip objects, splitting and erasing portion of objects.

UNIT II

CorelDraw utility in fashion industry
Motifs & design development

UNIT III

Basic about Photoshop
Photoshop tools in detail, enhancing images, Masking, transforms, working with layers. Merging & blending layers, text effects.

UNIT IV

Photoshop utility in fashion industry

REFERENCE:

- Atman R., CorelDraw X5, BPB Publicatins.
- Bangia R., CorelDraw, Khanna Book Publishing Delhi, 2003.
- Phyllis D., CorelDraw, Steve Publisher.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020309 : TERM PROJECT III

SEMESTER	: III
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To implement the understanding individually.
- This is the error and learning process.
- To improve the work through experiment/ experience.

COURSE DETAIL

Teachers can be assigned any kind of project/ assignment/ craft work/ chapter study/ theme based work/ project/ training/ special order/ free launching etc.

Students need to submit all the details, documentation etc for evaluation. / Group or individual activity can be allowed only by the concern tutor. The students are required to maintain a field diary all through the tour, The collected information should be documented through visuals, samples etc. After such a tour student shall submit a report.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020310: PROFESSIONAL PROFICIENCY III

SEMESTER	: III
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

Students should maintain discipline in the university premises and outside the campus.

Take part in sports activities or curricular activities

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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GENERIC ELECTIVE**FD-2: DESIGN DEVELOPMENT TECHNIQUES [DDT]**

SEMESTER	: II
MAX. LECTURE-2 Hr./ Week	: 32
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 10+40=50

OBJECTIVES:

- To know about the fabrics
- To understand the design concept
- To use different materials and develop designs.
- To learn the different design techniques.

COURSE DETAIL**UNIT I Introduction**

- Dyeing & Printing, Pre (Sinzing, desizing, scouring, bleaching, mercerizing) and Post preparation of dyeing & printing
- Hand embroidery & Machine embroidery, Tools and equipments for embroidery

UNIT II Dyeing & Printing

- **Tie -Dye**
Marbling, knotting, fan folding, circular binding, spiral binding, Batik, Leheriya, Tritik etc.
- **Printing**
Block printing, Screen printing, Stencil printing, Spray printing

UNIT III Stitches & Embroideries

- Basting, Chain stitch, Lazy daisy, Herring bone, French knot, Cross stitch, Mirror work, Sequins work, Appliqué work etc.
- Kantha – West Bengal, Kasuti – Karnataka, Chikankari – Uttar Pradesh, Kashida – Kashmir, Chambarumal – Himachal Pradesh, Phulkari – Punjab, Zaardozi- etc.

REFERENCE:

- Jennifer Campbell and Ann-Marie Bakewell, Complete Guide to Embroidery Stitches.
- Judy Brittain, Step-by-Step Needlecraft of Encyclopedia, Dorling Kindersley Publishers Ltd., Revised edition 1995.

Evaluation Scheme for B.Design

IV – Semester

Category of Paper	Code No.	Subject Name	Th/ Pr	Credit	Hrs	Th/ Pr	Tut	Forma- -tive	Summa- -tive	Total
Theory										
Core Course (CC)	15020401	Fashion Marketing & Merchandising	Th	4	4	3	1	40	60	100
Core Course (CC)	15020402	Leather Science	Th	4	4	3	1	40	60	100
Core Course (CC)	15020403	Fashion Forecasting	Th	4	4	3	1	40	60	100
Ability Enhancement Compulsory Courses (AECC)	15020404	Communication Skills	Th	2	2	1	1	40	60	100
Ability Enhancement Compulsory Courses (EC)	15020411	Foreign Language- German	Th	2	2	1	1	40	60	100
Practical										
Core Course (CC)	15020405	Dyeing & Printing	Pr	2	4	3	1	40	60	100
Core Course (CC)	15020406	Pattern Making II	Pr	2	4	3	1	40	60	100
Core Course (CC)	15020407	Construction Techniques II	Pr	2	4	3	1	40	60	100
Skill Enhancement Courses (SEC)	15020408	Computer Aided Design II	Pr	2	4	3	1	40	60	100
Project	15020409	Term Project IV	Pr	4	4	3	1	40	60	100
	15020410	Professional Proficiency IV	Pr	2	2	1	1	40	60	100
		TOTAL		30	38	27	11	440	660	1100
Generic Elective (GE)										
Generic Elective		CBCS	Th	2	2	1	1	10	40	50

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15020401: FASHION MARKETING & MERCHANDISING

SEMESTER	: IV
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- To understand the promotional process.
- To understand the middle man dealing and management.
- To learn about the importance of merchandising.

COURSE DETAIL**UNIT-I**

Definition

Importance and scope of marketing

Elements of marketing: Needs, Demands, Customer, Consumer, Market, Marketing vs. selling

UNIT-II

Concept of marketing management

Marketing – Mix

Marketing organizations

Marketing research

Factor affecting marketing environment

UNIT-III

Market segmentation

Market targeting

Product positioning

Consumer & Customer behavior

Product – mix

Branding

Advertising

Sales promotion

Publicity

Public relations

UNIT-IV

Merchandising – definition

Season

Product research
 Target customer
 Fashion trend
 Color research
 Fabric/ Leather & knitting research

UNIT-V

Preparing product specification sheets
 Costing
 Order follow-up
 Filing/ Documentation
 New design development/ sampling
 Sizing and fitting
 Material relation
 Packaging with labeling
 Shipment procedure
 FOB
 LC
 AWB
 Export & import documentation etc.

REFERENCE:

- Donnellan John, Merchandise Buying and Management Fairchild Publications Inc.
- Tate S. L., Inside Fashion Design, Harper and Row Publishers, New York 3rd Edition.
- Gini Stephens Frings, Fashion from Concept to Consumer, Prentice Hall.
- Grace Kunz, Merchandising – Theory, Principles and Practice, Fairchild Books.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

15020402: LEATHER SCIENCE

SEMESTER	: IV
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- To understand about leather material.
- To learn the adaptation with other materials.
- To study about the leather tanning process.
- To learn how to utilize the leather material.

COURSE DETAIL**UNIT-I**

Skin components in different animals
 Structure and section of epidermis, dermis
 Tissues, Hair, Fat tissues, Nerve, Muscle, Glands

UNIT-II

Pre-tanning process:

Soaking
 Liming
 De liming
 Bating
 Pickling
 De pickling
 Degreasing etc.

UNIT-III

Tanning process:

Peddle procedure
 Drum procedure
 Vegetable tanning
 Chrome tanning

UNIT-IV

Garment- leather

Property requirement for garment leather

Sports goods leather

Different types of material used

Properties required for sports goods lather
 Leather for football, rugby ball, valley ball, hockey ball, cricket ball, glove leather, wicket keepers and boxing
 Sole, harness and saddler leathers
 Properties required for sole leathers
 Hand bags, purse etc leather
 Properties required for hand bags and purse leather

UNIT-V Texture

Leather finishing
 Plating
 Drying

REFERENCE:

- Pogson, Katgenine, Complete Leather Book.
- Sterlacci, Francesca, Leather Fashion Design

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020403: FASHION FORECASTING

SEMESTER	: IV
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- To understand the basic need of fashion forecasting.
- To know about the importance of forecasting.
- To learn the terminology of forecasting.

COURSE DETAIL**UNIT-I**

Fashion meaning
Forecasting meaning
Need and importance of forecasting
Forecasting schedule

UNIT-II

Trend analysis for different seasons
Interpretation of various forecast stories in fashion journals
Making trend boards based on market and consumer research

UNIT-III

Research Process in forecasting:

Market research- consumer research, shopping, sales records
Primary, Secondary & Tertiary sources
Demography
Value & Life style
New technology
Observation
Publication

UNIT-IV

Supportive measures:

Forecasting services
New products users
Networking
Related neighborhood industries
Role of designers

Role of merchandisers
Role of customers/ consumers

UNIT-V

Involvement of human resources
Involvement of materials
Promotional activities
Implementation process

REFERENCE:

- Evelyn L. Brannon, Fashion Forecasting
- Rita Perna, Fashion Forecasting

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020404: COMMUNICATION SKILLS

SEMESTER	: IV
MAX. LECTURE-1Hrs./ Week	: 16
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- ☛ To enhance the communicative skills in English language

COURSE DETAIL**UNIT-I****Listening Comprehension**

Speeches

Interviews

Audio- Video clippings

UNIT-II**Conversational Skills**

Sharing personal experiences using some common phrases/ words

Describe basic present and past actions on limited range of general topics

Formulate questions for seeking detailed information (personal)

Dialogue build-up/Role play

Tell a story...

UNIT-III**Reading Comprehension**

Newspaper articles

Discipline specific articles (Source from internet)

UNIT-IV**Written Comprehension**

Resume writing and cover letter

Summarising

Project report/ Industrial visit reporting

Formal and social invitations

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EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks


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15020411 : FOREIGN LANGUAGE-GERMAN

SEMESTER	: IV
MAX. LECTURE-1Hrs./ Week	: 16
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES

- To can read simple sentences of day to day Life
- To write/frame simple sentences in day to day Life.
- To write/frame the sentences used in day to day world.

COURSE DETAIL**UNIT-I**

Public Transportation
 What to say to the conductor
 Some contractions
 More action Verbs
 On Nouns and Articles (Grammar)

UNIT-II

Countries and Languages
 I am
 I am travelling to...
 Lost in the way.
 I speak....

UNIT-III

Cars and Vans
 Road signs
 At the Car Rental Office
 Essential phrases for Drivers
 Road signs
 At the service station
 The Car
 Essential Expressions about your car
 Grammar:
 The Imperative
 Modal Verbs

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UNIT-IV

At the Grocery store

How do you say?

UNIT-V

Grammar:

More important Verbs

REFERENCE

- Barron's German (Learn Deutsch) The Fast and Fun Way. Third Edition by Paul and Heywood Wald, coordinating Editor. 2004
- Deutsch als Fremd Sprache A1 by Dengler, Rusch, Schmitz and Sieber. Klett Langenscheidt, Munchen. Published by Goyal Publishers.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020405 : DYEING AND PRINTING

SEMESTER	: IV
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To understand the different dyes.
- To learn the technical process of dyeing and printing.
- To understand the values of dyeing and printing.

COURSE DETAIL**UNIT-I**

Introduction to dyes & printing

Classification of dye and pigments

Introduction to preparatory process- Singing, desizing, scouring, bleaching, mercerizing

Post/After Treatments of Dyeing & Printing

UNIT-II

Dyeing on different Yarn & fabrics

Cotton, Wool, Silk, synthetic fabrics, Leather etc

Dyeing on trimmings

Laces, Zippers, Elastics, Buttons etc.

UNIT-III

Tie – Dye

Marbling, knotting, fan folding, circular binding, spiral binding etc.

Bandhej, Leheriya and bandhani

Trik, Batik

UNIT-IV

Block printing

Screen printing

Stencil printing

Spray printing etc

UNIT-V

Sample & Product development of all above techniques

REFERENCE:

- Gale, Colin and Kaur, The Textile Book, Berg 2002.
- Thimou, Paul, Screen Printing, Design Ideas and Tips for Graphic Prints, Quarry Books, 2006.
- Befler Nancy, Batik & Tie-Dye Techniques, Dover Publications.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks


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15020406 : PATTERN MAKING II

SEMESTER	: IV
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To learn the drafting techniques.
- To make the new patterns techniques for the designs.
- To create the new designs for new products.

COURSE DETAIL**UNIT-I**

Dart Manipulation- conversion of darts to tucks, pleats, gathers, seam lines, Princess line etc.

UNIT-II

Drafting and adaptation of various collars

- Baby Collar
- Peter Pan Collar – Flat and raised
- Cape collar
- Sailor's collar
- Convertible collar
- Chinese band
- Shawl collar
- Stand and fall collar

UNIT-III

Drafting and adaptation of various necklines design- Round, Square, Scoop, V-shaped etc.

UNIT-IV

Drafting and adaptation of various pockets

- Patch pockets
- Slit pockets
- In-seam pocket

UNIT-V

Garments

- Drafting – bodies block (different sizes) (woman, man)

- Drafting – sleeve block
- Drafting – arm hole attachment

Leather good – different panels pattern

- Shoulder strap
- Hand strap
- Front panel
- Back panel
- Guzzet
- Flap
- Compartments etc.

Footwear

- Drafting – last
 - Excursive shoe
 - Sports shoe
 - Workers shoe
 - Open sandal
- Sole pattern
- Sole and upper attachment pattern
- Finishing with strap etc.

REFERENCE:

- Shoben M.N., Ward J.P., Pattern Cutting, CBS, 1999.
- Armstrong H.J., Pattern Making for Fashion Design, Longmen, 2003.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

15020407 : CONSTRUCTION TECHNIQUES II

SEMESTER	: IV
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To understand the basic construction techniques.
- To develop the new techniques and adapt with the designs.
- To learn the techniques for creativity.

COURSE DETAIL**UNIT-I**

Neck lines:-round and jewel, scoop, square and glass, 'V' shaped, straight and curved, scalloped, sweet heart, key hole, boat neck and asymmetrical etc.

Neck line finishes:-shaped facing, corded or piped neck line, bias facing-single layer binding, double layer binding, banded neckline and placket bands.

UNIT-II

Collars:-how to assemble a collar, Types of collars-flat collar, rolled collar, stand collar, tie collar, turtle neck collar, shirt collar, peter-pan collar, one piece convertible collar and shawl collar etc.

UNIT-III

Sleeves:-sleeveless - with facing, set-in-sleeve, half sleeve, puff sleeve, flared sleeve, full sleeve, petal sleeve, leg-o-mutton sleeve, bishop sleeve, cap sleeve raglan sleeve and kimono sleeve etc.

Sleeve finishes:- Self hem, faced hem, double binding and casing.

Cuff application:- Basic shirt cuff, French cuff, continuous cuff etc.

UNIT-IV

Fasteners: Zipper attachment, Button attachment, Hook and eye, Pens buttons, Rivets attachment, Eyelet attachment, Draw strings attachment , Velcro attachment

UNIT-V

Panel attachment

- Garment – front and back
- Leather garment- all panels and front and back
- Leather goods – all panels and front and back along with flap and guzzet

- Footwear – all parts and top straps
- Practice for the good finish

REFERENCE:

- Winifred A., Metric Pattern Cutting for Women's Wear, Maldon M.A., 2008.
- Shoben, M.M. & Ward J.P., Pattern Cutting and Making-up, CBS Publishers, New Delhi, 1997.
- Claire & Shaffer, Couture Sewing Techniques, Taunton Press, 1993.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020408 : COMPUTER AIDED DESIGN II

SEMESTER	: IV
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To learn the computer design techniques.
- To understand how to do design on the computer design software.
- To improve the knowledge to do the design in computer.

COURSE DETAIL**UNIT-I**

Fashion trend forecasting websites – Introduction, leading online trend-analysis and research service on creative and business intelligence for the apparel, style, design and retail industries, insight and creative inspiration, real-time retail coverage, seasonal trend analysis, consumer research and business information

UNIT-II**Photoshop:**

Creating an advertising brochure. Painting & rendering in Photoshop, creating & manipulating Fashion Model drawings, gradient's use for rendering & 3D effects, making collage in Photoshop, Applying filters

UNIT-III

Create Mood / Inspiration, client / customer, colour and Texture board using Photoshop.

UNIT-IV**Corel Draw:**

Creating fashion accessories like necklace, bracelet, anklets, ear ring, and head gear .Etc Using Coral Draw.

Motifs development – Symmetrical/Asymmetrical, Balanced/Unbalanced, Repeat – ½ drop, ¼ drop, ¾ drop – H/V. Drop reverse, Design placements on borders

Logo Designing, Creating Tags & Labels – Main label, Size label, Wash Care label, Content label using Corel Draw

UNIT-V

Work on other designing softwares

Development of design & motifs

REFERENCE:

- Rajaraman V., Fundamentals of Computer, PHI Learning Pvt. Ltd., 2010.
- Siprut M., Adobe Photoshop, BPB Publications, New Delhi, 2001.
- Eismann, Katrin, Photoshop Retouching Techniques, Steve Publishers, 2001.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020409 : TERM PROJECT IV

SEMESTER	: IV
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To implement the understanding individually.
- This is the error and learning process.
- To improve the work through experiment/ experience.

COURSE DETAIL

Teachers can be assigned any kind of project/ assignment/ craft work/ chapter study/ theme based work/ project/ training/ special order/ free launching etc.

Students need to submit all the details, documentation etc for evaluation. / Group or individual activity can be allowed only by the concern tutor. The students are required to maintain a field diary all through the tour, The collected information should be documented through visuals, samples etc. After such a tour student shall submit a report.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020410 : PROFESSIONAL PROFICIENCY IV

SEMESTER	: IV
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

Students should maintain discipline in the university premises and outside the campus

Take part in sports activities or curricular activities

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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Evaluation Scheme for B.Design

V – Semester

Category of Paper	Code No.	Subject Name	Th/ Pr	Credit	Hrs	Th/ Pr	Tut	Forma- -tive	Summa- -tive	Total
Theory										
Core Course (CC)	15020501	Trade Policy	Th	4	4	3	1	40	60	100
Core Course (CC)	15020503	Consumer Behavior & Retailing	Th	4	4	3	1	40	60	100
Ability Enhancement Compulsory Courses (AECC)	15020504	Professional Communication	Th	2	2	1	1	40	60	100
Ability Enhancement Compulsory Courses (AECC)	15020511	Foreign Language - German	Th	2	2	1	1	40	60	100
Practical										
Skill Enhancement Courses (SEC)	15020505	Handicrafts	Pr	2	4	3	1	40	60	100
Core Course (CC)	15020506	Pattern Making III	Pr	2	4	3	1	40	60	100
Core Course (CC)	15020507	Construction Techniques III	Pr	2	4	3	1	40	60	100
Skill Enhancement Courses (SEC)	15020508	Draping I	Pr	2	4	3	1	40	60	100
Project	15020509	Term Project V	Pr	4	4	3	1	40	60	100
	15020510	Professional Proficiency V	Pr	2	2	1	1	40	60	100
		TOTAL		26	34	24	10	400	600	1000

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15020501: TRADE POLICY

SEMESTER	: V
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- To understand about trade policy.
- To know the different policies.
- To develop and act accordingly for policies.

COURSE DETAIL**UNIT-I**

Overview of trade policy, Foreign exchange regimes, Exchange rate, Capital flows and its nature
External borrowing, Import licensing

UNIT-II

Capital accounts
Current accounts
Exim policy
Vendor and buyer dealings

UNIT-III

Licensing
Invokes – commercial, custom
Certificates – certificate of origin, value etc.
General accountability

UNIT-IV

Policies for export hours/ buying hours
Policy for new business
Production policy

UNIT-V

Factors related to policy
Policy makers and policy making

REFERENCE:

- Uma Kapila, Understanding the Problems of Indian Economy, Academic Foundation, 2003.
- M.L. Jhingran, International Economics, Vir India Publications, 2001.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam (Need to conduct 2 Sessional Exam and put the average marks.)	– 10+10=20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020503: CONSUMER BEHAVIOR & RETAILING

SEMESTER	: V
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- To understand the consumer behavior.
- To understand the retailing.
- To understand and produce the design/product accessory to the consumer demands.

COURSE DETAIL**UNIT-I**

About consumer/ customer
 Life style of different consumer
 Psychographics segmentation
 Consumer perception
 Consumer attitude
 Consumer behavior

UNIT-II

Consumer motivation
 Need and goal of consumer behavior
 Market segmentation
 Consumer decision making

UNIT-III

Retailing environment in India
 Classification of retailers, types of retailers
 Store formats
 Inventory methods
 Elements of retail mix
 Store organization, retail market strategy, trade area analysis, site selection
 Retail pricing and re-pricing
 Mark up and its relationship to profit

UNIT-IV

About retailing

Need and importance of retailing
Retailing in modern fashion industry

UNIT-V

Classification of retailing: Boutique, Department store, Specialty store, Discount store, Sales, Vendor, Whole sale, Open to buy

REFERENCE:

- Boyd Jr. Westfall, Marketing Research
- Diamond Jay and Pintel Gerald, Retail Buying, Printice Hall, 1997.
- Goworek Helen, Fashion Buying, Blackwell Sciences, 2001.
- Tepper Belte K. and Godnick Newton E., Mathematics fo Retail Buying, Fairchild, 1994.
- V.L. Mote, Textiles and Fashion

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020504: PROFESSIONAL COMMUNICATION

SEMESTER	: V
MAX. LECTURE-1 Hrs./ Week	: 16
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- To utilize the current terminology.
- To convey the creative own message to professionals.
- To understand the professionals/ buyers demand.

COURSE DETAIL**UNIT-I**

Novels reading – speak out the novel
 Collection of dictionary words – frame the sentence and speak
 Speak in front of class - practice

UNIT-II

Conversation of two members – (a) product seller and (b) buyer
 Market/ mall visit – sharing the experience
 Autobiography of legends – sharing the experience

UNIT-III

GD – using fashion terminology
 Listening audio – sharing the experience
 Watching video – sharing the experience

UNIT-IV

Conduct small fashion related workshop any students – compulsory spoken English
 Advertisement – watching- sharing the experience
 Life style utility terminology (Trees, Vegetable, Products etc.)

UNIT-V

Practice
 Creativity developing and Imperium communication

REFERENCE:

- Raman M. Sharma S., Technical Communication, Oxford University Press, 2001.
- Wren P.C., High School English Grammar & Compositions, S. Chand & Company Limited, 1995.
- Wright Chrisse, Handbook of Practical Communication Skills, Jaico Publishing.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020511: FOREIGN LANGUAGE-GERMAN

SEMESTER	: V
MAX. LECTURE-1 Hrs./ Week	: 16
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES

- To use German vocabulary and grammar.
- To develop communication skills in German Language.
- To use German language in their professional life.

COURSE DETAILS**UNIT-I**

Weather / Season

How is the weather

If today is Tues day, then...

Grammar...

UNIT-II

Airplanes and Trains

The Plane

Asking for something

All Aboard

Grammar:

Reflexive Pronouns

Direct Object Pronouns

UNIT-III

Ordering Food

Meals / Food

Breakfast

The Table

The main Meal, The Noon meal

To give and take

UNIT-IV

Clothing stores

Trying on clothes

Men's clothes

Women's clothes

Clothes for the Party

UNIT-V

Shoes for men and women

REFERENCE

- Barron's German (Learn Deutsch) The Fast and Fun Way. Third Edition by Paul and Heywood Wald, coordinating Editor. 2004
- Deutsch als Fremde Sprache A1 by Dengler, Rusch, Schmitz and Sieber. Klett Langenscheidt, Munchen. Published by Goyal Publishers.
- Lernziel Deutsch: Deutsch als Fremdsprache by Wolfgang Hieber. 2007. Max Hueber Verlag (Max Hueber Publication) Munchen

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020505 : HANDICRAFTS

SEMESTER	: V
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To learn the handicraft development.
- To understand and create handicraft products.
- To know about the supportive organizations for handicraft.

COURSE DETAIL**UNIT-I**

About handicraft, Indian handicraft, Handicraft artisans in different states

UNIT-II

Craft centers/ museum

Craft materials

NGO's support

Government organizations and their support

UNIT-III

Innovative ideas for craft

Process of craft products development

Craft product finishing

UNIT-IV

Visit to craft museum and observation

Documentation of the craft products

UNIT-V

Develop 5 Handicraft products according to tradition

REFERENCE:

- Chattopadhyaya, Kamaladevi, Indian Handicrafts, Indian Council for Cultural Relations, 1963.
- Cooper, Ilay, Art and Crafts of India, Thames and Hudson, 1996.
- Jaitly Jaya, The Craft Traditions of India, Tiger Books International, 1990.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

15020506 : PATTERN MAKING III

SEMESTER	: V
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To develop the draft for different new designs.
- To develop the cutting patterns according to the requirement and seasons availability.
- To develop the confidence about the drafting.

COURSE DETAIL**UNIT-I**

Garment

Drafting and cutting pattern

- Fitted skirt
- Circular skirt
- Pleated skirt – box, knife
- Flared skirt
- Skirt with yoke

Bags

Drafting and cutting pattern

- Textile bags
- Mixed material bags
- Big bazaar bags
- Poly bags

Footwear

Drafting and cutting pattern

- Sneakers
- Semi closed footwear
- Creates footwear

UNIT-II

Garment

- Drafting and cutting pattern for trouser
- Drafting and cutting pattern for creative trousers
- Pattern for lining – leather garments, knitted garments

Bags

- Drafting and cutting pattern for pockets

- Drafting and cutting pattern for school bags
- Drafting and cutting pattern for purses

Footwear

- Drafting and cutting pattern for executive shoes
- Lining patterns development
- Any other related material – cutting patterns

UNIT-III

Practice for perfect patterns

CAD support/ industry support

REFERENCE:

- Aldrich Winifred, Matric Pattern Cutting for Women's Wear 5th edition, Blackwell Publishing, 2008.
- Armstrong H.J., Pattern Making for Fashion Design, Longmen, 2003.
- Kopp E, How to draft basic patterns – 3rd edition, Fairchild Publications, 1988.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks


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15020507: CONSTRUCTION TECHNIQUES III

SEMESTER	: V
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To develop different creative fashion products.
- To know the construction and finishing process.
- To work according to the demand.

COURSE DETAIL**UNIT-I**

Garment Skirt, panels and stitching

- Fitted skirt
- Circular skirt
- Pleated skirt – box, knife
- Flared skirt
- Skirt with yoke

Bags

- Textile bags
- Mixed material bags
- Big bazaar bags
- Ploy bags

Footwear

- Sneakers
- Semi closed footwear
- Creates footwear with different material utilize

UNIT-II

Garment

- Trouser panels
- Attachment of trouser panels
- Creative trousers
- Leather trouser with lining

Bags

- School bags
- Pouches
- Purses – ladies, wallet – boys

Footwear

- Executive shoes panels
- Attachment of panels
- Lining and forms
- Attachment and finishing

UNIT-III

Fasteners, adhesive and hemming

Practice for perfect products

Industrial support

REFERENCE:

- Bane A., Creative Clothing Construction, Mc Graw – Hill, 1966.
- Carr H. & Latham B., The Technology of Clothing Manufacture, Blackwell Scientific Publications, 1984.
- Clair B.S., Couture Sewing Techniques.
- Crawford C.A., A guide to Fashion Sewing, Fairchild Publication, 2008.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020508 : DRAPING I

SEMESTER	: V
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES

- To teach the students the basics principles, and interpret and analyze complex drapes
- To enable students to create their original designs on a three dimensional form using draping method.

COURSE DETAIL**UNIT-I**

Fabric characteristics and terms.

Fabric Drape, Draping principles and techniques.

Dress form: Preparation, Measurement and Tools.

UNIT-II

Basic dress foundation: Front and Back bodice, Front and Back straight skirt

Manipulating dart excess: Shoulder dart, French dart, waist dart, side seam dart etc.

Dart equivalents: Gathers, Pleats, Tuck-Dart, Princess line, yoke etc.

UNIT-III

Basic Draping methods with different styles

Bodice(Front & Back) with darts, yokes, gathers, pleats etc.

Skirt (Front & Back)- A-line skirt, Circular skirt, gathered skirt, Yoke with pleat etc.

REFERENCES

- Draping for apparel design –Helen Joseph-Armstrong
- The art of fashion draping –Connie Amaden-Crawford
- Draping for fashion design-Hilde Jaffe,NurieRelis
- Designs cutting and draping for special occasion clothes,for evening wear and party
- Wear ,Drawncloak, Chryssalis
- Dress design-draping and flat pattern, hill house MS,HoughtonMifflin co London USA
- The theory of fashion design, Brockman, Magritha,John Wiley sons,NewYork
- Design through draping, Sheldom, Marhta Burgers Publishing company, Minneapolis,USA
- Modern pattern design ,Popin, Harut,Funk and Wagnalls,New York and London

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks


 Faculty of Fashion & Design
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15020509 : TERM PROJECT V

SEMESTER	: V
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To implement the understanding individually.
- This is the error and learning process.
- To improve the work through experiment/ experience.

COURSE DETAIL

Teachers can be assigned any kind of project/ assignment/ craft work/ chapter study/ theme based work/ project/ training/ special order/ free launching etc.

Students need to submit all the details, documentation etc for evaluation. / Group or individual activity can be allowed only by the concern tutor. The students are required to maintain a field diary all through the tour, The collected information should be documented through visuals, samples etc. After such a tour student shall submit a report.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

15020510 : PROFESSIONAL PROFICIENCY V

SEMESTER	: V
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

Students should maintain discipline in the university premises and outside the campus.

Take part in sports activities or curricular activities

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks


 Faculty of Fashion & Design
SGT University
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FACULTY OF FAHSION & DESIGN

CBCS SUBJECT FOR 4TH SEMESTER

FASHION IMAGE & STYLING

SEMESTER	: IV
MAX. LECTURE-2 Hr./ Week	: 32
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 10+40=50

OBJECTIVES:

- To know about the styling
- To understand the garment and lifestyle products according to category.
- To identify different fabric for male & female
- To learn the sense of styling.

COURSE DETAIL

UNIT I

- Define styling, Need & Importance of styling, How styling change according to age
- Introduction to fashion trend & fashion image
- Impact of styling in Modern Era
- Different Body Shape & Face Shape

UNIT II

- Fashion Styling for female according to different categories: Formal Wear, Casual wear, Party wear, traditional wear etc.
- Fashion Styling for male according to different categories: Formal Wear, Casual wear, Party wear, traditional wear etc.
- Identification of Fabrics, Prints & Colors according to category
- Personal Styling: Identify which items fits to Body and life style products/accessories suits on face according to dress.
- Different National & International brands for garment & lifestyle products according to category.

UNIT III

- Role of Fashion stylists
- Relation between communication, personality & styling
- Breaking fashion rules : Fashion Errors

REFERENCE:

Evaluation Scheme for B.Design

VI - Semester

Category of Paper	Code No.	Subject Name	Th/ Pr	Credit	Hrs	Th/ Pr	Tut	Form- ative	Summ- ative	Total
Theory										
Core Course (CC)	15020601	Socio-Psycho aspect of Clothing	Th	4	4	3	1	40	60	100
Core Course (CC)	15020602	Quality Control Assurance	Th	4	4	3	1	40	60	100
Ability Enhancement Compulsory Courses (AECC)	15020604	Communication Skills	Th	2	2	1	1	40	60	100
Ability Enhancement Compulsory Courses (AECC)	15020611	Foreign Language- German	Th	2	2	1	1	40	60	100
Practical										
Skill Enhancement Courses (SEC)	15020605	Advanced Fashion Illustration	Pr	2	4	3	1	40	60	100
Skill Enhancement Courses (SEC)	15020606	Fashion Photography	Pr	2	4	3	1	40	60	100
Core Course (CC)	15020607	Visual Merchandising	Pr	2	4	3	1	40	60	100
Core Course (CC)	15020608	Draping II	Pr	2	4	3	1	40	60	100
Project	15020609	Term Project VI	Pr	4	4	3	1	40	60	100
	15020610	Professional Proficiency VI	Pr	2	2	1	1	40	60	100
		TOTAL		26	34	24	10	400	600	1000

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15020601: SOCIO-PSYCHO ASPECT OF CLOTHING

SEMESTER	: VI
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES

- To introduce the evolution of clothing and fashion since civilization to modern era.
- To impart introductory knowledge on clothing science and comfort.
- To familiarize the students with Physiological and psychological aspects of fabric clothing

COURSE DETAILS**UNIT – I**

Origin of Clothing

Theories of clothing – theory of modesty, immodesty, protection, adornment, combined need theory

Relation between clothing and other disciplines.

Clothing and first impressions.

UNIT – II

Relation between clothing and the wearer

- Personality and self concept.
- Motivation in clothing choices.
- Individual values, interests and attitudes related to clothing.

UNIT – III

Behavior and clothing choices,

Practices and effect of clothing on the individual.

Clothing and Society:

- Clothing and social behavior
- Clothing influenced by religion and culture.
- Clothes and conformity
- Clothes and occupation

Uniforms in schools and college.

UNIT-IV

Psychological aspects of clothing-

- For toddlers, adolescents, adults and old age: self respect, human dignity, emotional response, sex desirability, self expression, individuality.

Clothes and colour and impact of colour.

- Sex differences in use of colour.
- Colours for different occasions and ceremonies.

UNIT-V

Sociological aspects of clothing-changes in society and culture.

- Meaning of style, fashion and fad
- Influence of fashion and fashion changes,
- Role of uniform, occupational clothes, national clothes.
- Class distinction and socio- economic status.
- Family and social influencing.

REFERENCE

- Avis, M. Dry (1961): The Psychology of Jung, Methuen & Co., London.
- Horn, Marilyu J. (1988): The Second Skin, Houghton Mifflin Co., USA.
- Flugel, J.C. (1950): The psycho – analytical study of the family, The Hograth Press & the Institute of Psycho Analysis, London.
- Flint, I. (2011) Second Skin . Murdoch Books
- J.C. Flugel (2000).The Psychology of clothing, Fontana Press, London.
- Mahal D. Erooin (1999).Clothing for modern colliear Mac Millan Publisher.
- Susan B. Kaiser(2006). The Social Psychology of Clothing: Symbolic Appearances in Context Fairchild Books & Visuals
- Vincent Brome (2001). The Psycho-Analytic Study of the Family. House of Stratus

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

15020602 : QUALITY CONTROL ASSURANCE

SEMESTER	: VI
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- To understand the standard for the design panels.
- To learn how to maintain the quality.
- To understand the value of quality control and management.

COURSE DETAIL**UNIT-I**

Concept and scope of quality in fabrics and apparel

Quality and consistency among textile products- TQM, Target markets, Product attributes.

Quality and consumer safety.

UNIT-II

Quality Control organizations, standards and regulations & AATCC, ASTM, ISO etc.

- Eco-labels, silk mark, wool mark, other international labels
- Regulations on Apparel Labeling- Care labels, Fibre ID labels
- Regulations on Apparel Industry Practices.

UNIT-III**Fibre**

Identification and testing— Fibre length, evenness, fineness, tensile strength, crimp, moisture regain and— their implications on quality

Yarn

Appearance and grading— Yarn count, tensile strength, elongation and elastic recovery— Twist, crimp, fineness, uniformity- standards available and their implications— on quality

Fabric

Compactness of fabric structure

Strength properties- Tensile, bursting, tear

Color fastness properties- Dimensional stability

Performance properties- resistance to abrasion, pilling, wrinkling, burning.

Quality parameters for fabrics suitable for various end uses-apparel,– household textiles, industrial textiles.

Garments – (Textile)

- Stitch length
- Fabric
- Color
- Panels
- Finishing
- Fall
- Measurement

UNIT-IV

Bags/ Purses

- Basic fabric/ leather
- Cutting
- Panels
- Stitching
- Finishing
- Lining
- Shape
- Color
- Measurement

UNIT-V

Footwear

- Basic fabric/ leather
- Cutting
- Panels
- Stitching
- Finishing
- Lining
- Shape
- Color
- Sizes
- Pairs of footwear
- Measurement etc.

REFERENCE:

- J. E. Booth, Principles of Textile Testing.
- E.R. Trotman, Chemical Technology of Fibrous Materials.
- Corbman, Fiber to Fabric, Tata Mc Graw Hill.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020604 : COMMUNICATION SKILLS

SEMESTER	: VI
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES

- Ability to convey ideas in an expressive and effective way

COURSE DETAIL**UNIT-I****Listening Comprehension**

- Speeches
- Interviews
- Audio- Video clippings

UNIT-II**Conversational Skills**

- Give opinions/ express regret
- State purpose and draw conclusions
- Expand or compare- situations, people, events
- Participate almost effortlessly in conversations

UNIT-III**Reading Comprehension**

- Newspaper articles
- Discipline specific articles (Source from internet)

UNIT-IV**Written Comprehension**

- Write clear, detailed texts (if required) on a wide variety of subjects
- Case studies

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks


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15020611: FOREIGN LANGUAGE-GERMAN

SEMESTER	: VI
MAX. LECTURE-1 Hrs./ Week	: 16
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

COURSE OBJECTIVES

- To familiar with the basic level of German Language
- To able to understand communication in German language
- To read simple sentences of day to day Life
- Enabled to write/frame simple sentences in day to day Life.

COURSE DETAILS**UNIT-I Listening**

Understanding

Reacting

UNIT-II Speaking

Communicating

Use of Language

Pronunciation and Intonation

UNIT-III Reading

Reading and Understanding.

UNIT-IV Writing

Text writing

Text forming

Use of Language

UNIT-V Language Reflection

Building up the Language

Language Comparison

REFERENCES

- Barron's German (Learn Deutsch) The Fast and Fun Way. Third Edition by Paul and Heywood Wald, coordinating Editor. 2004
- Deutsch als Fremd Sprache A1 by Dengler, Rusch, Schmitz and Sieber. Klett Langenscheidt, Munchen. Published by Goyal Publishers.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam (Need to conduct 2 Sessional Exam and put the average marks.)	– 10+10=20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020605 : ADVANCED FASHION ILLUSTRATION

SEMESTER	: VI
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To know about the advance level of fashion illustration.
- To understand the advanced techniques.
- To understand the techniques for advanced fashion illustration.

COURSE DETAIL**UNIT – I**

Introduction to kids figure – infant, toddler etc

UNIT - II

Swatch Samples – Collect different swatches from various sources for swatch sample file

Fabric Rendering – Explore different medium for swatch rendering

Learning to simulate textures of various fabrics- Cotton, silk, fur, leather, denim, print, georgette, chiffon, knitted, crochet, lace, embroidered etc.

UNIT – III

Illustrate stylized fashion figures

Rendered muscled fashion figure of male and female croqui

Object analysis (Purses, belts, leather goods etc) – Illustrate objects from reference images

Design and Illustrate your own products (Purses, belts, leather goods etc)

UNIT – IV

Product designing

Design and Illustrate Bags – Formal, casual, party wear etc.

Design and Illustrate Foot wear – Executive, casual, party wear, luxury etc.

Design and Illustrate Jewelry – Casual, Party wear, street style, bohemia style etc.

UNIT - V

Fashion Illustration – Design and Illustrate garments on given themes

Swimwear
beach wear
casual wear
cocktail wear
corporate wear
ethnic wear
bridal wear

Illustrate stylized figures and develop your own (unique) style

REFERENCE:

- Wesen M., Fashion Drawing, Pearson Prentice Hall, 2011.
- Ellingwood Janice G., Fashion by Design, Fairchild Books, 2011.
- Seaman J., Professional Fashion Illustration, B.T. Batsford, 1995.
- Laver J., Costumer and Fashion, Thames & Hudson, Limited, 2012.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020606 : FASHION PHOTOGRAPHY

SEMESTER	: VI
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To know about lenses.
- To know about the others parts of camera/ video camera.
- To understand the fashion photography.
- To adapt the new techniques in photography and videographer.

COURSE DETAIL**UNIT-I**

Basic Photography.
Need and importance of photography
History of photography and Styling

UNIT-II

Understanding and handling of camera
Parts of camera and video camera
Digital camera and its functions
Flash and artificial light
Types of lenses
Camera accessories

UNIT-III

Outdoor photography
Indoor photography
Capturing techniques in different times and different situations

UNIT-IV

Role of product photography
Role of fashion photography

UNIT-V

Perfect perspective
Photography composition rules

Product photography
Fashion photography

REFERENCE:

- Shinkle, Eugenie, Fashion as Photograph, Viewing and Reviewing images of Fashion.
- Webb, Jeremy, Basic Creative Photography, AVA Publishing, SA, 2010.
- Praker, David, The Fundamentals of Creative Photography, AVA Publishing SA, 2010.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

Dean
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15020607 : VISUAL MERCHANDISING

SEMESTER	: VI
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To understand the visual merchandising.
- To develop the skills of visual merchandising.
- To perform in advance in the level of visual merchandising.

COURSE DETAIL**UNIT-I**

Definition of visual merchandising
Importance of visual merchandising
Role of visual merchandising

UNIT-II

Material utilizing for visual merchandising

Props
Furniture
Flex
Dress forms
Mannequins etc.

UNIT-III

Window display
Store display
Open space display
Canopy display
Temporary display
Permanent display
Space utility display

UNIT-IV

Lights and lights effective system
Photography
Mood bowl/ illustration/ paintings etc.

Theme based display

UNIT-V

Mall studio display
Visual merchandising profession
National and international level visual merchandising
Supportive organization

REFERENCE:

- Gini Stephens Frings, Fashion from Concept to Consumer, Prentice Hall.
- Wells Burnett Morarityb, Advertising – Principles & Practices.
- Jean- Noel Kapfener, Visual Merchandising & Display.
- Weishar Joseph, The Aesthetics of Merchandising Presentation, St. Media Group, 2005.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

Dean
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15020608 : DRAPING II

SEMESTER	: VI
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES

- To teach the students the basics principles, and interpret and analyze complex drapes
- To enable students to create their original designs on a three dimensional form using draping method.

COURSE DETAILS**UNIT-I**

Bodice styles: Classic princess drape, Surplice, Off –Shoulder.

Skirts: A-line flare, Stylized yoke with pleat / flare skirt, Skirt with gathered waist line.

UNIT-II

Cowls: Front and Back cowl

Dress foundations and designs:-Sheath, Shift, Box silhouette, Panel dress, Empire dress

UNIT-III

Design, Drape and Construct a Gown

Gown with radiating drapery.

UNIT-IV

Draping Dresses – The Straight Shift, Princess Dress.

Development of basic choli and converting the same in to garment.

Draping of designer choli and evening gown, 3D draping.

UNIT-V

Create innovative dresses according the theme based

REFERENCES

- Draping for apparel design –Helen Joseph-Armstrong
- The art of fashion draping –Connie Amaden-Crawford
- Draping for fashion design-Hilde Jaffe,NurieRelis
- Designs cutting and draping for special occasion clothes,for evening wear and party
- Wear ,Drawncloak, Chryssalis

- Dress design-draping and flat pattern, hill house MS, Houghton Mifflin co London USA
- The theory of fashion design, Brockman, Magritha, John Wiley sons, New York
- Design through draping, Sheldom, Marhta Burgers Publishing company, Minneapolis, USA
- Modern pattern design, Popin, Harut, Funk and Wagnalls, New York and London

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks


 Faculty of Fashion & Design
SGT University
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15020609 : TERM PROJECT VI

SEMESTER	: VI
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To implement the understanding individually.
- This is the error and learning process.
- To improve the work through experiment/ experience.

COURSE DETAIL

Teachers can be assigned any kind of project/ assignment/ craft work/ chapter study/ theme based work/ project/training/ special order/ free launching etc.

Students need to submit all the details, documentation etc for evaluation. / Group or individual activity can be allowed only by the concern tutor. The students are required to maintain a field diary all through the tour, The collected information should be documented through visuals, samples etc. After such a tour student shall submit a report.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020610 : PROFESSIONAL PROFICIENCY VI

SEMESTER	: VI
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

Students should maintain discipline in the university premises and outside the campus.

Take part in sports activities or curricular activities

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

Faculty of Professional Education

SGT University
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Evaluation Scheme for B.Design

VII – Semester

Category of Paper	Code No.	Subject Name	Th/ Pr	Credit	Hrs	Th/ Pr	Tut	Form- ative	Summ- ative	Total
Theory										
Core Course (CC)	✓ 15020701	Design Development Process	✓ Th	4	4	3	1	40	60	100
Discipline Specific Elective (DSE)	✓ 15020702	(a) Entrepreneurship Development (b) Brand Management	Th	4	4	3	1	40	60	100
Ability Enhancement Compulsory Courses (AECC)	✓ 15020711	Intellectual Property Rights	Th	2	2	1	1	40	60	100
Practical										
Skill Enhancement Courses (SEC)	✓ 15020704	Advanced Digital Photography	Pr	2	4	3	1	40	60	100
Core Course (CC)	✓ 15020705	Value of Retail Outlets	Pr	2	4	3	1	40	60	100
Core Course (CC)	✓ 15020706	Pattern Making IV	Pr	2	4	3	1	40	60	100
Core Course (CC)	✓ 15020707	Construction Techniques IV	Pr	2	4	3	1	40	60	100
Skill Enhancement Courses (SEC)	✓ 15020708	Digital Portfolio Development	Pr	2	4	3	1	40	60	100
Project	✓ 15020709	Term Project VII	Pr	2	4	3	1	40	60	100
	15020710	Professional Proficiency VII	Pr	2	2	1	1	40	60	100
		TOTAL		26	36	26	10	400	600	1000

Dean
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15020701: DESIGN DEVELOPMENT PROCESS

SEMESTER	: VII
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- To develop the concept design research.
- To think and do the basic research work for further development.
- To develop the research process in the fashion field.

COURSE DETAIL**UNIT-I**

Innovative thinking
Imitation
Thought and development process

UNIT-II**Primary data for support**

Observations
Questionnaires
Interviews
Videography
Photography

Secondary data for support

Books
Newspaper
Magazines
Journals
Encyclopedia etc.

UNIT-III Digital data for support

Internet
Articles
Thesis
Dissertation

UNIT-IV Market survey

Materials
 Samples
 Product ideas
 Costing
 Target people/ customer
 Target market

UNIT-V

Mood Board/ Theme Board/ Inspirational Board/ Story Board/ Look Board etc.
 Exploration
 Final design
 Specification sheet preparation
 Sampling
 Quality check
 Production
 Marketing/ Merchandising
 Customer feedback
 Product life style

REFERENCE:

- Douglas Bullis, Fashion Asia, Thames and Hudson, 2000.
- Rosemary Crill, Dress in Detail from around the world, Anand A. Publications, 2002.
- Kothari C.R., Research Methodology, Methods and Techniques, New Age Publications, 1985.
- Kumar R., Research Methodology, A Skey Z Step Guide for Beginners, SAGE Publications, INC., 1999.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

15020702 (a): ENTREPRENEURSHIP DEVELOPMENT

SEMESTER	: VII
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- To learn how to business.
- To understand the administration of business.
- To know about dealing and importance of business.

COURSE DETAIL**UNIT-I**

About entrepreneurship
Need and importance of entrepreneurship
Entrepreneurship skills

UNIT-II

Setting up enterprises
Function and correspondence
Human resources
Duties allotment for human resources

UNIT-III

Management/ administrative functions
Time management
Small scale industry approach
Large scale industry approach

UNIT-IV

Planning and overall co-ordination
Decision making
Management information system (MIS)

UNIT-V

Boutique
Export house
Buying house

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Internal branches
Franchiser
Partnership procedure etc.

REFERENCE:

- Hisrich Peters, Entrepreneurship
- Marc J. Dollinger, Entrepreneurship Strategies and Resources.
- Taneja & Gupta, Entrepreneurship Development – New Venture Creation, Galgotia Publishing Company 2001.
- Gundry Lisa K., Entrepreneurship Strategy, SAGE Publications, Inc., 2007.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam (Need to conduct 2 Sessional Exam and put the average marks.)	– 10+10=20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020702 (b): BRAND MANAGEMENT

SEMESTER	: VII
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES

- To expose and develop students' understanding of design/ merchandising from a buyer's/ retailer's point of view
- To learn about branding

COURSE DETAIL.**UNIT-I**

Product service continuum

Product classification, product attributes, product support services, product mix decisions

UNIT-II

Brand hierarchy, brand image, brand identity, brand loyalty

Brand positioning, brand customer relationship

UNIT-III

Managing brand-brand creation, brand extension, brand portfolio

Brand assessment through research

UNIT-IV

Brand revitalization, financial aspects of brands

Branding different segments and sectors in fashion textile industry

UNIT-V

Target consumers

Target products – Brands, Non-brands

Product knowledge

Information about concern products, concern market promotional activities

REFERENCES

- Levy & Weitz: Retailing Management, Tata McGraw Hill
- Micheal P.Peters Advertising- Principles Tata McGraw Hill.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam (Need to conduct 2 Sessional Exam and put the average marks.)	– 10+10=20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020703: INTELLECTUAL PROPERTY RIGHTS (IPR)

SEMESTER	: VII
MAX. LECTURE-1 Hrs./ Week	: 16
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- To learn about the ethics
- To know about the laws for products/designs.
- To learn the prompt rights.

COURSE DETAIL**UNIT-I**

Definition of IPR

Overview of IPR

IP Rights in business cycle

Need and importance of IPR

UNIT-II

Understanding of trade

Developing trade secret strategy for business

Advantages and disadvantages of trade secrets

UNIT-III

Copyright

Registration for copyright

Advantages of copyright

'Using work' protected by copyright

UNIT-IV

Understanding on industrial design

Need of industrial design protection

Registration for industrial design protection

Cost to protect an industrial design

Enforcing industrial design

UNIT-V

Trademarks: Registration of trade marks, Geographical indications, Rules of origin

Patents: Understanding of patents, Importance of patents, Advantages of patent rights and do comments, Commercializing patent rights, International patent classification (IPC) system, Patenting abroad, Patent cooperation treaty (PCT)

REFERENCE:

- Puri R.S. and Viswanathan A., Practical Approach to Intellectual Property Rights, I.K., International Publications New Delhi, 2001.
- Gupta T.S., Intellectual Property Law in India, 2011.
- Brown P. & Rice J., Ready to Wear.
- Allkoff F. and Vaidya, Business Ethics, Professional Ethics, SAGE Publications, 2005.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam	– 10+10=20 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020704 : ADVANCED DIGITAL PHOTOGRAPHY

SEMESTER	: VII
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To learn advance digital photography.
- To achieve the technical knowledge about photography & videography.
- To incorporate the photography & videography technique towards fashion design products.

COURSE DETAIL

Student must do the photography and the photos need to display/ exhibition.

Photography may be theme/ topic/ specific object etc. based.

This exercise should cover all the technical operations of the photography.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020705 : VALUE OF RETAIL OUTLETS

SEMESTER	: VII
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To know about upcoming malls.
- To know about the market status and product status.
- To develop the business strategy.

COURSE DETAIL

Study about mall strategy.

Speak to mall person(s) and get the project.

Develop a range of product(s) as per the requirement of the mall/boutique/ store etc.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020706 : PATTERN MAKING IV

SEMESTER	: VII
MAX. LECTURE-0 Hr./ Week	: NIL
MAX TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To develop the advanced drafting.
- To develop and create the different patterns for different designs.
- To build up the confidence strengths towards pattern drafting.

COURSE DETAIL**UNIT-I****Garment**

- Drafting and cutting patterns – Suit/ coat/ blazer for men and women
- Drafting and cutting patterns– Churidar for women
- Drafting and cutting patterns– Kurta-Pyjama for men
- Drafting and cutting patterns– Lehanga for women
- Drafting and cutting patterns– Modern & western dress for men and women

Bags

- Drafting and cutting patterns – Luxury hand bags for women
- Drafting and cutting patterns – Luxury purses for women
- Drafting and cutting patterns – Party wear bags for women
- Drafting and cutting patterns – Executive bags for men
- Drafting and cutting patterns – Belts and others products for men and women

Footwear

- Drafting and cutting patterns – Executive luxury footwear for men and women
- Drafting and cutting patterns – Luxury footwear for kids
- Drafting and cutting patterns – Workers shoe accessory to work force
- Drafting and cutting patterns – Modern sandals, shoes, open shoes etc for men, women and kids

UNIT-II

Drafting and cutting patterns – collection from the magazine pictures, by persons, movie, sports events etc.

Drafting and cutting patterns – for different products for practice

UNIT-III

According to fitting textile/setting of bags/sizing of footwear – modification of patterns and drafting

Drafting and cutting patterns – improvement analysis

UNIT-IV

Draft and cutting pattern for new designs as per the theme/ project/ event etc.

UNIT-V

Grading of Bodices, skirts, Torso

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020707 : CONSTRUCTION TECHNIQUES IV

SEMESTER	: VII
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To develop the good finishing in construction.
- To give the value addition towards design.
- To understand the advanced construction techniques.

COURSE DETAIL**UNIT-I****Garment**

- Suit/ Coat/ Blazer for men and women
- Churidar panels and assembly for women
- Kurta-Pyjama panels and assembly for men
- Lehanga panels and assembly for women
- Modern/ western panels making for men & women

Bags

- Luxury hand bags for women
- Lonely purses for women
- Party wear bags for ladies
- Executive bags for men
- Belts and other products

Footwear

- Executive luxury footwear for men and women
- Luxury footwear for kids
- Workers shoe according to work force
- Modern sandals, shoes, open shoes for men, women and kids

UNIT-II

Above products inspired from magazine, by person, movies, sport events etc.
Practice for construction technique and prospection

UNIT-III

Fitting test – dress forms, mannequins, models
Quality test
Improvement modification

UNIT-IV

Construct a new development designs/ theme/ event/ project basis.

One full outfit/ product must be constructed by the student.

Sampling/ production may be improved.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020708 : DIGITAL PORTFOLIO DEVELOPMENT

SEMESTER	: VII
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To combine the collective creative work promptly.
- To develop the professional portfolio.
- To represent the creative talents in front of professionals.

COURSE DETAIL

Develop a digital portfolio for a product/ theme/ previous work/ design etc.

As per the corporate need student must develop the portfolio.

The portfolio may representation the specific work of the student.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020709 : TERM PROJECT VII

SEMESTER	: VII
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-3 Hrs./Week	: 48
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS (Sessional+End Exam)	: 40+60=100

OBJECTIVES:

- To implement the understanding individually.
- This is the error and learning process.
- To improve the work through experiment/ experience.

COURSE DETAIL

Teachers can be assigned any kind of project/ assignment/ craft work/ chapter study/ theme based work/ project/ training/ special order/ free launching etc.

Students need to submit all the details, documentation etc for evaluation. / Group or individual activity can be allowed only by the concern tutor. The students are required to maintain a field diary all through the tour, The collected information should be documented through visuals, samples etc. After such a tour student shall submit a report.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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15020710 : PROFESSIONAL PROFICIENCY VII

SEMESTER	: VII
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

Students should maintain discipline in the university premises and outside the campus.
Take part in sports activities or curricular activities

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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Evaluation Scheme for B.Design

VIII - Semester

Category of Paper	Code No.	Subject Name	Th/ Pr	Credit	Hrs	Th/ Pr	Tut	Form -ative	Summ -ative	Total
Practical										
Core Course (CC)	15020801	Design Collection	Pr	6	12	10	2	120	180	300
Core Cours (CC)	15020802	Graduating Fashion Show	Pr	6	12	10	2	120	180	300
Skill Enhancement Courses (SEC)	15020803	Professional Portfolio Development	Pr	4	8	6	2	120	180	300
	15020804	Professional Proficiency VIII	Pr	2	2	1	1	40	60	100
		TOTAL		18	34	17	7	400	600	1000

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15020801 : DESIGN COLLECTION

SEMESTER	: VIII
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-2 Hr./Week	: 32
MAX. PRACTICAL-10 Hrs./Week	: 160
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 6
MAXIMUM MARKS (Sessional+End Exam)	: 120+180=300

OBJECTIVES:

- To understand and develop the designs.
- To know about the forecast.
- To explore talent.

COURSE DETAIL

Theme based/ topic based

Target the market

Target the category

Product range

Target the psycho graphical range

Design process –

- Inspiration/ Innovation
- Market survey
- Sourcing
- All boards
- Exploration
- Final design with approval
- Final rendering
- Specification sheet preparation
- Sample product preparation

Neat finish of product

Promotional planning

Professional photo shoot

Ready for fashion show/ display/ exhibition etc.

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EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 30 Marks
▪ Sessional Practical Exam (with viva)	– 80 Marks
Total	– 120 Marks
Semester End Exam	
▪ End exam	– 180 Marks
Grand Total	– 300 Marks

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15020802 : GRADUATING FASHION SHOW

SEMESTER	: VIII
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-2 Hr./Week	: 32
MAX. PRACTICAL-10 Hrs./Week	: 160
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 6
MAXIMUM MARKS (Sessional+Enc Exam)	: 120+180=300

OBJECTIVES:

- To develop professionally confident.
- To explore their talents to the market.
- To develop professionalism

COURSE DETAIL

Preparation according to fashion show
 Allotments if required
 Coordinating with models for fitting test
 Coordinating with technical persons
 Make-Up Artist
 Choreographer
 Sound Engineer
 Fashion Photography
 Videography Etc.
 Written details about theme
 Description about work process and design development
 Any other relevant work for, graduating fashion show
 Final approval by the head of the institution

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 30 Marks
▪ Sessional Practical Exam (with viva)	– 80 Marks
Total	– 120 Marks
Semester End Exam	
▪ End exam	– 180 Marks
Grand Total	– 300 Marks

15020803 : PROFESSIONAL PORTFOLIO DEVELOPMENT

SEMESTER	: VIII
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-2 Hr./Week	: 32
MAX. PRACTICAL-8 Hrs./Week	: 128
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS (Sessional+End Exam)	: 120+180=300

OBJECTIVES:

- To show their talents visually.
- To compile the different work under sequence.
- To deal with corporate demands.

COURSE DETAIL

Final portfolio need to develop for corporate dealing.
 Combine all the semester work when ever necessary.
 The relevant details, photography need to be shown properly.
 Guidance may be taken from the faculty member(s).

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/Submission/ Presentation/ etc.	– 30 Marks
▪ Sessional Practical Exam (with viva)	– 80 Marks
Total	– 120 Marks
Semester End Exam	
▪ End exam	– 180 Marks
Grand Total	– 300 Marks

15020804: PROFESSIONAL PROFICIENCY VIII

SEMESTER	: VIII
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

Students should maintain discipline in the university premises and outside the campus.

Take part in sports activities or curricular activities

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignment/ Submission/ Presentation/ etc.	– 10 Marks
▪ Sessional Practical Exam (with viva)	– 20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks

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