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BA - Fashion Design Detailed Syllabus

Semester – I

3BFD1-DC-001-T

Fashion Fundamentals

Course Category

L T P C

4 0 0 4

Pre-requisites: Basic creativity, interest in fashion, and a foundational understanding of design elements and garments.

Course Objective:

- To develop understanding of the fundamental concepts, terminology, and basics of fashion and the fashion industry.
- To promote knowledge of fashion types, categories, design elements, and their role in fashion development.
- To enhance understanding of historical, cultural, and global influences that shape fashion trends and practices.
- To provide knowledge of fashion cycles, trend forecasting methods, and trend adoption processes in the fashion industry.
- To develop the ability to evaluate fashion markets, consumer behavior, branding strategies, and digital fashion practices.

Course Outcomes:

Course Outcomes (COs)	Level *
CO1: Understand fashion concepts, terminology, and industry basics.	L1 & L2
CO2: Identify and classify internal aspects of fashion such as types, categories, and design elements.	L2
CO3: Understand external influences on fashion including history, culture, and global trends.	L2
CO4: Analyze fashion cycles, forecasting techniques, and trend adoption in the fashion industry.	L4
CO5: Evaluate fashion markets, consumer behavior, branding strategies, and digital fashion influences.	L4 & L5

**Level of Learning: Level 1 (L1) - Remember; Level 2 (L2) – Understand; Level 3 (L3) – Apply; Level 4 (L4) – Analyze; Level 5 (L5) – Evaluate; Level 6 (L6) - Create. Mention the highest level that will be attained in the Course Outcome.*

Course Outcome (CO) - Program Outcome (PO) & Program Specific Outcome (PSO) Mapping:

Se m	Course	CO- PO/PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3
I	Fashion Fundamentals	CO1	3	–	–	–	1	–	–	–	–	–	2	–	–
		CO2	3	2	–	–	–	–	–	–	–	–	3	–	–
		CO3	2	–	–	1	–	–	2	–	3	–	–	2	–
		CO4	–	3	–	3	–	–	–	–	2	–	–	–	2
		CO5	–	2	2	3	3	2	–	–	–	1	–	–	3

Note: 1 for “Low”, 2 for “Medium” and 3 for “High”

Course Contents:

UNIT I: Introduction to Fashion:

Introduction Definitions of fashion, style, fad, and classic, Origin and importance of fashion, Terminologies in fashion, Fashion vs. Costume, Fashion and society.

Activity:

- Prepare a collage showing the importance of fashion in daily life.
- Identify different fashion terms through classroom presentation.
- Group discussion on “Fashion vs Style”.

UNIT II: History and Evolution of Fashion:

Fashion evolution across centuries, Influence of ancient civilizations (Egypt, Rome, India), Fashion through the 20th and 21st centuries. Historical costume references and silhouettes, Introduction to fashion icons and designers.

Activity:

- Create basic design compositions using elements and principles of design.
- Develop mood boards based on different fashion styles.
- Sketch various fashion silhouettes and categories.

UNIT III: Types and Categories of Fashion:

Haute couture, prêt-à-porter, mass fashion, Gender-based fashion: men’s, women’s, kids’ wear, Occasion wear: bridal, sportswear, casual, evening wear, Fashion seasons and calendars, Fashion capitals: Paris, Milan, New York, London, Tokyo, Major fashion houses and designers (Chanel, Dior, Sabyasachi, etc.)

Activity:

- Collect images representing traditional and modern fashion influences.
- Presentation on fashion of different cultures and historical periods.
- Analyse celebrity or media influence on fashion trends.

UNIT IV: Fashion Cycle and Forecasting:

The fashion cycle:

introduction, rise, peak, decline, obsolescence, Trickle-up, trickle-down, and trickle-across theories, Role of forecasting agencies (WGSN, Fashion Snoops), Trend analysis methods,

Adoption of fashion.

Activity:

- Prepare a timeline chart of fashion evolution.
- Study and present current fashion trends and forecasting reports.
- Create seasonal trend inspiration boards.

UNIT V: Fashion Markets and Consumers:

Market segmentation and target audience, Demographics and psychographics, Consumer buying behaviour, Brand positioning in fashion, Fashion marketing introduction, Fashion journalism and blogging, Social media influencers and digital fashion.

Activity:

- Conduct a survey on consumer fashion preferences.
- Case study on a popular fashion brand.
- Presentation on digital fashion platforms and online fashion marketing.

Examination Scheme: Total – 100 marks

Components	Continuous Internal Assessment* (A, Assignment-I & II, Q, MST-I & II #)	External Assessment (EST #)
Weightage (%)	30	70

*A-Attendance; Assignment-I (Class Assignment/Home Assignments/Case Discussions/Term Papers/Mini Project); Assignment-II (Application, Research & Problem based Project); Q-Quiz (3 Quizzes), MST-I, MST-II, EST. (# MST-I & II conducted at Department Level & EST (External Assessment) will be conducted by the CoE office at MU).

List of Books:

Textbook:

1. Indian Fashion: Tradition, Innovation, Style – Arti Sandhu, Bloomsbury Academic, 1st Edition, 2015.
2. Textile & Garments: Fashion Design and Technology – Asha Awasthi & Kanika Singh, IBP Books, 1st Edition, 2019.

Reference Books:

1. Ramp Up: The Business of Indian Fashion – Hindol Sengupta, Pearson Education India, 1st Edition, 2009.
2. India Contemporary Design: Fashion, Graphics, Interiors – Divia Patel, Roli Books, 1st Edition, 2012.
3. Comdex Fashion Design Vol. II – Navneet Kaur, Wiley India, 1st Edition, 2010.
4. Suneet Varma – Suneet Varma, Niyogi Books, 1st Edition, 2016.
5. Costumes and Textiles of Royal India – Ritu Kumar, Christie's Books, 1st Edition, 1999.
6. Patterns of India – Christine Chitins, Clarkson Potter, 1st Edition, 2020.

Important Websites:

1. www.wgsn.com

2. www.businessoffashion.com
3. www.vogue.com
4. www.fibre2fashion.com



**MANDSAUR
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BA - Fashion Design Detailed Syllabus

Semester – I

3BFD1-DC-002-P

Drawing & Visualization

Course Category

L	T	P	C
0	0	4	2

Pre-requisites: Basic drawing skills, knowledge of human proportions, and a creative understanding of fashion design concepts.

Course Objective:

- To develop understanding of the fundamentals of sketching, drawing tools, and basic illustration techniques in fashion design.
- To promote knowledge of human anatomy, body proportions, and fashion figure (croquis) development.
- To enhance observational drawing skills and creative expression through fashion sketching practices.
- To provide hands-on experience in illustrating garments, garment components, accessories, and fashion details effectively.
- To develop the ability to apply rendering techniques for fabrics, textures, and professional fashion presentations.

Course Outcomes:

Course Outcomes (COs)	Level *
CO1: Understand the fundamentals of drawing practices, sketching tools, and basic illustration techniques used in fashion design.	L1 & L2
CO2: Apply fashion drawing techniques to create croquis with accurate human body proportions and posture.	L2 & L3
CO3: Apply sketching techniques to illustrate facial features, hands, legs, and body movements effectively.	L3
CO4: Analyze and illustrate garment components, fashion details, and accessories using appropriate drawing methods.	L3 & L4
CO5: Evaluate rendering techniques and create professional presentations using fabrics and texture effects.	L4 & L5

**Level of Learning: Level 1 (L1) - Remember; Level 2 (L2) – Understand; Level 3 (L3) – Apply; Level 4 (L4) – Analyze; Level 5 (L5) – Evaluate; Level 6 (L6) - Create. Mention the highest level that will be*

attained in the Course Outcome.

Course Outcome (CO) - Program Outcome (PO) & Program Specific Outcome (PSO) Mapping:

Se m	Cours e	CO- PO/PSO	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3
I	Sketch ing	CO1	2	–	1	–	–	–	–	–	–	–	2	–	–
		CO2	2	3	–	–	–	–	–	–	–	–	3	–	–
		CO3	–	3	2	–	–	–	–	–	–	–	3	–	–
		CO4	1	2	2	1	–	–	–	–	–	–	3	–	–
		CO5	–	2	3	–	1	–	–	–	–	–	3	–	1

Note: 1 for “Low”, 2 for “Medium” and 3 for “High”

Course Contents:

UNIT I: Basic Drawing Practices

Drawing Basics- Training the hands. Basic Shading Techniques - Pencil shading, Steadtler shading.

UNIT II: Fashion Coquis

8- and 10-head coquis. Female figure drawing.

UNIT III: Facial Features and Hand & Leg Movement

Sketching of Facial features – Eye, Ear, and Nose & Hair Styles. Sketching different types of hand movements and leg movements.

UNIT IV: Garment Sketching and Flat Drawing

Tops, skirts, pants, and jackets. Different types of collars, yokes, cuffs and sleeves, pockets. Garment silhouettes and draping lines.

UNIT V: Fabric Rendering

Fabric rendering: cotton, denim, satin, leather, net. Texture techniques (pencil, watercolour, markers)

Examination Scheme: Total – 100 marks

Components	Continuous Internal Assessment* (A, Assignment-I & II, Q, MST-I & II #)	External Assessment (EST #)
Weightage (%)	0	100

*A-Attendance; Assignment-I (Class Assignment/Home Assignments/Case Discussions/Term Papers/Mini Project); Assignment-II (Application, Research & Problem based Project); Q-Quiz (3 Quizzes), MST-I, MST-II, EST. (# MST-I & II conducted at Department Level & EST (External Assessment) will be conducted by the CoE office at MU).

List of Practical:

1. Practice straight, curved, zig-zag and freehand lines to develop hand control and drawing accuracy.
2. Demonstrate basic pencil shading techniques using light, medium and dark tonal

values.

3. Apply Steadtlér shading techniques to create texture and depth effects in drawings.
4. Construct geometric shapes and objects with proper proportion and shading application.
5. Develop an 8-head fashion croquis with accurate body proportions.
6. Design a 10-head fashion croquis for stylized fashion illustration.
7. Illustrate a complete female fashion figure in a standing pose using fashion proportions.
8. Sketch facial features including eyes, nose, lips and ears with proper detailing.
9. Create different hairstyles for fashion figures using pencil and marker techniques.
10. Demonstrate various hand movements and leg poses for dynamic fashion illustration.
11. Prepare garment sketches including tops, skirts, pants and jackets on croquis.
12. Draw flat sketches of collars, cuffs, sleeves, pockets and yokes.
13. Develop garment silhouettes with draping folds and movement lines.
14. Render fabric textures such as cotton, denim, and satin, leather and net using different color media.
15. Compose a final fashion illustration sheet integrating croquis, garment sketching and fabric rendering techniques.

List of Books:

Textbook:

1. Fashion Sketchbook – Bina Abbing, Bloomsbury Publishing, Latest Edition (7th/Updated Reprint), 2023.
2. Fashion Illustration and Designing – Rohit Manglik, EduGorilla Publication, 1st Edition, 2024.

Reference Books:

1. 9 Heads: A Guide to Drawing Fashion – Nancy Riegelman, Pearson, Updated Edition, 2012.
2. Fashion Illustration: Inspiration and Technique – Anna Kiper, David & Charles, Updated Edition, 2011.
3. Fashion Drawing – John Hopkins, Bloomsbury, 2nd Edition, 2020.
4. The Fashion Designer's Sketchbook – Elinor Renfrew & Colin Renfrew, Bloomsbury, 2nd Edition, 2017.
5. 100 Years of Fashion Illustration – Cally Blackman, Laurence King Publishing, Updated Edition, 2020.
6. Fashion Illustration Now – Laird Borelli, Thames & Hudson, Updated Edition, 2020.

Important Websites:

1. www.wgsn.com
2. www.businessoffashion.com
3. www.vogue.com



**MANDSAUR
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BA - Fashion Design Detailed Syllabus

Semester – I

3BFD1-MD-001-P

Office Automation

Pre-requisites: None

Course Category

L	T	P	C
0	0	6	3

Course Objective:

To learn document creation and formatting using word processors.

To understand spreadsheet operations for data analysis.

To create effective multimedia presentations.

To learn database concepts using office tools.

To understand digital communication and collaboration tools.

Course Outcomes:

Course Outcomes (COs)	Level *
CO1: Define and describe the fundamental concepts of Word Processing.	L1 & L2
CO2: Explain and illustrate the principles of Spreadsheet.	L2
CO3: Apply the knowledge of Presentation.	L3
CO4: Analyze and evaluate the concepts of Database Basics.	L4 & L5
CO5: Design and develop solutions for Digital Communication.	L5 & L6

*Level of Learning: Level 1 (L1) - Remember, Level 2 (L2) Understand; Level 3 (L3) – Apply; Level 4 (L4) – Analyze; Level 5 (L5) – Evaluate; Level 6 (L6) – Create

Articulation Matrix

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	-	-	-	-	-	-	-	-
CO2	2	2	-	-	-	-	-	-	-	-
CO3	3	2	2	2	-	-	-	-	-	-
CO4	3	-	3	1	2	-	-	1	-	-

CO5	3	1	2	3	1	1	3	-	-	1
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1 - Low, 2 - Medium, 3 - High

Course Contents:

Unit-I: Word Processing (20 Hours)

Document creation, editing, formatting (font, paragraph, page setup), Tables: Create, format, merge/split cells, formulas in tables, Headers, Footers, Page numbers, Watermarks, Mail merge: Data source, template, merge fields, Templates, Styles, Table of Contents, Review tools.

Unit-II: Spreadsheet (22 Hours)

Workbook, Worksheet, Cell references (relative, absolute, mixed), Formulas: SUM, AVERAGE, COUNT, MAX, MIN, IF, VLOOKUP, Data formatting: Number, Date, Currency, Conditional formatting, Charts: Column, Bar, Pie, Line; Chart formatting, Data tools: Sort, Filter, Data Validation, Pivot Table basics.

Unit-III: Presentation (16 Hours)

Slide creation, layouts, themes, master slides, Text formatting, images, shapes, SmartArt, WordArt, and Animations: Entrance, Emphasis, Exit; Transitions, Multimedia: Audio, Video embedding, Slide show: Custom show, rehearse timings, presenter view.

Unit-IV: Database Basics (16 Hours)

Database concepts: Table, Record, Field, Data types, Create database and tables using MS Access / LibreOffice Base, Data entry forms creation, Queries: Select, Sort, Filter queries, Reports generation and printing.

Unit-V: Digital Communication (16 Hours)

Email management: Compose, Reply, Forward, Attachments, Folders, Google Workspace / MS 365: Docs, Sheets, Slides (cloud-based), Cloud storage: Google Drive, OneDrive - Upload, Share, Collaborate, Desktop publishing basics: Brochure, Newsletter layout, Digital etiquette and professional communication.

Total 90 Hours

List of Practical's / Experiments:

1. MS Word: Create and format a professional document with headers, footers, and page numbers
2. MS Word: Create tables, apply borders, and use mail merge
3. MS Word: Insert images, shapes, SmartArt, and create a newsletter
4. MS Excel: Create a worksheet with formulas (SUM, AVERAGE, MAX, MIN, COUNT)
5. MS Excel: Use logical functions (IF, AND, OR) and VLOOKUP

6. MS Excel: Create charts (Bar, Pie, and Line) and apply conditional formatting
7. MS Excel: Data sorting, filtering, and pivot tables
8. MS PowerPoint: Create a presentation with themes, transitions, and animations
9. MS PowerPoint: Insert multimedia, hyperlinks, and action buttons
10. Google Docs: Collaborative document editing and commenting
11. Google Sheets: Create shared spreadsheets with formulas
12. Google Forms: Create a survey form and analyze responses

Examination Scheme: Total – 100 marks

Components	Continuous Internal Assessment* (A, Assignment-I & II, Q, MST-I & II #)	External Assessment (EST #)
Weightage (%)	30	70

*A-Attendance; Assignment-I (Class Assignment/Home Assignments/Case Discussions/Term Papers/Mini Project); Assignment-II (Application, Research Based Assignment); Q-Quiz; MST-Mid Semester Test (Descriptive); # will be conducted by the CoE office at MU.

List of Books:

Textbook:

Sanjay Saxena: MS Office for Everyone, Vikas Publishing

Reference Books:

Joan Lambert: Microsoft Office Step by Step

BPB Editorial: Computer Course, BPB Publications

Important Websites:

<https://nptel.ac.in/>

<https://www.coursera.org/>

<https://www.edx.org/>



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BA Fashion Design Detailed Syllabus

Semester – I

3BFD1-DM-002-P

Elements of Design & Principals of Design

Pre-requisites: Basic Sketching and Visual Composition.

Course Category

L	T	P	C
0	0	4	2

Course Objective:

- To develop understanding of the basic elements of design such as line, shape, form, color, texture, and space.
- To promote knowledge of design principles including unity, balance, emphasis, rhythm, proportion, and scale.
- To enhance creative thinking and visual composition skills through practical exercises.
- To provide hands-on experience in applying design elements and principles in compositions.
- To develop the ability to create integrated design solutions through projects and design briefs.

Course Outcomes:

Course Outcomes (COs)	Level *
CO1: Develop understanding of basic elements of design such as line, shape, form, color, texture, and space.	L1 & L2
CO2: Understand and apply principles of design including unity, balance, and emphasis.	L2 & L3
CO3: Apply concepts of rhythm, proportion, and scale in visual compositions	L2 & L3
CO4: Analyze and create effective design compositions using elements and principles.	L3 & L4
CO5: Develop creative and integrated design solutions through projects and iterative processes.	L5 & L6

**Level of Learning: Level 1 (L1) - Remember; Level 2 (L2) – Understand; Level 3 (L3) – Apply; Level 4 (L4) – Analyze; Level 5 (L5) – Evaluate; Level 6 (L6) - Create. Mention the highest level that will be attained in the Course Outcome.*

Course Outcome (CO) - Program Outcome (PO) & Program Specific Outcome

(PSO) Mapping:

Se m	Cours e	CO- PO/P SO	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3
I	Elem ents of Design & Princi pals of Design	CO1	3	–	–	–	–	–	–	–	–	–	2	–	–
		CO2	2	2	–	–	–	–	–	–	–	–	2	–	–
		CO3	–	3	1	–	–	–	–	–	–	–	3	–	–
		CO4	1	3	2	2	–	–	–	–	–	–	3	–	–
		CO5	–	3	1	2	1	–	–	1	–	1	3	1	2

Note: 1 for “Low”, 2 for “Medium” and 3 for “High”

Course Contents:**Unit I: Exploring the Elements: Line, Shape, and Form**

Line Explorations: Creating various types of lines, using line for contour, gesture, and pattern. Exercises in expressive line work. Shape Creation: Working with geometric and organic shapes, exploring positive and negative space through cut paper and digital tools. Form Development: Creating the illusion of 3D form using techniques like shading, perspective (basic), and layering. Introduction to basic modeling (optional, depending on resources).

Unit II: Mastering More Elements: Color, Texture, and Space

Color Application: Practical exercises with color mixing, creating monochromatic, analogous, and complementary color schemes. Exploring the emotional impact of color through design. Texture Creation: Developing visual textures through various media (drawing, collage, digital brushes). Exploring the use of texture to add visual interest and realism. Spatial Organization: Creating compositions that demonstrate an understanding of positive and negative space, and techniques for creating depth (overlap, size variation).

Unit III: Applying Principles: Unity, Balance, and Emphasis

Achieving Unity: Practical projects focusing on creating visual harmony through proximity, repetition, and continuation. Exploring Balance: Creating compositions with symmetrical, asymmetrical, and radial balance. Analyzing the feeling conveyed by different types of balance. Creating Emphasis: Designing layouts with clear focal points using contrast, size, color, and placement.

Unit IV: Implementing Principles: Rhythm, Proportion, and Scale

Developing Rhythm: Creating visual rhythm through the repetition and variation of elements. Exploring different types of rhythm (regular, alternating, flowing). Working with Proportion and Scale: Practical exercises focusing on the relationship between the sizes of elements within a composition. Exploring the impact of scale changes. Introduction to using grids for proportion (basic).

Unit V: Integrated Design Projects

Combining Elements and Principles: Applying the knowledge gained in previous units to

more complex design challenges. Design Briefs: Introduction to working with basic design briefs and constraints. Iteration and Refinement: The importance of sketching, prototyping, and revising design solutions.

Examination Scheme: Total – 100 marks

Components	Continuous Internal Assessment* (A, Assignment-I & II, Q, MST-I & II #)	External Assessment (EST #)
Weightage (%)		100

*A-Attendance; Assignment-I (Class Assignment/Home Assignments/Case Discussions/Term Papers/Mini Project); Assignment-II (Application, Research & Problem based Project); Q-Quiz (3 Quizzes), MST-I, MST-II, EST. (# MST-I & II conducted at Department Level & EST (External Assessment) will be conducted by the CoE office at MU).

List of Practical's:

1. Practice different types of lines including straight, curved, zig-zag, contour and gesture lines to develop expressive line work.
2. Create geometric and organic shape compositions using positive and negative space techniques.
3. Develop abstract patterns using repeated lines and shapes for surface design exploration.
4. Apply shading techniques to create the illusion of three-dimensional forms and depth.
5. Construct simple perspective drawings using basic one-point and two-point perspective methods.
6. Demonstrate monochromatic colour schemes through poster colour or watercolour compositions.
7. Create analogous and complementary colour schemes using colour wheel applications.
8. Develop texture samples using pencil, collage, dry brush and mixed media techniques.
9. Organize compositions using positive and negative space to achieve visual balance.
10. Design symmetrical, asymmetrical and radial balance compositions using design elements.
11. Create focal point compositions using contrast, colour, size and placement for emphasis.
12. Develop rhythmic patterns using repetition, alternation and flowing arrangements of elements.
13. Apply proportion and scale principles in composition using grids and layout techniques.
14. Prepare a design composition integrating line, shape, colour, texture and balance principles.
15. Compose a final integrated design project based on a given design brief through sketching, prototyping and refinement

List of Books:

Textbook:

1. *Design Elements: A Graphic Style Manual*, Author: Timothy Samara, Publisher: Rockport Publishers

Reference Books:

1. **G. J. Sumathi** – *Elements of Fashion and Apparel Design*, New Age International Publishers, 2007 (Revised/Latest Reprints available)
2. **Maher Castelino** – *Fashion Kaleidoscope*, Rupa Publications India, 2013 (Latest Edition)
3. **Seema A. Singh** – *Design Fundamentals for Fashion and Textile Designers*, New Age International Publishers, 2012 (Reprint Editions available)
4. **Harriet T. McCann (Indian editions used in curriculum context)** – *Fashion Design Principles and Practice*, Kalyani Publishers, 2015 (Latest Edition)
5. **Ritu Jain** – *Basics of Fashion Design and Illustration*, APH Publishing Corporation, 2018 (Latest Edition)

Important Websites:

<https://www.behance.net>

<https://helpx.adobe.com>

<https://www.pinterest.com>



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BA Fashion Design Detailed Syllabus

Semester – I

3BFD1-DM-001-T

Elements of Design & Principals of Design

Pre-requisites: Basic Visual Observation and Creative Thinking.

Course Category

L	T	P	C
2	0	0	2

Course Objective:

- To develop understanding of the fundamental concepts of design and its importance in visual communication.
- To introduce the basic elements of design such as line, shape, form, color, texture, and space.
- To promote understanding of the principles of design including unity, balance, emphasis, rhythm, proportion, and scale.
- To enhance analytical and critical thinking skills in evaluating design compositions.
- To provide theoretical knowledge of design application and its relevance in various design movements and philosophies.

Course Outcomes:

Course Outcomes (COs)	Level *
CO1: Develop understanding of basic concepts and elements of design.	L1 & L2
CO2: Understand the role of color, texture, and space in design compositions.	L2
CO3: Apply principles of design such as unity, balance, and emphasis in analysis of designs.	L3
CO4: Analyze the use of rhythm, proportion, and scale in visual compositions.	L3 & L4
CO5: Evaluate the application of design elements and principles in different design theories and movements.	L4 & L5

**Level of Learning: Level 1 (L1) - Remember; Level 2 (L2) – Understand; Level 3 (L3) – Apply; Level 4 (L4) – Analyze; Level 5 (L5) – Evaluate; Level 6 (L6) - Create. Mention the highest level that will be attained in the Course Outcome.*

Course Outcome (CO) - Program Outcome (PO) & Program Specific Outcome (PSO) Mapping:

Se m	Cours e	CO- PO/P SO	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3
I	Elem ents of Design & Princi pals of Design	CO1	3	–	–	–	–	–	–	–	–	–	2	–	–
		CO2	2	–	–	–	1	–	–	–	–	–	2	–	–
		CO3	2	3	–	1	–	–	–	–	–	–	3	–	–
		CO4	1	2	–	2	–	–	–	–	1	–	2	–	–
		CO5	2	3	1	3	1	–	1	1	2	1	2	1	1

Note: 1 for “Low”, 2 for “Medium” and 3 for “High”

Course Contents:

Unit I: Introduction to Design and the Elements

Introduction of Design: The role and importance of design. Introduction to the Elements of Design: Line: Definition, types of lines, expressive qualities of line. Shape: Definition, geometric vs. organic shapes, positive and negative shapes.

Form: Definition, 2D vs. 3D form, creating the illusion of form.

Activity:

- Draw different types of lines showing expressive qualities.
- Create compositions using geometric and organic shapes.
- Develop positive and negative space artwork using paper cutting.
- Sketch 2D and 3D forms with shading techniques.
- Prepare a classroom presentation on the importance of design.

Unit II: More Elements of Design

Color: Understanding the color wheel, primary, secondary, and tertiary colors, color harmonies (monochromatic, analogous, and complementary), the psychological impact of color. Texture: Definition, visual vs. tactile texture, the role of texture in visual communication. Space: Positive and negative space, creating depth and perspective.

Activity:

- Create a color wheel using primary, secondary, and tertiary colors.
- Develop monochromatic, analogous, and complementary color compositions.
- Illustrate the emotional impact of colors through poster making.
- Create texture samples using pencil, fabric, and collage materials.
- Design compositions showing positive and negative space.

Unit III: Principles of Design: Unity, Balance, and Emphasis

Introduction to the Principles of Design. Unity: Definition, achieving unity through proximity, similarity, continuity. Balance: Definition, symmetrical, asymmetrical, and radial balance. Emphasis: Creating focal points through contrast, size, placement, color.

Activity:

- Create compositions showing unity through repetition and similarity.
- Design symmetrical and asymmetrical balance layouts.
- Develop radial balance patterns using shapes and colors.
- Create posters with focal points using emphasis techniques.

- Analyse famous artworks based on unity and balance principles.

Unit IV: Principles of Design: Rhythm, Proportion, and Scale

Rhythm: Definition, creating rhythm through repetition, alternation, progression.

Proportion: Definition, the relationship of sizes and amounts within a composition, the Golden Ratio (brief introduction). Scale: Definition, the size of an object in relation to another object or its surroundings.

Activity:

- Design rhythmic patterns using repetition and progression.
- Create compositions showing regular and flowing rhythm.
- Develop proportion studies using human figure references.
- Apply scale variation in poster or layout design.
- Prepare grid-based compositions for balanced design arrangement.

Unit V: Theoretical Application and Analysis

The Interplay of Elements and Principles: How they function synergistically to create visual impact and convey meaning. Design Theories and Movements: A brief overview of how elements and principles are emphasized differently across various design philosophies (e.g., Minimalism, Maximalist).

Activity:

- Analyse artworks based on elements and principles of design.
- Prepare mood boards inspired by Minimalism and Maximalist.
- Create integrated design compositions combining all elements and principles.
- Conduct group discussions on different design philosophies.
- Present final portfolio showing theoretical and practical understanding of design principles.

Examination Scheme: Total – 100 marks

Components	Continuous Internal Assessment* (A, Assignment-I & II, Q, MST-I & II #)	External Assessment (EST #)
Weightage (%)	30	70

*A-Attendance; Assignment-I (Class Assignment/Home Assignments/Case Discussions/Term Papers/Mini Project); Assignment-II (Application, Research & Problem based Project); Q-Quiz (3 Quizzes), MST-I, MST-II, EST. (# MST-I & II conducted at Department Level & EST (External Assessment) will be conducted by the CoE office at MU).

List of Books:

Textbook:

1. *Design Elements: A Graphic Style Manual*, Author: Timothy Samara, Publisher: Rockport Publishers

Reference Books:

1. **G. J. Sumathi** – *Elements of Fashion and Apparel Design*, New Age International Publishers, 2007 (Revised/Latest Reprints available)

2. **Maier Castellino** – *Fashion Kaleidoscope*, Rupa Publications India, 2013 (Latest Edition)
3. **Seema A. Singh** – *Design Fundamentals for Fashion and Textile Designers*, New Age International Publishers, 2012 (Reprint Editions available)
4. **Harriet T. McCann (Indian editions used in curriculum context)** – *Fashion Design Principles and Practice*, Kalyani Publishers, 2015 (Latest Edition)
5. **Ritu Jain** – *Basics of Fashion Design and Illustration*, APH Publishing Corporation, 2018 (Latest Edition)

Important Websites:

<https://www.behance.net>

<https://helpx.adobe.com>

<https://www.pinterest.com>



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BA – Fashion Design Detailed Syllabus

Semester – I

3BFD1-SE-001-P

Dyeing and Printing

Pre-requisites: Interest in surface design and craft techniques

Course Category

L	T	P	C
0	0	6	3

Course Objective:

To explore traditional and modern textile printing methods.

To understand natural and synthetic dyes and their applications.

To encourage creativity through experimental dyeing and printing.

To enable students to create finished textile products with proper techniques and presentation.

Course Outcomes:

Course Outcomes (COs)	Level *
CO1: Understand the basic concepts of dyeing, types of dyes, and fabric preparation processes.	L1 & L2
CO2: Understand traditional and basic dyeing techniques such as tie-dye, Bandhani, Leheriya, and Batik.	L2
CO3: Apply different dyeing and printing techniques to develop fabric designs and surface patterns.	L3
CO4: Analyze various printing methods, materials, and processes to create effective textile designs.	L4
CO5: Evaluate and develop creative textile products with proper finishing, presentation, and portfolio documentation.	L5 & L6

**Level of Learning: Level 1 (L1) - Remember; Level 2 (L2) – Understand; Level 3 (L3) – Apply; Level 4 (L4) – Analyze; Level 5 (L5) – Evaluate; Level 6 (L6) - Create. Mention the highest level that will be attained in the Course Outcome.*

Course Outcome (CO) - Program Outcome (PO) & Program Specific Outcome (PSO) Mapping:

Se m	Cour se	CO- PO/P SO	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3
I	Dyein g and Printi ng	CO1	3	–	1	–	–	–	–	–	–	–	2	–	–
		CO2	2	1	–	–	–	–	1	2	–	–	2	2	–
		CO3	–	3	2	–	1	1	–	1	–	–	3	1	1
		CO4	–	2	2	3	–	–	–	–	–	–	3	–	1
		CO5	–	3	1	2	2	1	–	1	–	1	3	1	2

Note: 1 for “Low”, 2 for “Medium” and 3 for “High”

Course Contents:

UnitI: Introduction to Tying and Dyeing

Types of dyes Natural vs Synthetic, Fabric Preparation, Scouring of fabrics (cotton, silk, wool, Preparation for Dyeing, Basic Dyeing Techniques, Traditional Indian Tie & Dye Techniques, Bandhani, Leheriya and Bandhej.

UnitII: Dyeing Techniques

Tie and Dye techniques, Bandhani, Leheriya and Batik technique, Wax application, dyeing and wax removal studying of industrial dyeing and visits.

UnitIII: Printing Techniques

Preparation of fabric for printing, Hand Block Printing, Block, Stencil, Vegetable prints, Screen print, Print and motif development.

Unit IV: Advanced Printing Techniques

Printing practice on products by different styles, Digital printing techniques, Heat transfer printing, Discharge printing, resist printing methods, Pigment printing techniques, Foil and flock printing and Industrial applications and modern trends in textile printing.

Unit V: Creative Dyeing Portfolio Project

Design any three products. Scarf, stole, cushion cover, tote bag, garments, bedsheet etc. Develop a design inspired by a theme collection, apply learned dyeing and printing methods and techniques in industrial level, finish the final product professionally, final product with portfolio, Process documentation and Final product photographs and documentation.

Examination Scheme: Total – 100 marks

Components	Continuous Internal Assessment* (A, Assignment-I & II, Q, MST-I & II #)	External Assessment (EST #)
Weightage (%)	-	100

*A-Attendance; Assignment-I (Class Assignment/Home Assignments/Case Discussions/Term Papers/Mini Project); Assignment-II (Application, Research & Problem based Project); Q-Quiz (3 Quizzes), MST-I, MST-II, EST. (# MST-I & II conducted at Department Level & EST (External Assessment) will be conducted by the CoE office at MU).

List of Practical:

1. Identify different types of natural and synthetic dyes through fabric sample study.

2. Demonstrate scouring process on cotton and silk fabrics for dye preparation.
3. Prepare fabric samples using basic dyeing techniques.
4. Create Bandhani patterns using traditional tie and dye method.
5. Develop Leheriya dyed fabric using diagonal tying techniques.
6. Apply Bandhej dyeing technique on fabric samples.
7. Demonstrate Batik printing using wax application and dyeing process.
8. Analyse wax removal and finishing techniques in Batik printing.
9. Prepare fabric surface for hand block printing process.
10. Create motifs using block printing and stencil printing techniques.
11. Develop vegetable print samples using natural colors and motifs.
12. Apply screen printing technique on textile fabric samples.
13. Demonstrate digital and heat transfer printing techniques on fabric.
14. Create foil, flock, resist and pigment printing samples for textile surfaces.
15. Design and develop any three finished products using dyeing and printing techniques with portfolio documentation.

List of Books:

Textbook:

1. *Dyeing and Chemical Technology of Textile Fibres* by E. R. Trotman

Reference Books:

1. **E. R. Trotman** – *Dyeing and Chemical Technology of Textile Fibres*, Charles Griffin & Co., 1984 (Revised/Latest Reprints available)
2. **V. A. Shenai** – *Textile Dyeing and Printing*, Sevak Publications, 1995 (Latest Indian Edition/Reprints used in universities)
3. **Dr. N. N. Mahapatra** – *Textile Printing*, Kalyani Publishers, 2010 (Latest Edition/Reprint)
4. **P. K. Hari** – *Fundamentals of Fabric Printing*, S. Chand Publishing, 2012 (Latest Edition available)
5. **John Gillow & Nicholas Barnard** – *Traditional Indian Textiles*, Thames & Hudson, 1993 (Widely used reference, reprints available)

Important Websites:

- <https://www.scribd.com/document/379303201/Tie-Dye-Project-Report>
- <https://www.amazon.in/Fashion-Design-Project-Planner-Professional/dp/1654859494>
- <https://shashwatpublication.com/basics-of-textile-dying-and-printing-book>
- <https://theartofeducation.edu/2016/06/step-step-guide-tie-dye-classroom/>



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BA - Fashion Design Detailed Syllabus

Semester – I
3BFD1-DC-003-I

Project Work

Pre-requisites: Basic knowledge of textiles

Course Category

L	T	P	C
0	0	4	2

Course Objective:

- To understand the basics of home furnishing, its types, scope, and material selection.
- To develop knowledge of textile techniques, fabric sourcing, and surface ornamentation.
- To explore traditional and industrial home textile practices through study and research.
- To build skills in design development, sampling, and execution of furnishing products.
- To enhance presentation skills through portfolio, documentation, and exhibition work.

Course Outcomes:

Course Outcomes (COs)	Level *
CO1: Understand the fundamentals of home furnishing including types, scope, market trends, and material selection.	L1 & L2
CO2: Apply knowledge of textile techniques, fabric sourcing, and surface ornamentation in home furnishing products.	L2 & L3
CO3: Analyze traditional and industrial practices of home textiles through field visits, research, and product study.	L4
CO4: Develop and execute home furnishing products using concept development, sampling, pattern making, and construction techniques.	L3, L5 & L6
CO5: Create and present a complete furnishing product set with proper documentation, costing, and portfolio presentation.	L5 & L6

**Level of Learning: Level 1 (L1) - Remember; Level 2 (L2) – Understand; Level 3 (L3) – Apply; Level 4 (L4) – Analyze; Level 5 (L5) – Evaluate; Level 6 (L6) - Create. Mention the highest level that will be attained in the Course Outcome.*

Course Outcome (CO) - Program Outcome (PO) & Program Specific Outcome

(PSO) Mapping:

Se m	Cour se	CO- PO/P SO	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3
I	Proj ect Wor k	CO1	3	–	1	–	–	–	–	–	1	–	2	–	–
		CO2	2	2	2	–	–	–	–	1	–	–	3	1	1
		CO3	1	–	–	3	–	1	–	–	1	–	2	–	1
		CO4	1	3	2	1	1	2	–	1	–	1	3	1	2
		CO5	–	3	1	2	3	1	–	1	–	1	3	1	2

Note: 1 for “Low”, 2 for “Medium” and 3 for “High”

Course Contents:**Unit I: Introduction to Home Furnishing**

Introduction Home Textile, Definition and Scope, Types of Home Furnishing (Soft & Hard Furnishings), Market trends and customer preference, Selection of materials for home décor-

Unit II: Textile Techniques for Home Furnishing

Textile pattern sampling, Collaboration with Indian textile artisans, Fabric selection and sourcing

Surface ornamentation techniques (printing, dyeing, appliqué, embroidery), Color schemes and textures, Functionality vs Aesthetics

Unit III: Studying of Industrial Product

Ujjain, Neemuch, Mandsaur, Udaipur, Jaipur, Bagh, Jodhpur City Home Textile Visiting Sample project file, Idea generation and concept development, Product categories Curtains, Cushions, Table Linens, Bed Linens, etc.

Sampling, pattern making, and prototyping, Sewing and finishing techniques

Unit IV: Project Execution

Creating a theme board and mood board, Execution of one complete furnishing product set Costing and budgeting, Documentation of the process.

Unit V: Presentation and Evaluation

Power point presentation, Product photography and display

Report writing and portfolio presentation, Peer and faculty feedback, Self-reflection and improvement plan, Participated Fashion Exhibition.

Examination Scheme: Total – 100 marks

Components	Continuous Internal Assessment* (A, Assignment-I & II, Q, MST-I & II #)	External Assessment (EST #)
Weightage (%)		100

*A-Attendance; Assignment-I (Class Assignment/Home Assignments/Case Discussions/Term Papers/Mini Project);

Assignment-II (Application, Research & Problem based Project); Q-Quiz (3 Quizzes), MST-I, MST-II, EST. (# MST-I & II conducted at Department Level & EST (External Assessment) will be conducted by the CoE office at MU).

List of Practical's:

1. Identify different types of home furnishing products and prepare a classification chart of soft and hard furnishings.
2. Analyze market trends and customer preferences through a survey of home décor products available in local markets.
3. Select suitable materials and fabrics for different home furnishing products based on functionality and aesthetics.
4. Develop textile pattern samples using basic design motifs for curtains, cushions, and bed linens.
5. Apply surface ornamentation techniques such as printing, dyeing, appliqué, and embroidery on furnishing fabric samples.
6. Experiment with color schemes and textures to create visually balanced home furnishing compositions.
7. Study traditional Indian textile crafts and document artisan-based furnishing techniques through a sample file.
8. Examine home textile products during industrial visits to Ujjain, Neemuch, Mandsaur, Udaipur, Jaipur, Bagh, or Jodhpur and prepare an observation report.
9. Generate design concepts and sketches for home furnishing products inspired by traditional and contemporary themes.
10. Prepare patterns and prototypes for furnishing products such as curtains, cushions, table linens, or bed linens.
11. Construct one furnishing product using appropriate sewing and finishing techniques.
12. Create a theme board and mood board for a coordinated home furnishing collection.
13. Estimate costing and budgeting for the developed furnishing product set with material details.
14. Document the complete product development process with sketches, sampling, and production stages in a portfolio file.
15. Present the final furnishing product collection through product display, photography, PowerPoint presentation, and exhibition participation.

List of Books:

Textbook:

1. **Textiles for Residential and Commercial Interiors** by Lisa Godsey

Reference Books:

2. **Lisa Godsey** – *Interior Textiles: Fabrics, Application and Historic Style*, Fairchild Books, 2013 (Latest Edition/Reprints available)
3. **Gail Baugh** – *The Fashion Designer's Textile Directory*, Thames & Hudson, 2011 (Updated Editions available)
4. **John Gillow & Nicholas Barnard** – *Indian Textiles*, Thames & Hudson, 2008 (Revised Edition)
5. **Clive Hallett & Amanda Johnston** – *Fabric for Fashion: The Complete Guide*, Laurence King Publishing, 2014 (2nd Edition, latest widely used)
6. **Sarah Lynch** – *Textiles and Fashion: Materials, Design and Technology*, Cambridge University Press, 2015 (Latest Edition)

Important Websites:

- <https://www.craftscouncilofindia.org>
- <https://www.textilelearner.net>
- <https://www.indiamart.com>