

**PANDIT LAKHMI CHAND**  
**STATE UNIVERSITY OF PERFORMING AND VISUAL ARTS, ROHTAK**  
(A State University established under Haryana Act No. 24 of 2014)



**FACULTY OF DESIGN**  
**DEPARTMENT OF Textile DESIGN**  
**BACHELOR OF TEXTIE DESIGN**  
**SCHEME OF EXAMINATION AND SYLLABUS**  
**Programme Code: BTD**  
**Duration - 4 Years Full Time**  
**CHOICE BASED CREDIT SYSTEM**  
**ACADEMIC SESSION 2019-20 ONWARDS**

## **SCHEME OF EXAMINATION**

## SEMESTER - III

Paper Code	Subject Category	Course Category	Course Credits	Internal Evaluation	External Evaluation		Total Marks	Duration of Examination
					Theory	Portfolio		
BTD/301	Basic Weaving	CORE	6	45	---	105	150	
BTD/302	Traditional Textile Printing and Painting Methods	CORE	6	45	---	105	150	
BTD/303	Introduction to Home Furnishing Products	DSE	4	30	70	---	100	2 hours
BTD/304	Fiber, Yarn & Fabric	DSE	4	30	70	---	100	2 hours
BTD/305	Brand Study	DSE	4	30	70	---	100	2 hours
BTD/306	Basic Stitching & Pattern Making	SEC	4	30	--	70	100	
BTD/307	CAD – I	SEC	4	30	--	70	100	
BTD/308	Textile Testing	SEC	4	30	--	70	100	
OE/t/315	Basics of Home Furnishing Products	OE/SEC	2	30	20	50	100	1.5 hours
OE/t/316	Introduction to Fibre, Yarn and Fabric	OE/SEC	2	30	20	50	100	1.5 hours
Total			32				800	

**# CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 studio-based subjects from SEC and 2 Open Elective Subjects (OE/SEC) (Listed below):.**

**List of Open Elective Subjects for Textile Design 3<sup>rd</sup> Semester**

Paper Code	Subject Category	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
OE/L/31 1	Introduction to Trend & Forecast	OE/SEC	2	15	35	50	1.5 hours
OE/L/31 2	Introduction to Philosophy of Design	OE/SEC	2	15	35	50	1.5 hours
OE/P/31 3	Material & Process- I	OE/SEC	2	15	35	50	1.5 hours
OE/P/31 4	Basic Ergonomics	OE/SEC	2	15	35	50	1.5 hours
OE/T/31 5	Basics of Home Furnishing Products	OE/SEC	2	15	35	50	1.5 hours
OE/T/31 6	Introduction to Fibre, Yarn and Fabric	OE/SEC	2	15	35	50	1.5 hours
OE/F/31 7	Fashion Basics	OE/SEC	2	15	35	50	1.5 hours
OE/F/31 8	Principles of Management	OE/SEC	2	15	35	50	1.5 hours

## SEMESTER - IV

Paper Code	Subject Title	Course Category	Course Credits	Internal Evaluation	External Evaluation		Total Marks	Duration Of Examination
					Theory	Portfolio		
BTD/401	Surface Ornamentation-1	CORE	6	45	---	105	150	
BTD/402	Design Process	CORE	6	45	---	105	150	
BTD/403	Consumer Behavior and Buying Psychology	DSE	4	30	70	---	100	2 hours
BTD/404	IPR (Intellectual Property Rights)	DSE	4	30	70	---	100	2 hours
BTD/405	History of Textiles	DSE	4	30	70	---	100	2 hours
BTD/406	CAD-II	SEC	4	30	--	70	100	
BTD/407	Quality Control and Analysis	SEC	4	30	--	70	100	
BTD/408	Draping	SEC	4	30	--	70	100	
OE/T/415	Basics of IPR	OE/SEC	2	15	35	---	50	1.5 hours
OE/T/416	Introduction to Consumer Behaviour	OE/SEC	2	15	35	---	50	1.5 hours
Total			32				800	

**# CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 studio-based subjects from SEC and 2 Open Elective Subjects (OE/SEC) (Listed below:).**

**List of Open Elective Subjects for Textile Design in 4th Semester**

Paper Code	Subject Category	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
OE/L/411	Introduction to Fashion Marketing	OE/SEC	2	15	35	50	1.5 hours
OE/L/412	Basic of Human Factors & Ergonomics	OE/SEC	2	15	35	50	1.5 hours
OE/P/413	Material & Process- II	OE/SEC	2	15	35	50	1.5 hours
OE/P/414	Basic Mechanics & Basic Electricity	OE/SEC	2	15	35	50	1.5 hours
OE/T/415	Basics of IPR	OE/SEC	2	15	35	50	1.5 hours
OE/T/416	Introduction to Consumer Behaviour	OE/SEC	2	15	35	50	1.5 hours
OE/F/417	Trends & Forecast	OE/SEC	2	15	35	50	Portfolio
OE/F/418	Hand Knitting Techniques	OE/SEC	2	15	35	50	Portfolio

## SEMESTER - V

Paper Code	Subject Title	Course Category	Course Credit	Internal Evaluation	External Evaluation		Total Marks	Duration of Examination
					Theory	Portfolio		
BTD501	Advance Weaving	CORE	6	45	---	105	150	
BTD502	Textile Dyeing- Natural and Chemical	CORE	6	45	---	105	150	
BTD503	Textile Marketing and Merchandising	DSE	4	30	70	---	100	2 hours
BTD504	Introduction to Modern Printing Methods	DSE	4	30	70	---	100	2 hours
BTD505	Professional Documentation	DSE	4	30	70	---	100	2 hours
BTD506	Advance Stitching & Pattern Making	SEC	4	30	--	70	100	
BTD507	Textile Finishing	SEC	4	30	--	70	100	
BTD508	CAD for Carpet and Rugs	SEC	4	30	--	70	100	
OE/T/515	Introduction to Commercial Printing	OE/SEC	2	15	35	---	50	1.5 hours
OE/T/516	Basics of Professional Documentation	OE/SEC	2	15	35	---	50	1.5 hours
Total			32				800	

**# CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 studio-based subjects from SEC and 2 Open Elective Subjects (OE/SEC) (Listed below:).**

**List of Open Elective Subjects for Textile Design in 5th Semester**

Paper Code	Subject Category	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
OE/L/511	Basic of Packaging Design	OE/SEC	2	15	35	50	1.5 hours
OE/L/512	Basic of Draping	OE/SEC	2	15	35	50	1.5 hours
OE/P/513	Basics of Research Methodology	OE/SEC	2	15	35	50	1.5 hours
OE/P/514	Introduction to Design & Human Evolution	OE/SEC	2	15	35	50	1.5 hours
OE/T/515	Introduction to Commercial Printing	OE/SEC	2	15	35	50	1.5 hours
OE/T/516	Basics of Professional Documentation	OE/SEC	2	15	35	50	1.5 hours
OE/F/517	Fashion Merchandising	OE/SEC	2	15	35	50	1.5 hours
OE/F/518	Visual Design Studies	OE/SEC	2	15	35	50	Portfolio

## SEMESTER - VI

Paper Code	Subject Title	Course Category	Credit	Internal Evaluation	External Evaluation		Total Marks	Duration of Examination
					Theory	Portfolio		
BTD/601	Woven Design Project	CORE	6	45	---	105	150	
BTD/602	Print Design Project	CORE	6	45	---	105	150	
BTD/603	World Traditional Textiles	DSE	4	30	70	---	100	2 hours
BTD/604	Introduction to Home Textiles	DSE	4	30	70	---	100	2 hours
BTD/605	<u>Technical Textiles</u>	DSE	4	30	70	---	100	2 hours
BTD/606	Illustration and Fabric Rendering Techniques	SEC	4	30	--	70	100	
BTD/607	Fashion Photography and Styling	SEC	4	30	--	70	100	
BTD/608	<u>Non-woven Textiles</u>	SEC	4	30	--	70	100	
OE/T/615	Understanding of Home Textiles	OE/SEC	2	15	35	---	50	1.5 hours
OE/T/616	Introduction to World Traditional Textiles	OE/SEC	2	15	35	---	50	1.5 hours
Total			32				800	

**# CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 studio-based subjects from SEC and 2 Open Elective Subjects (OE/SEC) (Listed below):.**

**List of Open Elective Subjects for Textile Design in 6th Semester**

Paper Code	Subject Category	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
OE/L/611	Basic of Production & Control	OE/SEC	2	15	35	50	1.5 hours
OE/L/612	Introduction to Entrepreneurship Development	OE/SEC	2	15	35	50	1.5 hours
OE/P/613	Basics of Design & Innovations	OE/SEC	2	15	35	50	1.5 hours
OE/P/614	Traditional Indian Toys	OE/SEC	2	15	35	50	1.5 hours
OE/T/615	Understanding of Home Textiles	OE/SEC	2	15	35	50	1.5 hours
OE/T/616	Introduction to World Traditional Textiles	OE/SEC	2	15	35	50	1.5 hours
OE/F/617	Design Strategy	OE/SEC	2	15	35	50	Portfolio
OE/F/618	Info-graphics and Visual Representation	OE/SEC	2	15	35	50	Portfolio

## SEMESTER - VII

Paper Code	Subject Title	Course Category	Credit	Internal Evaluation	External Evaluation		Total Marks	Duration of Examination
					Theory	Portfolio		
BTD/701	Surface Ornamentation-II	CORE	6	45	---	105	150	
BTD/702	Advanced Design Project and Portfolio Development	CORE	6	45	---	105	150	
BTD/703	<u>Fabric Structure and Cloth Analysis</u>	DSE	4	30	70	---	100	2 hours
BTD/704	Professional Ethics	DSE	4	30	70	---	100	2 hours
BTD/705	<u>Futuristic Textile Design</u>	DSE	4	30	70	---	100	2 hours
BTD/706	Visual Merchandising	SEC	4	30	--	70	100	
BTD/707	Craft Study	SEC	4	30	--	70	100	
BTD/708	Dissertation	SEC	4	30	--	70	100	
Total			32				800	

**# Student may choose any 5 subjects from BTD/703 to BTD/708.**

## **SEMESTER - VIII**

Paper Code	Subject Title	Course Category	Credit	Internal Evaluation	External Evaluation		Total Marks	Duration of Examination
					Theory	Portfolio		
BTD/801	Graduation Project	CORE	32	240	---	560	800	

# **SYLLABUS**

## SEMESTER - III

Paper Code	Subject Category	Course Category	Course Credits	Internal Evaluation	External Evaluation		Total Marks	Duration of Examination
					Theory	Portfolio		
BTD/301	Basic Weaving	CORE	6	45	---	105	150	
BTD/302	Traditional Textile Printing and Painting Methods	CORE	6	45	---	105	150	
BTD/303	Introduction to Home Furnishing Products	DSE	4	30	70	---	100	2 hours
BTD/304	Fiber, Yarn & Fabric	DSE	4	30	70	---	100	2 hours
BTD/305	Brand Study	DSE	4	30	70	---	100	2 hours
BTD/306	Basic Stitching & Pattern Making	SEC	4	30	--	70	100	
BTD/307	CAD – I	SEC	4	30	--	70	100	
BTD/308	Textile Testing	SEC	4	30	--	70	100	
OE/t/315	Basics of Home Furnishing Products	OE/SEC	2	30	20	50	100	1.5 hours
OE/t/316	Introduction to Fibre, Yarn and Fabric	OE/SEC	2	30	20	50	100	1.5 hours
Total			32				800	

**# CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 studio-based subjects from SEC and 2 Open Elective Subjects (OE/SEC) (Listed below:).**

**List of Open Elective Subjects for Textile Design 3<sup>rd</sup> Semester**

Paper Code	Subject Category	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
OE/L/31 1	Introduction to Trend & Forecast	OE/SEC	2	15	35	50	1.5 hours
OE/L/31 2	Introduction to Philosophy of Design	OE/SEC	2	15	35	50	1.5 hours
OE/P/31 3	Material & Process- I	OE/SEC	2	15	35	50	1.5 hours
OE/P/31 4	Basic Ergonomics	OE/SEC	2	15	35	50	1.5 hours
OE/T/31 5	Basics of Home Furnishing Products	OE/SEC	2	15	35	50	1.5 hours
OE/T/31 6	Introduction to Fibre, Yarn and Fabric	OE/SEC	2	15	35	50	1.5 hours
OE/F/31 7	Fashion Basics	OE/SEC	2	15	35	50	1.5 hours
OE/F/31 8	Principles of Management	OE/SEC	2	15	35	50	1.5 hours

# Paper-1 : Basic Weaving

**Paper Code : BTD/301**

**Course Credits : 06**

## **Course Objectives:**

- To understand the structure of fabric and basic weaves employed in weaving of fabric.

## **Course Contents:**

- Introduction to basic weaves (Theory), Introduction to Handloom (Theory), and Introduction to processes (Demonstration):  
Warping, Drafting & Denting and Weaving, Developing samples on loom

## **Deliverables:**

- Create samples on loom employing different weaves, prepare specification sheets indicating peg plans, weave, draft, EPI, PPI, etc.

## **Textbooks & References:**

1. Watson. Elementary weaves.
2. Elasser, Virginia Hencke. Textiles: Concepts and principles.
3. Lundell, Lalial and Windesjo, Elisabeth. The big book of weaving.
4. Rgensteiner, Else. The Art of Weaving.

## **Paper-2: Traditional Textile Printing and Painting Methods**

**Paper Code : BTD/302**

**Course Credits : 06**

### **Course Objectives:**

- To appreciate and imbibe the traditional printing and painting methods of traditional Indian Textiles.

### **Course Contents:**

- Introduction to traditional printed and painted Indian Textiles & practices, and craft clusters. Elaborate discussion on kalamkari, Major wearable and decorative printed and painted textile crafts of India, Visit to craft clusters

### **Deliverables:**

- Documentation on at least one craft, report of the visit to craft cluster & Presentations, Swatch book

### **Textbooks & References:**

1. Aditi and Ranjan, M.P. Handmade in India.
2. Gillow, John and Bernard, Nicholas. Indian Textiles.
3. Balotra – Anokhi Museum of Hand Printing.
4. Ajrakh – Anokhi Museum of hand printing.
5. Print Progress: Innovation and revival, 1970-2005. Anokhi Museum of Hand Printing
6. Sanganer. Anokhi Museum of Hand Printing.

## **Paper-3 : Introduction to Home Furnishing Products**

**Paper Code : BTD/303**

**Course Credits : 04**

### **Course Objectives:**

- To understand the basics terminologies of home textile products.

### **Course Contents:**

- Definitions and names of different home furnishings.
- The standard sizes of bed room, living room, dinning room, rest room, kids room furnishing products according to Indian, US, UK, Australian and UAE market standards.
- Understanding the use of various fabrics, colors, embelishment and prints for various home furnishing products.

### **Deliverables:**

- Document, Swatchbook, presentation.

## **Paper-4 : Fiber, Yarn & Fabric**

**Paper Code : BTD/304**

**Course Credits : 04**

### **Course Objectives:**

- To understand the basics of fibres, their classification and processes involved in making of yarn and fabric from the perspective of textile designing and to understand their properties for their correct use in clothing and home textiles.

### **Course Contents:**

- Definitions of different processes involved, basics of fibres ,yarn and fabric, lab testing to test natural and synthetic fiber, color fastness, washing fastness, drapability, strength of the fabric etc. Industry visit for Spinning, Weaving, Finishing and other testing processes etc.

### **Deliverables:**

- Document, developing swatch book according to various fabrics uses in various end products, presentation.

### **Textbooks & References:**

1. Elasser, Virginia Hencke. Textiles: Concepts and principles.
2. Earle, Joe and Watanabe, Hiroko. Fibre futures: Japan's Textile Pioneers.

## **Paper-5 : Brand Study**

**Paper Code : BTD/305**

**Course Credits : 04**

### **Course Objectives:**

- To understand the domestic and international brands.

### **Course Contents:**

- Names of different clothing and home furnishings brands. The history, origin, products, clientele, USP, stores, VM and market strategy.

### **Deliverables:**

- Document and presentation.

## **Paper-6 : Basic Stitching and Pattern Making**

**Paper Code : BTD/306**

**Course Credits : 04**

### **Course Objectives:**

- To learn the basics of sewing and pattern making techniques

### **Course Contents:**

- Introduction to machines. Exercises on Basic stitches – on paper, on fabric, Exercises based on pleats, tucks and gathers, construction of basic bodice block on paper and muslin, basic necklines and sleeves etc .

### **Deliverables:**

- Create samples of different stitches, necklines, basic bodice block, and basic sleeves. Demonstrate ability of using sewing machine.

### **Textbooks & References:**

1. Singer. Sewing.
2. Reader's Digest guide to sewing machine.
3. The complete photo guide to sewing. Creative Publishing International

## **Paper-7 : CAD-I**

**Paper Code : BTD/307**

**Course Credits : 04**

### **Course Objectives:**

- To learn CAD and the software skills and its application in industry.

### **Course Contents:**

- Introduction to basic CAD software, Adobe Photoshop, coral draw, adobe illustrator, MS word, MS Exel, In-design, MS PowerPoint .

### **Deliverables:**

- Exercises of developing mood board, theme board, color board, cost sheet, basic documentation.

## **Paper-8 : Textiles Testing**

**Paper Code : BTD/308**

**Course Credits : 04**

### **Course Objectives:**

- To understand and test the physical properties of fabrics in context of their correct use in clothing and home textiles.

### **Course Contents:**

- Names of various tests and testing meters and devices, lab testing for pilling, light fastness, color fastness, tensile strength, drape test, washing fastness, fabric strength test, crease recovery, abrasion test, developing swatch book according to various fabric use in various end products.

### **Deliverables:**

- Document, swatch book, presentation.

### **Textbooks & References:**

1. Elasser Virginia Hencker. Textiles: Concepts and principles.
2. Joe Earle, Joe and Watanabe, Hiroko. Fibre futures: Japan's Textile Pioneers.

## **Paper-15 : Basics of Home Furnishing Products**

**Paper Code : OE/T/315**

**Course Credits : 02**

### **Course Objectives:**

- To understand the basics terminologies of home textile products.

### **Course Contents:**

- Definitions and names of different home furnishings. The standard sizes of bed room, living room, dinning room, rest room, kids room furnishing products.

**Deliverables:** Document, swatch book, presentation.

### **Note:**

- The paper setter will set questions in two parts (A & B) .
- In part A, the paper setter will set 15 objective type questions out of which students may attempt any 10 carrying 1 mark each.
- In Part B, The paper setter will set 4 descriptive type questions out of which students may attempt any 2 carrying 5 marks each.

## **Paper-16 : Introduction to Fibre, Yarn and Fabric**

**Paper Code : OE/T/316**

**Course Credits : 02**

### **Course Objectives:**

- To understand the basics of fibres, their classification and processes involved in making of yarn and fabric from the perspective of textile designing .

### **Course Contents:**

- Definitions of different processes involved, basic classification of fibres and yarn, lab testing

### **Deliverables:**

- Document, swatch book, presentation.

### **Note:**

- The paper setter will set questions in two parts (A & B) .
- In part A, the paper setter will set 15 objective type questions out of which students may attempt any 10 carrying 1 mark each.
- In Part B, The paper setter will set 4 descriptive type questions out of which students may attempt any 2 carrying 5 marks each.

### **Textbooks & References:**

3. Elasser Virginia Hencker. Textiles: Concepts and principles.
4. Joe Earle, Joe and Watanabe, Hiroko. Fibre futures: Japan's Textile Pioneers.

## SEMESTER - IV

Paper Code	Subject Title	Course Category	Course Credits	Internal Evaluation	External Evaluation		Total Marks	Duration Of Examination
					Theory	Portfolio		
BTD/401	Surface Ornamentation-1	CORE	6	45	---	105	150	
BTD/402	Design Process	CORE	6	45	---	105	150	
BTD/403	Consumer Behavior and Buying Psychology	DSE	4	30	70	---	100	2 hours
BTD/404	IPR (Intellectual Property Rights)	DSE	4	30	70	---	100	2 hours
BTD/405	History of Textiles	DSE	4	30	70	---	100	2 hours
BTD/406	CAD-II	SEC	4	30	--	70	100	
BTD/407	Quality Control and Analysis	SEC	4	30	--	70	100	
BTD/408	Draping	SEC	4	30	--	70	100	
OE/T/415	Basics of IPR	OE/SEC	2	15	35	---	50	1.5 hours
OE/T/416	Introduction to Consumer Behaviour	OE/SEC	2	15	35	---	50	1.5 hours
Total			32				800	

**# CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 studio-based subjects from SEC and 2 Open Elective Subjects (OE/SEC) (Listed below):.**

**List of Open Elective Subjects for Textile Design in 4th Semester**

Paper Code	Subject Category	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
OE/L/411	Introduction to Fashion Marketing	OE/SEC	2	15	35	50	1.5 hours
OE/L/412	Basic of Human Factors & Ergonomics	OE/SEC	2	15	35	50	1.5 hours
OE/P/413	Material & Process- II	OE/SEC	2	15	35	50	1.5 hours
OE/P/414	Basic Mechanics & Basic Electricity	OE/SEC	2	15	35	50	1.5 hours
OE/T/415	Basics of IPR	OE/SEC	2	15	35	50	1.5 hours
OE/T/416	Introduction to Consumer Behaviour	OE/SEC	2	15	35	50	1.5 hours
OE/F/417	Trends & Forecast	OE/SEC	2	15	35	50	Portfolio
OE/F/418	Hand Knitting Techniques	OE/SEC	2	15	35	50	Portfolio

## **Paper-1 : Surface Ornamentation-I**

**Paper Code : BTD/401**

**Course Credits : 06**

### **Course Objectives:**

- To understand surfaces and repeats for products through embellishment.

### **Course Contents:**

- Introduction to surfaces, understanding surfaces in nature, understanding repeats, patterns and various embellishment materials, practice embellishment techniques, creating surfaces from inspirations, understanding the applications of surfaces on products.

### **Deliverables:**

- Creating surfaces using 2 colours, 3 colours, mixed material and techniques generating concepts using surfaces for particular product range.

### **Textbooks & References:**

1. Clarke, Simon. Textile design.
2. Wilson, Henry. Pattern and Ornament in the arts of India.
3. Crill, Rosemary. Chintz.
4. Cole, Drusilla. Patterns.
5. Style, Bowie. Print & Pattern 2.

## **Paper-2 : Design Process**

**Paper Code : BTD/402**

**Course Credits : 06**

### **Course Objectives:**

- To understand the process of design development.

### **Course Contents:**

- Understanding the step by step process of design from inspiration to final prototype. Inspiration, Ideation, conceptualisation, modelling, prototyping, marketing.

### **Deliverables:**

- Documentation, Presentation, Design concepts.

## **Paper-3 : Consumer Behaviour and Buying Psychology**

**Paper Code : BTD/403**

**Course Credits : 04**

### **Course Objectives:**

- To understand the retail industries and management techniques in terms of market need and consumer behaviour.

### **Course Contents:**

- Introduction to management techniques of consumer behaviour. Understanding of target market for a product. Understanding the need, wants and demands of the buyer. Basis of buying a product in the market. Psychology behind the buying parameters of the consumers.

### **Deliverables:**

- Document, Presentation.

## **Paper-4 : IPR (Intellectual Property Rights)**

**Paper Code : BTD/404**

**Course Credits : 04**

### **Course Objectives:**

- To understand the legal aspects of business in context to design and branding.

### **Course Contents:**

- Introduction to intellectual property rights (patents, copyright, branding). Geographical Indication, Studying the existing IPR violations in the market.

### **Deliverables:**

- Presenting the concept paper for a hypothetical brand defining the intellectual property rights and patents. To present a case study of an IPR violation.

## **Paper-5 : History of Textiles**

**Paper Code : BTD/405**

**Course Credits : 04**

### **Course Objectives:**

- To understand the origin and existence of textiles and its relevance from history to present era.

### **Course Contents:**

- Evolution of textiles during various civilization, its existence in ancient epics and its uses in various time periods in India and abroad. The remarkable change in textiles during Industrial revolution.

### **Deliverables:**

- Presentation on different fields/era via textile History.

## **Paper-6 : CAD-II**

**Paper Code : BTD/406**

**Course Credits : 04**

### **Course Objectives:**

- To learn CAD and the software skills and its application in industry.

### **Course Contents:**

- CAD for print , Photoshop and Corel Draw etc.

### **Deliverables:**

- Exercises of developing motifs, surfaces and repeats via software, understanding print marks, bleed marks and registration marks, documenting the process.

## **Paper-7 : Quality Control and Analysis**

**Paper Code : BTD/407**

**Course Credits : 04**

### **Course Objectives:**

- To understand the quality standards of fabric in industry.

### **Course Contents:**

- Introduction to methods of analysis followed in industry for quality control. Developing an understanding for assessing quality of fabric as per industry standards. Lab testing.

### **Deliverables:**

- Document, Presentation.

## **Paper-8 : Draping**

**Paper Code : BTD/408**

**Course Credits : 04**

### **Course Objectives:**

- To understand the art and mechanics of draping on a dress form.

### **Course Contents:**

- Introduction to traditional forms of draping (Sari, Lungi, etc.). Contemporary drapes on bias, on straight of the grain, developing basic silhouettes, bodice, skirt, Blouses, collar

### **Deliverables:**

- Create different samples using muslin, One final garment using different fabric other than muslin.

### **Textbooks & References:**

1. Armstrong, Helen Joseph. Draping for apparel design.
2. Hilde, Jaffe. Draping for fashion design. Pearson Education India
3. DiMarco, Sally M. and Yuille, Erika. Draping basics.
4. Amaden –Crawford, Connie. The Art of Fashion Draping.
5. Duburg, Annette and Tol, Rixt Van der. Draping: Art and Craftsmanship in fashion design.
6. Sato, Hisako. Drape Drape 2.

## **Paper-15 : Basics of IPR**

**Paper Code : BTD/415**

**Course Credits : 02**

### **Course Objectives:**

- To understand the legal aspects of business in context to design and branding.

### **Course Contents:**

- Introduction to intellectual property rights (patents, copyright, branding).

### **Deliverables:**

- Presenting the concept paper for a hypothetical brand defining the intellectual property rights and patents.

### **Note:**

- The paper setter will set questions in two parts (A & B).
- In part A, the paper setter will set 15 objective type questions out of which students may attempt any 10 carrying 1 mark each.
- In Part B, The paper setter will set 4 descriptive type questions out of which students may attempt any 2 carrying 5 marks each.

## **Paper-16 : Introduction to Consumer Behaviour**

**Paper Code : BTD/416**

**Course Credits : 02**

### **Course Objectives:**

- To understand the retail industries and management techniques in terms of market need and consumer behaviour.

### **Course Contents:**

- Introduction to management techniques of consumer behaviour. Understanding of target market for a product. Understanding the need, wants and demands of the buyer.

### **Deliverables:**

- Document, Presentation.

### **Note:**

- The paper setter will set questions in two parts (A & B).
- In part A, the paper setter will set 15 objective type questions out of which students may attempt any 10 carrying 1 mark each.
- In Part B, The paper setter will set 4 descriptive type questions out of which students may attempt any 2 carrying 5 marks each.

## SEMESTER - V

Paper Code	Subject Title	Course Category	Course Credit	Internal Evaluation	External Evaluation		Total Marks	Duration of Examination
					Theory	Portfolio		
BTD501	Advance Weaving	CORE	6	45	---	105	150	
BTD502	Textile Dyeing- Natural and Chemical	CORE	6	45	---	105	150	
BTD503	Textile Marketing and Merchandising	DSE	4	30	70	---	100	2 hours
BTD504	Introduction to Modern Printing Methods	DSE	4	30	70	---	100	2 hours
BTD505	Professional Documentation	DSE	4	30	70	---	100	2 hours
BTD506	Advance Stitching & Pattern Making	SEC	4	30	--	70	100	
BTD507	Textile Finishing	SEC	4	30	--	70	100	
BTD508	CAD for Carpet and Rugs	SEC	4	30	--	70	100	
OE/T/515	Introduction to Commercial Printing	OE/SEC	2	15	35	---	50	1.5 hours
OE/T/516	Basics of Professional Documentation	OE/SEC	2	15	35	---	50	1.5 hours
Total			32				800	

**# CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 studio-based subjects from SEC and 2 Open Elective Subjects (OE/SEC) (Listed below):.**

**List of Open Elective Subjects for Textile Design in 5th Semester**

Paper Code	Subject Category	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
OE/L/511	Basic of Packaging Design	OE/SEC	2	15	35	50	1.5 hours
OE/L/512	Basic of Draping	OE/SEC	2	15	35	50	1.5 hours
OE/P/513	Basics of Research Methodology	OE/SEC	2	15	35	50	1.5 hours
OE/P/514	Introduction to Design & Human Evolution	OE/SEC	2	15	35	50	1.5 hours
OE/T/515	Introduction to Commercial Printing	OE/SEC	2	15	35	50	1.5 hours
OE/T/516	Basics of Professional Documentation	OE/SEC	2	15	35	50	1.5 hours
OE/F/517	Fashion Merchandising	OE/SEC	2	15	35	50	1.5 hours
OE/F/518	Visual Design Studies	OE/SEC	2	15	35	50	Portfolio

# Paper-1 : Advance Weaving

**Paper Code : BTD/501**

**Course Credits : 06**

## **Course Objectives:**

- To understand the complex weaves structures.

**Course Contents:** Introduction to complex weaves, Introduction to doobby loom, developing samples on loom.

## **Deliverables:**

- Create samples on loom employing different weaves, prepare specification sheets indicating peg plans, weave, draft, EPI, PPI, etc. Document on the theory and assignments.

## **Textbooks & References:**

1. Watson. Elementary weaves.
2. Watson. Advance Textile Design.
3. Elasser, Virginia Hencke. Textiles: Concepts and principles.
4. Lundell, Lalia and Windesjo, Elizabeth. The big book of weaving.

## **Paper-2 : Textile Dyeing – Natural and Chemical**

**Paper Code : BTD/502**

**Course Credits : 06**

### **Course Objectives:**

- To understand the sensibility of using natural dyes and chemical dyes and the processes and techniques involved.

### **Course Contents:**

- Introduction to the process of dyeing fabric, introduction to natural and chemical dyes, Techniques of dyeing and end use. Merits and Demerits of both the dyes.

### **Deliverables:**

- Demonstrate practical understanding of dyes and mordant, creating samples using different techniques of resist dyeing , documenting the process.

### **Textbooks & References:**

1. Dean, Jenny. The craft of Natural Dyeing : Glowing colours from the plant world.
2. Lambert, Eva. The complete guide to Natural Dyeing: Fabric, Yarn and Fibre.
3. Adrosko, Rita J. Natural Dyes and Home Dyeing.
4. Lambert, Eva and Kendall, Racy. The complete guide to Natural Dyeing: Techniques and Recipes for Dyeing fabrics, Yarn and Fibres at Home.
5. Liles, J.N. Art Craft Natural Dyeing: Traditional recipes Modern use.
6. Rudkin, Linda. Natural Dyes – Judy Hardman, Sally Pinhey: Natural Dyes.
7. Hummel, John James. The Dyeing of Textile Fabrics.
8. Storey, Joyce. The Thames and Hudson Manual of Dyes and Fabrics.

## **Paper-3 : Textile Marketing and Merchandising**

**Paper Code : BTD/503**

**Course Credits : 04**

### **Course Objectives:**

- To understand marketing strategy and merchandising techniques of textile industry.

### **Course Contents:**

- Introduction to marketing and merchandising, basic tools of marketing, introduction to merchandising techniques, role and responsibilities of a merchandiser.

### **Deliverables:**

- Power Point Presentation.

## **Paper-4 : Introduction to Modern Printing Methods**

**Paper Code : BTD/504**

**Course Credits : 04**

### **Course Objectives:**

- To understand the processes and techniques of flat-bed, digital, rotary and screen printing

### **Course Contents:**

- Understanding the basics of printing, process, Terminology, flat-bed, digital, rotary and Screen Printing, Introduction to industrial processes. Industry visit for practical understanding of industrial methods of textile printing

### **Deliverables:**

- Samples of various printing techniques, documenting the process.

### **Textbooks & References:**

1. Fiber to fabric

## **Paper-5 : Professional Documentation**

**Paper Code : BTD/505**

**Course Credits : 04**

### **Course Objectives:**

- Documentation through Adobe in-design software.

### **Course Contents:**

- Introduction to structure of documents, Layouts, Use of images, Important components of a document, Introduction to Adobe in-design software.

### **Deliverables:**

- Documentation of any course done by the student.

## **Paper-6 : Advance Stitching and Pattern making**

**Paper Code : BTD/506**

**Course Credits : 04**

### **Course Objectives:**

- To learn the basics of Apparel Construction and pattern making.

### **Course Contents:**

- Basic patterns for basic skirt, pockets, Elements of Apparel Construction, Zippers, Buttons, Buttonholes, Construction of the patterns, Product detailing via stitches.

### **Deliverables:**

- Create patterns, Fabric samples using patterns

### **Textbooks & References:**

1. Macdonald, Nora M. Principles of flat pattern design.
2. Zamkoff, Bernard and Pric, Jeanne. Basic pattern skills for fashion designer.
3. Armstrong, Helen Joseph. Pattern making for fashion design.
4. Holman, Gollion. Pattern making made easy.
5. Solinger, Jacob. Apparel Manufacturers Handbook.
6. Burgo, Fernando. IL Modellismo (Pattern making). Istitute di Moda Burgo, 2004.

## **Paper-7 : Textile Finishing**

**Paper Code : BTD/507**

**Course Credits : 04**

### **Course Objectives:**

- To understand the various textile finishes and finishing methods.

### **Course Contents:**

- Names of various textile finishes, detailed understanding of finishing processes in textile industry according to various fabric use in various end products. Introduction to classification of various finishes i.e. renewable, durable, routine and special.

### **Deliverables:**

- Document, swatch book, presentation.

### **Textbooks & References:**

1. Elasser, Virginia Hencke. Textiles: Concepts and principles.
2. Earle, Joe and Watanbe, Hiroko. Fibre futures: Japan's Textile Pioneers.

## **Paper-8 : CAD for Carpets and Rugs**

**Paper Code : BTD/508**

**Course Credits : 04**

### **Course Objectives:**

- To learn CAD and the software skills and its application in carpet industry.

### **Course Contents:**

- Introduction to CAD, for carpet and rugs. Developing theme based motifs and patterns for a carpet or rug collection using software.

### **Deliverables:**

- Exercises of developing surfaces and repeats for carpet and rugs via software, documenting the process.

## **Paper-15 : Introduction to Commercial Printing**

**Paper Code : OE/T/515**

**Course Credits : 02**

### **Course Objectives:**

- To understand the processes and techniques of flat-bed, digital, rotary and screen printing

### **Course Contents:**

- Understanding the basics of printing, process, Terminology, flat-bed, digital, rotary and Screen Printing, Introduction to industrial processes.

### **Deliverables:**

- Samples of various printing techniques, documenting the process.

### **Note:**

- The paper setter will set questions in two parts (A & B) .
- In part A, the paper setter will set 15 objective type questions out of which students may attempt any 10 carrying 1 mark each.
- In Part B, The paper setter will set 4 descriptive type questions out of which students may attempt any 2 carrying 5 marks each.

### **Textbooks & References:**

1. Fiber to fabric

## **Paper-16 : Basics of Professional Documentation**

**Paper Code : OE/T/516**

**Course Credits : 02**

### **Course Objectives:**

- Documentation through Adobe in-design software.

### **Course Contents:**

- Introduction to structure of documents, Layouts, Use of images, Important components of a document, Introduction to Adobe in-design software.

### **Deliverables:**

- Documentation of any course done by the student.

### **Note:**

- The paper setter will set questions in two parts (A & B) .
- In part A, the paper setter will set 15 objective type questions out of which students may attempt any 10 carrying 1 mark each.
- In Part B, The paper setter will set 4 descriptive type questions out of which students may attempt any 2 carrying 5 marks each.

## SEMESTER - VI

Paper Code	Subject Title	Course Category	Credit	Internal Evaluation	External Evaluation		Total Marks	Duration of Examination
					Theory	Portfolio		
BTD/601	Woven Design Project	CORE	6	45	---	105	150	
BTD/602	Print Design Project	CORE	6	45	---	105	150	
BTD/603	World Traditional Textiles	DSE	4	30	70	---	100	2 hours
BTD/604	Introduction to Home Textiles	DSE	4	30	70	---	100	2 hours
BTD/605	<u>Technical Textiles</u>	DSE	4	30	70	---	100	2 hours
BTD/606	Illustration and Fabric Rendering Techniques	SEC	4	30	--	70	100	
BTD/607	Fashion Photography and Styling	SEC	4	30	--	70	100	
BTD/608	<u>Non-woven Textiles</u>	SEC	4	30	--	70	100	
OE/T/615	Understanding of Home Textiles	OE/SEC	2	15	35	---	50	1.5 hours
OE/T/616	Introduction to World Traditional Textiles	OE/SEC	2	15	35	---	50	1.5 hours
Total			32				800	

**# CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 studio-based subjects from SEC and 2 Open Elective Subjects (OE/SEC) (Listed below):.**

**List of Open Elective Subjects for Textile Design in 6th Semester**

Paper Code	Subject Category	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
OE/L/611	Basic of Production & Control	OE/SEC	2	15	35	50	1.5 hours
OE/L/612	Introduction to Entrepreneurship Development	OE/SEC	2	15	35	50	1.5 hours
OE/P/613	Basics of Design & Innovations	OE/SEC	2	15	35	50	1.5 hours
OE/P/614	Traditional Indian Toys	OE/SEC	2	15	35	50	1.5 hours
OE/T/615	Understanding of Home Textiles	OE/SEC	2	15	35	50	1.5 hours
OE/T/616	Introduction to World Traditional Textiles	OE/SEC	2	15	35	50	1.5 hours
OE/F/617	Design Strategy	OE/SEC	2	15	35	50	Portfolio
OE/F/618	Info-graphics and Visual Representation	OE/SEC	2	15	35	50	Portfolio

# Paper-1 : Woven Design Project

Paper Code : BTD/601

Course Credits : 06

## Course Objectives:

- To understand the possibilities of working for an industrial jacquard loom.

## Course Contents:

- Introduction to jacquard loom, Understanding the functioning of the loom, Possibilities and constraints of working on Jacquard .  
Developing surfaces for jacquard.

## Deliverables:

- Developing a co-ordinated set of concepts for Home furnishing, Apparel, Upholstery, Documenting the process.

## Textbooks & References:

1. Watson. Elementary weaves.
2. Watson. Advance Textile Design.
3. Elasser, Virginia Hencke. Textiles: Concepts and principles.
4. Lundell, Lalia and Windesjo, Elizabeth. The big book of weaving.

## **Paper-2: Print Design Project**

**Paper Code : BTD/602**

**Course Credits : 06**

### **Course Objectives:**

- To develop a range of co-ordinated print design products based on a brief.

### **Course Contents:**

- Developing a collection of products while using printing techniques, working on a brief and using design methodology.

### **Deliverables:**

- Documenting the process and methodology involved. Exhibiting the range of the developed products.

### **Textbooks & References:**

1. Fernandez, Angel. Fashion print design.
2. Meller, Susan and Elffers, Joost. Textile Design: 200 years of patterns and printed fabrics arranged by motif, colour, period and Design.
3. Conover, Charles. Designing for print.
4. Print in fashion: Design and development in fashion textiles. B.T.Batsford
5. Cole, Drusilla. Patterns.
6. Style, Bowie. Print & Pattern 2.
7. Clarke, Simon. Textile Design.
8. Wilson, Henry. Pattern & ornament in the arts of India.
9. Balotra – Anokhi Museum of hand printin, Ajrakh – Anokhi Museum of hand printing
10. Print Progress: Innovation & revival, 1970-2005. Anokhi Museum of Handprinting

## **Paper-3 : World Traditional Textiles**

**Paper Code : BTD/603**

**Course Credits : 04**

### **Course Objectives:**

- To understand the popular traditional textiles around the world, their existence and current scenario.

### **Course Contents:**

- Introduction to popular traditional textiles of various countries, Understanding the traditional techniques of printing, dyeing, weaving and embellishments.

### **Deliverables:**

- Swatchbook, PPT and Documentation

## **Paper-4 : Introduction to Home Textiles**

**Paper Code : BTD/604**

**Course Credits : 04**

### **Course Objectives:**

- To understand the various fabrics and their end uses for home textiles.

### **Course Contents:**

- Introduction to classification of home textiles. Understanding of color, motifs, patterns, drape, aesthetics, trims, transparency/opacity and absorbency etc. of various fabrics to be used in home textile products and furnishings according to trend, weather, target market and place etc.

**Deliverables:** Documentation, Swatchbook and Presentations.

## Paper-5 : Technical Textiles

Paper Code : BTD/605

Course Credits : 04

- **Course Objectives:**
- To understand the various technical textiles.
- **Course Contents:**
- Introduction and classification of technical textiles which include textiles for automotive applications, medical textiles, geo-textiles, agro-textiles, and protective clothing.
- Understanding of their manufacturing process.
- Understanding of their end use in day to day life.
- **Deliverables:** Document, swatchbook and Presentations.

## Paper-6 : Illustration and Fabric Rendering Techniques

Paper Code : BTD/606

Course Credits : 04

### Course Objectives:

- To understand various fabric textures and draping via rendering.

### Course Contents:

- Rendering of different textures of fabrics, draping of fabrics on croquet and home furnishing products using various coloring mediums.

### Deliverables:

- Submission of samples of different fabrics and their renderings in a garment collection and home interior .

### Textbooks & References:

1. Kerope, Lisa. Visual Texture on Fabric.
2. Drudi, E. Fabric textures & patterns. Pepin Press.
3. Lee, Iris. Fabric etching.
4. Loughman, Gloria. Quilted symphony.

## **Paper-7 : Fashion Photography and Styling**

**Paper Code : BTD/607**

**Course Credits : 04**

### **Course Objectives:**

- To understand the professional use of Camera for fashion photoshoot and product shoot.
- To develop the understanding of styling a model or a product for professional photoshoot.

### **Course Contents:**

- Introduction to professional photography,
- Studio photography, outdoor fashion and product photography, use of different lenses according to light and product.
- Understanding of proper lighting, background and angle for photoshoot.
- Understanding of hair, makeup and accessories of model for fashion/catalogue photoshoot.

**Deliverables:** Submission in the form of a Document/catalogue, Photography exhibition .

### **Textbooks & References:**

1. Mathew, Deepak John. Principles of design through photography.
2. Diprose and Robins. Photography: The New basics.
3. Gaensheimer, Susanne. Not in fashion: Photography and fashion in the 90s.
4. Smith, Bruce. Fashion Photography. Crown Publishing Group.
5. Siegel, Eliot. Fashion Photography course: Principles, practice and techniques: an essential guide.
6. Mastermind: Art direction, fashion styling and visionary photography Dictionary.
7. Derrick, Robin. Unseen Vogue: The secret history of fashion photography.
8. Child, John. Studio Photography: Essential skills. Focal Press.

## **Paper-8 : Non-woven Textiles**

**Paper Code : BTD/608**

**Course Credits : 04**

### **Course Objectives:**

- To understand the techniques and end use of non woven textile.

### **Course Contents:**

- Introduction to non-woven textiles, classification of non-woven textiles.
- Introduction to techniques like knitting, macramé, knotting etc.
- Introduction to process of felting. End uses of non woven textiles.

### **Deliverables:**

- Samples of various non woven techniques and PPT

## **Paper-15 : Understanding of Home Textiles**

**Paper Code : OE/T/615**

**Course Credits : 02**

### **Course Objectives:**

- To understand the various fabrics and their end uses for home textiles.

### **Course Contents:**

- Introduction to classification of home textiles.
- Understanding of color, motifs, patterns, drape, aesthetics, trims, transparency/opacity and absorbency etc. of various fabrics.

### **Deliverables:**

- Presentation.

### **Note:**

- The paper setter will set questions in two parts (A & B).
- In part A, the paper setter will set 15 objective type questions out of which students may attempt any 10 carrying 1 mark each.
- In Part B, The paper setter will set 4 descriptive type questions out of which students may attempt any 2 carrying 5 marks each.

## **Paper-16 : Introduction to World Traditional Textiles**

**Paper Code : OE/T/616**

**Course Credits : 02**

### **Course Objectives:**

- To understand the popular traditional textiles around the world.

### **Course Contents:**

- Introduction to popular traditional textiles of various countries.

### **Deliverables:**

- PPT and Documentation

### **Note:**

- The paper setter will set questions in two parts (A & B).
- In part A, the paper setter will set 15 objective type questions out of which students may attempt any 10 carrying 1 mark each.
- In Part B, The paper setter will set 4 descriptive type questions out of which students may attempt any 2 carrying 5 marks each.

## SEMESTER - VII

Paper Code	Subject Title	Course Category	Credit	Internal Evaluation	External Evaluation		Total Marks	Duration of Examination
					Theory	Portfolio		
BTD/701	Surface Ornamentation-II	CORE	6	45	---	105	150	
BTD/702	Advanced Design Project and Portfolio Development	CORE	6	45	---	105	150	
BTD/703	<u>Fabric Structure and Cloth Analysis</u>	DSE	4	30	70	---	100	2 hours
BTD/704	Professional Ethics	DSE	4	30	70	---	100	2 hours
BTD/705	<u>Futuristic Textile Design</u>	DSE	4	30	70	---	100	2 hours
BTD/706	Visual Merchandising	SEC	4	30	--	70	100	
BTD/707	Craft Study	SEC	4	30	--	70	100	
BTD/708	Dissertation	SEC	4	30	--	70	100	
Total			32				800	

**# Student may choose any 5 subjects from BTD/703 to BTD/708.**

## **Paper-1 : Surface Ornamentation-II**

**Paper Code : BTD/701**

**Course Credits : 06**

### **Course Objectives:**

- To explore the techniques of embellishment and develop a theme based collection.

### **Course Contents:**

- Exploration of previously learnt embellishment techniques on various surfaces as per end use, conceptualisation of theme based motifs and patterns using the techniques. Developing surfaces and collection.

### **Deliverables:**

- Developing a theme based collection for Home furnishing/ Apparel/Upholstery, Documenting the process.

## **Paper-2 : Advanced Design Project and Portfolio Development**

**Paper Code : BTD/702**

**Course Credits : 06**

### **Course Objectives:**

- To develop a range of co-ordinated products using printing, dyeing or embellishment techniques based on a brief. To develop a portfolio of the project.

### **Course Contents:**

- Developing a collection of products while using printing, dyeing or embellishment techniques, working on a brief and using design methodology.
- Professionally documenting the project in a portfolio format.

### **Deliverables:**

- Portfolio of the collection. Exhibiting the range of the developed products .

## **Paper-3 : Fabric Structure and Cloth Analysis**

**Paper Code : BTD/703**

**Course Credits : 04**

### **Course Objectives:**

- To understand the basic fabric structure and manufacturing methods as per their end use.

### **Course Contents:**

- Introduction to various fabric structures and their manufacturing process through weaving, knitting and felting.
- Understanding and analysis of the functional and aesthetical end uses of various fabrics according to their structure.

### **Deliverables:**

- Documentation, Swatchbook and Presentation.

## **Paper-4 : Professional Ethics**

**Paper Code : BTD/704**

**Course Credits : 04**

### **Course Objectives:**

- This subject is specially designed to develop an understanding for moral ethics at workplace to fulfil the objective of a quality education.

### **Course Contents:**

- Understanding of personal and corporate rules that govern behaviour within the context of a particular profession.
- Introduction to importance of professional ethics, codes of professional ethics and professional values

### **Deliverables:**

- Presentation.

## **Paper-5 : Futuristic Textile Design**

**Paper Code : BTD/705**

**Course Credits : 04**

### **Course Objectives:**

- To develop an understanding for textile design future in coming decades.

### **Course Contents:**

- Understanding of futuristic approach of textile design observing the current scenario.
- Introduction to futuristic design and smart textiles.

### **Deliverables:**

- Presentation.

## **Paper-6 : Visual Merchandising**

**Paper Code : BTD/706**

**Course Credits : 04**

### **Course Objectives:**

To understand visual merchandising and store conceptualisation.

### **Course Contents:**

Studying the forecast, understanding visual perception of space, understanding branding & Identity.

### **Deliverables:**

Illustration of the given space, Thematic display, Working on a display in the local market.

### **Textbooks & References:**

1. Fashion magazines: Chanel: Couturiere at work- Claudia; Victoria & Albert Publications
2. Visual Merchandising – Martin M.Pegler,; Tony Morgan :- Window display
3. Chanel: The vocabulary of style – Jerome
4. Bell, Judith. Silent Selling: Best practices and effective strategies in visual merchandising.

## Paper-7 : Craft Study

**Paper Code : BTD/707**

**Course Credits : 04**

### **Course Objectives:**

- This course is to sensitize students for field research and their communication with the crafts people.

### **Course Contents:**

- Introduction to field research, Communication and interaction with craft communities, information, assimilation , field photography

### **Deliverables:**

- Developing a questionnaire, Route map, schedule plan, presentation/documentary on the initial research information and final documentation.

### **Textbooks & References:**

1. Ranjan, M.P. Bamboo and cane crafts of North East.
2. Aditi and Ranjan, M.P. Handmade in India.
3. Gillow, John and Barnard, Nicholas. Indian Textiles.
4. Balotra – Anokhi Museum of hand printing , Ajrakh – Anokhi Museum of hand printing
5. Print Progress-: Innovation & revival, 1970-2005- Anokhi Museum of hand printing
6. Sanganer – Anokhi Museum of handprinting
7. Frater, Judy. Threads of Identity.
8. Pashmina: The Kashmiri Shawl & Beyond. Marg Publication.
9. Bilgrami, Noorjahan. Sind to Ajrak.

## **Paper-8 : Dissertation**

**Paper Code : BTD/708**

**Course Credits : 04**

### **Course Objectives:**

- To develop a research document based on the craft of India, their sensibilities and traditional practices in the given geographical location.

### **Course Contents:**

- The students are required to visit craft clusters and document the process of making of the craft.
- Understand the tradition in which a particular craft is embedded, techniques and tools.
- The students are also required to visit various museums and emporiums related to the craft identified.

### **Deliverables:**

- Submission of a document in soft and hard copy.
- Presentation of the research.

### **Textbooks & References:**

1. Chaldecott, Nada. Dhurries.
2. Threads and Voices : Behind the Indian Textile Tradition. Mumbai: Marg Publication.
3. Indian Embroidery: Ethnic & Beyond. Super Book House

## **SEMESTER - VIII**

Paper Code	Subject Title	Course Category	Credit	Internal Evaluation	External Evaluation		Total Marks	Duration of Examination
					Theory	Portfolio		
BTD/801	Graduation Project	CORE	32	240	---	560	800	

**Note:**

1. Internal marks will be evaluated by the concerned guide based on the performance of students work throughout the semester. Finally it will be evaluated one day before the final Jury by the Internal Jury members comprising of department faculty members, Professor, HOD and faculty members of the other departments. Overall Internal assessment will be based on 500 marks (Qualifying marks- 40%, i.e., Pass marks -200). If a candidate fails in the Internal Assessment, he/she will have to re-do the work.
2. External marks will be evaluated by the external Jury member(s) from the panel approved by COE . Overall External Assessment will be based on 500 marks (Qualifying marks- 40%, i.e., Pass marks - 200). If a candidate fails in the Internal Assessment, he/she will have to redo the complete training process.

**Course Objective:**

- Developing a design collection.

**Course Contents:**

- Developing a collection of products, working on a brief and using design methodology.

**Deliverables:**

- Documenting the process and methodology involved
- Exhibiting the range of the developed products

## **Scheme of examination for external written examination**

- Each theory paper of elective subjects of **50** marks will be of **2 hours** duration.
- Each question paper will contain **7** descriptive questions (may include 1 question of objective type), out of which any **5** will be compulsory to answer.
- Each question will be of **10** marks.
- Passing marks will be 40%