

## **KANNUR UNIVERSITY**

### DEPARTMENT OF FASHION AND APPAREL DESIGNING TECHNOLOGY NEW SYLLABI FOR THE YEAR 2009 – 2010 SEMESTER PATTERN

#### **SEMESTER – I**

- Paper – I Apparel Designing [Theory]
- Paper – II History of Indian and Western Costume [Theory]
- Paper – III Fashion Illustration - I [Practical]
- Paper – IV Pattern Drafting [Practical]
- Paper – V Pattern Making and Grading [Theory]
- Paper – VI Apparel Designing [Practical]

#### **SEMESTER – II**

- Paper – VII Fashion Communication [Theory]
- Paper – VIII Fashion Design [Theory]
- Paper – IX Fashion Illustration - II [Practical]
- Paper – X Designing, Drafting and Construction of Children's Apparel [Practical]
- Paper – XI Fashion Design [Practical]
- Paper – XII Introduction to Computer Graphics [Practical]

## **Paper – I - Apparel Designing [Theory]**

### Unit-I

Introduction to various components in the garments, sleeves, collars, cuffs, yokes, pockets, plackets, types of grain lines and its importance in garments. garment details- cuts, grains, fold, layouts. Method of cutting and tools. principles of basting stitches and ease allowance.

### Unit-II

Drafting procedure for various seams, plain seam, flat felt seam, lapped seam, slot seam, French seam, welt seam, top stitched seam, mature makers seam, piped seam. Seam finishers-pinked finish, overcast finish, herring bone finish, edge stitched finish, double stitched finish, bound seam finish.

### Unit-III

Introduction and to fullness-darts and its types-single pointed dart, double pointed dart and decorative dart. tucks-pin tucks, piped tucks, shell tucks, cross tucks, tucks with scalloped effects. Pleats - knife pleats, pinch pleats, box pleats, kick pleats, inverted pleats, cartridge pleats, flares, goddess, shirring and ruffles.

### Unit-IV

Preparation and application of facing and binding in various neck lines. Plackets - continues bound placket, two piece placket, tailored placket and zipper placket. Sleeves - plain sleeves, set-in-sleeves, mutton leg sleeve, cap sleeve, raglan sleeves, kimono sleeves, bell sleeves, petal sleeve, circular sleeve, bracket sleeve.

### Unit-V

Necklines-scoop neckline, square necklines, U neck line V neckline, cowl neckline, keyhole neckline, boat neckline, drawstring neckline. Collars - plain collar, flat collar, swinging collar, convertible collar, stand collar, peter pan collar, frill collar, tie-stand collar, roll collar. Various types of fastness and its construction procedures - buttons and button holes, hooks and eyes, eyelets and cord, other types of fancy buttons and button holes.

### **REFERENCE BOOKS:**

- 1) Metric Pattern Cutting for children's wear Winifred Aldrich
- 2) Patternmaking for Fashion Designers Lori A . Knowles

## **Paper – II- Patten Making and Grading [Theory]**

### Unit-1

Introduction to body measurements and size charts - children's women's and mens standard measurements and commercial measurements. Length and girth measurements for ladies and gents importance of measurements in ready made and design wear garments variations of body measurements in country wise difference in normal and abnormal measurements in human proportions models measurements in the fashion industry.

### Unit-2

Pattern making – methods of pattern making – (drafting and draping), merits and demerits. Types of pattern types of paper pattern, pattern details, Steps in drafting basic bodice front, back and sleeve. Draping – preparation of body form, steps in draping a basic bodice front, bodice back and sleeve. Introduction to slash and spread method and dart monopolization method.

### Unit-3

Dart manipulation for basic bodice block – Neck dart, shoulder dart armhole dart bust dart, center front dart, princess line etc. Introduction to basics of trouser manipulations - Including varying trouser lengths, lowering of waist, manipulation of darts (to yoke), drafting of waistband and facing methods. shifting darts into seams, converting darts to seams and partial yokes and incorporating darts into seams forming yokes.

### Unit-4

Pattern grading-introduction to grading. Types of grading-manual and computerized grading. master grading - bodice front, bodice back, sleeve and skirts. pattern grading for various sizes and garments. pattern grading for commercial patterns and industrial patterns.

### Unit-5

Pattern layout – definition, purpose, rules in layout, types of layout (methods), Layouts for lengthwise striped designs, fabric with bold designs, asymmetric designs, one way designs. What can be done if cloth is insufficient, fabric cutting, transferring pattern markings, stay stitching and ease stitching.

### **REFERENCE BOOKS:**

- 1) Dress Pattern Designing Natalie Bray
- 2) Patternmaking for Fashion Design Helen Joseph Armstrong

## **Paper – III- History of Indian and Western Costume [Theory]**

### Unit-I

Beginning of costumes, origin of costumes, development of costumes, seam costume and seamless costume, body decorations, tattoos different state wise embroideries in India, traditional accessories and ornaments in India, dress and civilization at ancient period in India. costumes in different states.

### Unit-II

Indian ancient costumes, costumes of different peoples males, females, ornaments, accessories, head wears of following rulers period - gupta period, kushan period, satavahana period, maurya and sunga period.

### Unit-III

World costumes - egypt, Greece, rome, English costumes, byzantine costumes, far eastern costumes and costumes at under developed nations.

### Unit-IV

Century wise costumes-17th,18th,19th to present stage the role costumes at world war, peace, religion, civilization, culture etc..

### Unit-V

World art-cubism, futurism, dada, pop art, german expression, romanticism and futurism.

### **REFERENCE BOOKS:**

- 1) A history of costume in the west Francots Boucher
- 2) Costume The Pepin press
- 3) Historic costumes Karen Baclawski
- 4) The chronicle of western costume John Peacock
- 5) Costume And Fashion Jack Cassin – Scott
- 6) Survey of historic costumes Phyllis tortora
- 7) The Complete Costume History Auguste Racinet

## **Paper – IV- Apparel Designing [Practical]**

1) Introduction to industrial sewing machine. Students should operate the lockstitch (301) machine. All students must learn to setup (e.g. attach footer, needle, thread machine etc.) and handle machine properly. Students will learn to sew straight lines, curves, turn corners and use the backstitch function. Students will also learn to adjust thread tension and stitch size.

2) To learn to sew variation of seams – plain seam, flat felt seam, French seam, piping, binding, pin tuck, etc.

3) To learn zip assembly methods - using 1) a normal zip and 2) an invisible zipper.

4) To learn different hand-stitching methods - overcastting, herringbone stitch, slip hemming, worked button loop. Sewing of fastenings including buttons, press studs and hook & eye.

5) To learn different method of sleeves, collars, plackets, neck finishers.

6) To learn the application of over lock machine, flat lock machine and machine embroidery machine in various seams and garment components.

### **REFERENCE BOOKS:**

1) Dress Pattern Designing Natalie Bray

2) Patternmaking for Fashion Design Helen Joseph Armstrong

## **Paper – V- Fashion Illustration - I [Practical]**

### **Syllabi:**

#### 1) Rendering Techniques

Pencil  
Steadler and  
Color Pencil  
Charcoal  
Water Color  
Poster Color  
Oil and Acrylic

#### 2) Fabric Rendering - (30samples of different Varieties of fabric)

#### 3) Photo Analysis Different garments of Kids, Male and Female

4) Introduction to Fashion Illustration, Observational drawing from life; attention to fashion pose, fashion stills, fashion model drawing, front and back lay figure.

5) The fashion figure - movement /poses - line, value and proportion - representing form by various methods and techniques.

#### 6) Line and texture, and exploring various techniques

#### 7) Drawing various accessories and shading

#### 8) Fashion figure drawing-eyes, hands, feets, lips, nose, hands, feets, face, hair.

### **REFERENCE BOOKS:**

#### 1) Fashion Illustration Techniques Julian Seaman

#### 2) Fashion Sketch Book Bina Abling

#### 3) Fashion Deisgn Illustration John Turnpenny

#### 4) Fashion Illustration Today Nicholas Drake

#### 5) Heads Nancy Riegelman

## **Paper – VI- Patten Drafting [Practical]**

1) Pattern drafting for basic skirt Block

Four major skirt silhouettes – Straight skirt, A-line , Tight skirt, Circular skirt

2) Variation of Skirt – Gore skirt, Godet skirt, Yoke skirt, pleated skirt, Tier skirt etc

3) To draft a basic skirt with industry size (size M) / add seam allowance on final pattern

4) Basic bodice construction, Darts manipulation – Slash-spread technique

5) Variation of darts manipulation in party wear dresses- Neck dart, shoulder dart, armhole dart, bust dart, waist dart, centre front dart, Princess line etc.

6) To draft a basic long sleeve blouse or shirt and apply possible fullness.

7) To draft a basic trouser and show variations in pleated, bell bottom and fitted bottom.

## **Paper – VII- Fashion Communication [Theory]**

### Unit- I

Design Principles and Elements –Perspective and Application to Apparel and Lifestyle products Aesthetics –Concepts and role in Design and Environment  
.Factors influencing Aesthetics.

### Unit-II

Fashion Forecasting –Introduction Forecasting considering Fashion Cycle as a prelude. Study of Consumer Behavior Fashion Forecasting Process. Forecasting of color, forecasting of fabrics, Forecasting of Silhouettes. Forecasting of Trend. Using various resources for Interpretation of Fashion Forecasting.

### Unit-III

Fashion styling-Communicate your ideas using fear sheets, storyboards, mood and concept boards, testing, writing caption and team production. Elements of style– accessing styles and trends, Elements of style, achieve visual balance, making trends. Working with color – color combination, color wheel, color characteristics, simultaneous contrasts, lights and color. Creating Fashion Story – Target market, Fashion Story, building mood and visual presentation.

### Unit-IV

Fashion promotion-Advertising – definition, benefits, ethical issues in advertising. Advertising models, advertising media, advertising appropriation Production, creative strategy, fashion advertising, fashion promotion. Visual merchandising in fashion communication.

### Unit-V

#### *Display and exhibition - V*

Introduction to 3D Introduction to space and types of spaces. Introduction to graphics and signage design for display and exhibition. Develop understanding of equipment and machinery and their limitations. Window display and Window Dressing.

## **Paper – VIII- Fashion Design [Theory]**

### Unit-I

Definition-fashion, terminologies in fashion-Fashion, style, fad, classic, collection, chic, custom made, mannequin, fashion, show, trend, forecasting, high fashion, fashion cycle, haute couture, couture, couturier,, Design – definition and types -Elements of design- Application of structural and decorative design in a dress.

### Unit-II

Elements of design,line,shape,colour,texture.line-directing,dividing,psychological effects of line.illusion.shape-geometric,natural,objective,non-objective,silhouettes.colour-colour wheel, color schemes, color psychology .texture-visual, tactile, audible. Fashion Design [Theory] Fashion Design [Theory]

### Unit-III

Principles of design-balance, rhythm, harmony, emphasis, proportion.

### Unit-IV

Figure proportion-proportion of the croquets:-kids, male, female. stick croquet, front, back, side, 3/4 views).head theory-study about various head figures and its application.

### Unit-V

Designing dresses for unusual figures – becoming and unbecoming – for the following figure types(problems and remedies): Stout figure, thin figure, slender figure, narrow shoulders, broad shoulders, round shoulders, large bust, flat chest, large hip, large abdomen, round face, large face, small face, prominent chin and jaw, prominent forehead.

### **REFERENCE BOOKS:**

- 1) Elements of Design – Space & Form  
Elements of Design –Line, Albert W. Porter
- 2) Basic Principles of Design (Vol. 1-4) Manfred Maier
- 3) Basic Design: The Dynamics of visual form Sansmarg

## **Paper – IX - Fashion Illustration - II [Practical]**

### **Syllabi:**

- Drawing a full fledged fashion figure with all the parts of the body, front view, back view, side view and also different angles.
- Fashion Figure: composition and stylizing figure
- Dressing Fashion Figure: garment details
- Experimenting with collage as a method of illustration
- Croquis and flat sketches, male and female
- Illustration for packaging, presentation, portfolio, freelance, stills.
- Rendering Fabric: Prints, wovens, knits, wool, fur, lustrous, dark, sheer, lace, embellishment, etc.
- Product development through fashion illustration in apparels and accessories

### **REFERENCE BOOKS:**

- 1) Fashion Design Manua Pamela Stekar
- 2) Fashion Sketch Book Bina Abing
- 3) Fashion Deisgn Illustration John Turnpenny
- 4) Fashion Illustration Today Nicholas Drake
- 5) Heads Nancy Riegelman

**Paper – X - Designing, Drafting and Construction of Children's Apparel [Practical]**

1. Bib – variation in outline shape
2. Panty – plain or plastic lined panty
3. Jabla – without sleeve, front open (or) Magyar sleeve, back open
4. Baba suit – knicker with chest piece attached (or) Romper
5. A- Line petticoat – double pointed dart, neckline and arm hole finished with facing (or) Petticoat with gathered waist
6. Summer frock – with suspenders at shoulder line, without sleeve / collars (or) Angel top with raglan sleeve, fullness at neckline
7. Knicker – elastic waist, side pockets
8. Shirt – open collar, with pocket

## **Paper – XI- Fashion Design [Practical]**

- 1) Elements of design-line, shape, color, texture
- 2) Principles of design
  - A) Balance
  - B) Harmony
  - C) Rhythm
  - D) Emphasis, proportion.
- 3) Color theory - color wheel, value, intensity and grey scales. color scheme, color and mood, drawing and composition.
- 4) Figure irregularities, becoming and unbecoming (problems and remedies)
- 5) Elements of fashion-men's shirts and trousers, women's blouses and skirts .application of elements of fashion such as shoes, caps, spectacles, watches in casual wears.
- 6) head theory-eight head theory, ten head figure etc...
- 7) Application of trimmings and decorations in dresses

## **Paper – XII- Introduction to Computer Graphics [Practical]**

### **Syllabi:**

Ms: Office: Ms: Word, Excel, Power Point  
Ms: Paint

### **REFERENCE BOOKS:**

- 1) "Mastering word 2000" Ronthansfield, J.W.Oslen,BPB Publication
- 2) "Mastering Excel 2000" Mindy C.Martin, Steven M.Hansen,Beth Klingher BPB Publication
- 3) "Mastering Powerpoint 2000" Katherine Murray BPB Publications
- 4) "Mastering Fox Pro 2000" Charles Siegal