MANIPAL SCHOOL OF ARCHITECTURE AND PLANNING
MANIPAL
(A constituent unit of MAHE, Manipal)

1. PROGRAM CONTENT

FIRST YEAR / SEMESTER ONE

CFD 4501   **FASHION STUDIO I**

COURSE INTENT:

This course provides students with the necessary knowledge of understanding the human body proportions to appropriately take measurements and drafting sloper along with the knowledge of sewing skills and the terminologies used in Apparel industry.

The course aims to provide a solid foundation in sewing skills and pattern making techniques (Drafting and Flat pattern technique).

COURSE CONTENTS:

This course covers introduction to pattern making, drafting of women's patterns/slopers, drafting variations –dart manipulation technique, sleeve and collar variations. It also covers introduction to essential sewing skills required to work in the apparel industry, including hand sewing techniques. The process of cutting fabric, sewing, assembling components, seam finishing, and closures (plackets and zippers) is covered. The students will maintain sample swatch book with all the samples learnt during the course.

COURSE OUTCOMES:

On the completion of this course, the students should be able to:

CO1: Define pattern making and sewing terminologies, symbols, and abbreviations.

CO2: Create full scale basic pattern set.

CO3: Develop patterns for fashion styles using dart manipulation techniques.

CO4: Classify the sewing techniques required to construct a garment.

CO5: Compile a file including all the patterns and sewing samples.

REFERENCES:

1. Janice Saunders Maresh. *Sewing For Dummies.*
2. Alison Smith. *The Sewing Book.*
3. Connie Amaden-Crawford. *A Guide to Fashion Sewing.* Fairchild Publications.
4. Lynda Maynard. (2010). *The Dressmaker's Handbook of Couture Sewing Techniques: Essential Step-by-Step Techniques for Professional Results.* Interweave Press.
5. Claire Shaeffer. (2008). *Claire Shaeffer's Fabric Sewing Guide.* Krause Publications.
6. Claire Shaeffer. *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More.* Rodale Books Publisher.
7. McCunn D., Lew R. *How to Make Sewing Patterns.* Blue Feathers.

CFD 4503   OVERVIEW OF FASHION INDUSTRY

COURSE INTENT:

The objective of this course is to introduce the students to the fashion industry with emphasis on the fundamentals of fashion, growth of the fashion industry and segments of the fashion industry. The course will delve into the significant influences that shaped the global fashion industry such as Industrialization, Impact of technology, Globalization, Emergence of fashion designers and fashion centers.

COURSE CONTENTS:

The course covers fundamentals of Fashion - Fashion terminologies, Fashion consumer groups, Fashion cycle, Fashion adoption theories, Fashion product categories. Growth of Fashion Industry – From Couture to Readymade apparel; Overview of 1900s through decades; Impact of Technology, Industrialization and Global Trade on the Fashion Markets. Fashion Business Formats – Retail and Selling Channels. Segments of Fashion Industry - Textile industry, Apparel industry, Trimming industry. Overview of Global Fashion Centres: France, Italy, England, Germany, Canada, and The United States. - fashion designers and labels. Overview of Indian Fashion Industry - Nature of fashion industry in India, Indian fashion designers and their labels

COURSE OUTCOMES:

On the completion of this course, the students should be able to:

CO1: Explain the fundamentals of the fashion industry.

CO2: Summarize the development from couture to readymade clothing because of technological advancement.

CO3: Outline the end-to-end processes of the various segments of the fashion industry.

CO4: Relate to the impact of globalization and the growth of global fashion centres with respect to expertise, designers, and fashion weeks.

CO5: Analyse the ecological impact of the segments of fashion industry.

REFERENCES:

1. Elizabeth Rouse. *Understand Fashion* B. S. P. Books, Oxford.

2. Elizabeth Bye. *Fashion Design*. Berg Publishers.

3. Gini Stephens Frings. *Fashion: From Concept to Source*. Prentice Hall, New Jersey.

4. Sharon Lee Tate. (2007). *Inside Fashion Design* (5th ed.). Baba Barkha Nath Printers.

6. Meher Castelino. (1994). *Fashion Kaleidoscope*. Rupa and Co.

CFD 4505   RESEARCH & EXPRESSION

COURSE INTENT:

To introduce basic types of research such as reading, gathering different references, and collecting visuals. To appreciate various sources of inspiration and study of the same. To introduce basic brainstorming techniques and finalize an area of inspiration. To enable students to express the concept through the elements of design, exploration, product and written or audio-visual medium.

COURSE CONTENTS:

The course contents emphasis on primary research, gathering information from various sources and recording; introduction to brainstorming techniques such as mind mapping, concept listing, metaphors to derive key concepts; recording and collating the different stages of research in a journal. Correlating concepts to the elements and principles of design; expression of concepts through explorations, product and written or audio-visual medium; exposure to the basics of MS Word, MS PowerPoint, Adobe Illustrator and Adobe Photoshop at the different stages mentioned above.

COURSE OUTCOMES:

On the completion of this course, the students should be able to:

CO1: Show the outcomes of primary research through short notes, visuals, and objects.

CO2: Identify the key ideas from primary research through a visual collage.

CO3: Interpret the key ideas into concepts through elements and principles of design.

CO4: Make use of research and exploration to develop a product or installation.

CO5: Compile the research into a comprehensive presentation with design synopsis.

REFERENCES:

1. Aspelund, Karl. (2010) *Design Process.* Fairchild Publications
2. Seivewright, S. & Sorger, R. (2017). *Research and Design for Fashion.* Bloomsbury
3. Mbonu, E. (2014). *Fashion Design Research.* Laurence King Publishing
4. Gaimster, Julia. (2013) *Visual Research Methods in Fashion.* London Bloomsbury Publishing
5. Lawson Bryan. (2019) *Design Student's Journey Understanding How Designers Think.* Routledge Taylor & Francis Group
6. Lawson Bryan. (2005) *How Designers Think Design Process Demystified.* London Routledge

CFD 4507   WORLD ART & DESIGN

COURSE INTENT:

The course intends to introduce various art movements spanning different civilizations, regions, and time periods. From key features, mediums used to the evolution of the art movements will be explained through significant art works. The course will enable the student to relate to the art and design movements as sources of inspiration and design research.

COURSE CONTENTS:

The course covers Prehistoric and Early Civilizations; Early Christian Art and Byzantine Period; Romanesque and Gothic period; Renaissance, Baroque, Rococo, Mannerism, Neoclassicism, Romanticism; 20th century Art movements and Isms. The various movements will be explored through a brief backdrop of the time, demonstration of key features of the art movement/period, with specific focus on mediums and techniques used, patterns, courses through key works such as art/sculpture/installation/design/typography.

COURSE OUTCOMES:

On the completion of this course, the students should be able to:

CO1: Explain with the help of a timeline, the development of art and design.

CO2: Interpret the key features and characteristics of various art movements.

CO3: Relate the mediums and techniques used, significant motifs, patterns, courses to the various art movements, and significant works.

CO4: Apply the knowledge of art and design in contemporary context.

CO5: Analyse present day design on how it takes inspiration from art movements.

REFERENCES:

1. Janson, H. W., & Janson, A. F. (2001). *History of Art (Sixth ed.).* Thames and Hudson.
2. Arnason, H. H. (1985). *History of Modern Art: Painting, Sculpture, Architecture.* Prentice Hall.
3. Pile, J. (2013). *A History of Interior Design.* Thames & Hudson.
4. Cumming, V., & others. (2010). *Dictionary of Fashion History*. BERG.
5. Geertz, C. (1977). *The Interpretation of Cultures*. Basic Books
6. Barnard, A., & Spencer, J. (1996). *Encyclopedia of Social and Cultural Anthropology.* Taylor & Francis.

CFD 4509   VISUALIZATION & REPRESENTATION

COURSE INTENT:

The course introduces students to graphic representation of ideas, concepts, and design principles. It enables a student's mastery of Co-ordination skills, Perceptual skills, Sketching, Drawing, Rendering etc., over various expressive media, as well as a discovery of aesthetic principles and tastes.

COURSE CONTENTS:

The content covers enhancement of perceptual skills in visual representation, Sensitization of artistic perception, Development of Visuomotor integration, Proficiency in visualization and representation. Drawing different shapes and forms in various mediums - Drawing from nature, product drawings, perspective drawing, representing spaces, tonal values with different mediums of drawing. Exploration of various mediums for rendering - Pen and ink rendering, pencil and color pencil, watercolor rendering etc.

COURSE OUTCOMES:

On completion of this course, students should be able to:

CO1: Illustrate with focus on proportion, scale, and spatial relationships.

CO2: Translate the elements and principles of design to represent design ideas.

CO3: Analyse various drawing techniques for the interpretation of nature in art, and human proportions in varied environments.

CO4: Apply elements and principles of design in graphical representation of the project developed.

REFERENCES:

1. Broomer F. Gerald. (1974). *Elements of Design: Space.* Davis Publications Inc., Worcester, Massachusetts.
2. Wong Wucius. (1977). *Principles of two dimensional Design.* Van Nostrand Reinhold, NY
3. Dodson B. (1990). Keys to Drawing. North Light Publications, Cincinnati.
4. Edwards B. Color by Betty Edwards: *A Course in Mastering the Art of Mixing Colors.* Penguin Group Inc, New York. ISBN: 1-58542-199-5
5. Mark W., Mary W. (1999). *Drawing for Absolute Beginner.* F&W Publications, Cincinnati.
6. Davis M. L. (1996). *Visual Design in Dress,* (3rd ed.). Prentice Hall, Canada.
7. Graves M. (1951). *Art of Colour and Design,* (2nd ed.).Macgraw-Hill Book Company
8. Hayashi Studio. (1994). *Water Colour Rendering.* Graphic-Sha Publishing Co., Ltd.
9. Robert W. Gill. (1984). *Manual of Rendering in pen and ink.* Thames and Hudson, London.
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FIRST YEAR / SEMESTER TWO

CFD 4502   FASHION STUDIO II

COURSE INTENT:

This course is a continuation of pattern making and garment construction learnt in the earlier semester. The course would provide students with the necessary knowledge and skills to create patterns by pattern manipulation using the basic pattern blocks and the essential skills required for converting patterns into a sewn garment.

COURSE CONTENTS:

The course includes Drafting Basic Pattern blocks for Menswear. Scaling-up and scaling down of Sloppers; Pattern manipulation for transforming basic blocks into various styles; Drafting types of skirts, Pants, Princess Bodice and Torso (Kurta/Sheath). It also includes Garment Components and Construction including cutting fabric, stitching, assembling pieces; Stitching of garment components – Types of Pockets, Construction of sleeve and skirt variation, Construction of basic patterns with fit analysis.

COURSE OUTCOMES:

On completion of this module, students should be able to

CO1: Define men's' body measurement and pattern making techniques.

CO2: Experiment with Scaling-up and scaling down of Sloppers.

CO3: Construct skirt variations, princess bodice and torso.

CO4: Develop muslin toiles for fit analysis.

CO5: Compile a file including all the patterns and sewing samples.

REFERENCES:

1. Armstrong H.G. *Pattern Making for Fashion Design*. Prentice Hall, New York.
2. Aldrich W. (2008). *Metric Pattern Cutting for Women's Wear.* Willey Blackwell Publication.
3. Aldrich W. (2008). *Metric Pattern Cutting for Men's Wear.* Willey Blackwell Publication.
4. Hollen N. R., Kundel C.J. *Pattern Making by Flat Pattern Method*. Prentice Hall Publication.

CFD 4504   FUNDAMENTALS OF FASHION ILLUSTRATION

COURSE INTENT:

To introduce students to basic concepts of illustration of male, female and child figures with reference to eight-head figure and elongated eight-head figures. To introduce garment details, garment rendering using various medium.

COURSE CONTENTS:

The course includes Introduction to human anatomy, drawing block/ robot figures; Drawing fashion figures (Men, women and children figures) - 9 head and 10 head drawings – fleshed figures, profile figures, ¾ frontal pose; Exploration of varied medium for fashion figure drawing. Introduction to garment details - Necklines, collars, sleeves, waistlines, cuffs, yokes, pockets, openings, hemlines, tops and bottoms etc; Garment rendering - Fashion croquis and garment details rendering with light and shadow using different medium.

COURSE OUTCOMES:

On completion of this course, the students should be able to:

CO1: Illustrate male, female and child figures with details in varied forms.

CO2: Make use of different mediums to illustrate fashion figures.

CO3: Apply drawing techniques to illustrate garment details and garments.

CO4: Make use of different mediums to render garment details and garments on fashion figures.

CO5: Compose garment range on suitable fashion figures complete with rendering.

REFERENCES:

1. Abling, Bina. *Fashion Sketchbook*. New York: Fairchild Publications.

2. Allen, Anne & Seaman Julian. *Fashion Drawing: The Basic Principles. London*: Batsford Fashion Books.

3. Barnes, Colin. *Fashion Illustration*. Macdonald.

4. Bryant M.W. *Fashion Drawing – Illustration Techniques for Fashion Designers*

CFD 4506   DESIGN COLLECTION

COURSE INTENT:

This course as a continuation to the earlier semester aims to develop a range of collection. Emphasis on the developed designs in Design Dissertation with the application of pattern making techniques and surface embellishment, finishing techniques, and with fashion show/ portfolio shoot.

COURSE CONTENTS:

The course covers Design Collection- Pattern development, Material sourcing, Surface Embellishment, Construction, Garment finishing, and presentation (Fashion Show/ Portfolio Shoot). The course culminates with Portfolio and Research Journal that should include mentor details, acknowledgment, introduction, Design boards (Inspiration/Concept, mood, customer profile, look/style derivation, Illustrations, material board with fabric and trim details), spec sheet, cost sheet, photoshoot, and stage-wise work documentation.

COURSE OUTCOMES:

On completion of this module, students should be able to

CO1: Build design boards according to the chosen theme.

CO2: Develop patterns for finalized ensemble.

CO3: Develop tech pack and cost sheet.

CO4: Construct finalized ensemble as per the design using appropriate finishing techniques.

CO5: Compile portfolio for documentation and presentation.

REFERENCES:

1. Armstrong H.G. *Pattern Making for Fashion Design*. Prentice Hall, New York.
2. Aldrich W. (2008). *Metric Pattern Cutting for Women's Wear*. Willey Blackwell Publication.
3. Aldrich W. (2008). *Metric Pattern Cutting for Children's Wear and Babywear*. Willey Blackwell Publication
4. Winifred Aldrich. (2010). *Metric Pattern Cutting for Men's Wear*. Willey Blackwell Publishers.

CFD 4508   DESIGN PROCESS

COURSE INTENT:

The course intends to introduce the different processes involved in bringing clothing and accessories from concept to realization. Develop knowledge on the current apparel product lines, research techniques, user identification, design boards, fabric and trims explorations and range based on the concept finalizes.

COURSE CONTENTS:

The course includes Introduction to elements and principles of design with examples; Appreciation of products across different verticals; An overview of current apparel product lines in the market; Research on a topic; use of brainstorming and mind mapping method to develop a concept and to identify a user group; Develop design boards using digital software; represent explorations through fabric, trim and surface design boards; Range development based on explorations and represented with rendered illustrations. Compile the process through research journal and comprehensive presentation; Demonstrate a comprehensive grasp of the design process and its application in real-world scenarios.

COURSE OUTCOMES:

On completion of this module, students should be able to

CO1: Recall the elements, and principles of design across different product verticals.

CO2: Identify a research topic and a user profile using brainstorming & mind mapping techniques.

CO3: Develop boards, fabric trim and exploration to support the concept.

CO4: Design a range based on the concept and exploration.

CO5: Compose a comprehensive presentation using digital soft wear.

REFERENCES:

1. Karl Aspelund. (2010). *The Design Process*. Fairchild Publications.
2. Bryan Lawson. (2005). *How Designers Think: The design process demystified*. Biddles Ltd.
3. Bryan Lawson. *What Designers Know.*
4. Nigel Cross. (2011). *Design Thinking.* Breg Publishers