



SNDT Women's University, Mumbai

**Undergraduate Degree / UG Programme
(Syllabus as Per NEP) -
Faculty of Interdisciplinary Studies**

**B. Design
(Textile Design)**

As Per NEP – 2020

Semester – V & VI

**Syllabus
(W.E.F. Academic Year 2026-27)**

Terminologies

| Abbreviation | Full-form | Remarks | Related to Major and Minor Courses |
|------------------|--|--|---------------------------------------|
| Major (Core) | Main Discipline | | |
| Major (Elective) | Elective Options | | related to the Major Discipline |
| Minor Stream | Other Disciplines (Inter/Multidisciplinary) not related to the Major | either from the same Faculty or any other faculty | |
| OEC | Open Elective Courses/ Generic | | Not Related to the Major and Minor |
| VSEC | Vocational and Skill Enhancement Courses | | |
| VSC | Vocational Skill Courses | | Related to the Major and Minor |
| SEC | Skill Enhancement Courses | | Not Related to the Major and Minor |
| AEC | Ability Enhancement Courses | Communication skills, critical reading, academic writing, etc. | Not Related to the Major and Minor |
| VEC | Value Education Courses | Understanding India, Environmental science/education, Digital and technological solutions, Health & Wellness, Yoga education, sports, and fitness | Not Related to the Major and Minor |
| IKS | Indian Knowledge System | Generic IKS Course: basic knowledge of the IKS I. Subject Specific IKS Courses: advanced information pertaining to the subject: part of the | Subject Specific IKS related to Major |

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| | | major credit. | |
| VEC | Value Education Courses | | Not Related to the Major and Minor |
| OJT | On-Job Training (Internship/Apprenticeship) | corresponding to the Major Subject | Related to the Major |
| FP | Field projects | corresponding to the Major Subject | Related to the Major |
| CC | Co-curricular Courses | Health and Wellness, Yoga education sports, and fitness, Cultural Activities, NSS/NCC and Fine/ Applied/Visual/ Performing Arts | Not Related to the Major and Minor |
| CE | Community Engagement and service | | Not Related to the Major and Minor |
| RP | Research Project | corresponding to the Major Subject | Related to the Major |

Structure with Course Titles**B. Design (Textile Design)****Semester – V**

| Sr. No. | Course | Type of Course | Credits | Marks | Int Marks | Ext Marks |
|----------------|---|-----------------------------------|----------------|--------------|------------------|------------------|
| | Semester – V | | | | | |
| 50144421 | Dobby and Jacquard Advanced (Pr) | Major (Core) | 4 | 100 | 50 | 50 |
| 50144422 | Design Interpretation and Fabric Illustration (Pr) | Major (Core) | 4 | 100 | 50 | 50 |
| 51044411 | Indian Fabrics – Cultural and Historical Relevance (Th) | IKS (Major Specific) | 2 | 50 | 0 | 50 |
| 50244421 | Natural Dyeing and Printing (Pr) | Major (Elective) (Any One) | 4 | 100 | 50 | 50 |
| 50244422 | Embroideries for Couture (Pr) | | | | | |
| 50344411 | Visual and Retail Merchandising (Th+Pr) | Minor Stream | 4 | 100 | 50 | 50 |
| 50644401 | Creative Surface Textiles (Pr) | VSC-4 | 2 | 50 | 50 | 0 |
| 51344401 | Field Project - Craft Product (Pr) | FP | 2 | 50 | 50 | 0 |
| | | | 22 | 550 | 300 | 250 |

Semester – VI

| Sr. No. | Course | Type of Course | Credits | Marks | Int Marks | Ext Marks |
|----------------|------------------------------------|-----------------------------------|----------------|--------------|------------------|------------------|
| | Semester - VI | | | | | |
| 60144411 | Knit Design (Th+Pr) | Major (Core) | 4 | 100 | 50 | 50 |
| 60144422 | Computer Aided Textile Design (Pr) | Major (Core) | 4 | 100 | 50 | 50 |
| 60244421 | Floor Coverings (Pr) | Major (Elective) (Any One) | 4 | 100 | 50 | 50 |
| 60244422 | Bath Linens (Pr) | | | | | |
| 60344411 | Technical Textiles (Th) | Minor Stream | 2 | 50 | 0 | 50 |
| 60344412 | Entrepreneurship & IPR (Th+Pr) | Minor Stream | 4 | 100 | 50 | 50 |
| 61244421 | Industry Research Project (Pr) | OJT | 4 | 100 | 50 | 50 |
| | | | 22 | 550 | 250 | 300 |

Exit with Degree (3-year)

Course Syllabus

Semester V

5.1 Major (Core)

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| 5.1 | Dobby and Jacquard Advanced | | Crs |
| Course Outcomes | <p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Examine the fundamentals of weaving structures and the working principles of Dobby and Jacquard technologies. 2. Analyze weaving structures and design patterns using Dobby and Jacquard technologies with CAD/CAM tools. 3. Incorporate color theory and design principles when developing patterns for industrial apparel and home textiles. 4. Evaluate modern weaving practices. | | 4 |
| Sr. No. | Module Outcomes | Course Contents | Cr. |
| Module 1 | Advanced Dobby Weaving: Mechanisms, Design, and Technology | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Operate advanced electronic and rotary Dobby mechanisms. 2. Develop intricate weave patterns for Dobby looms. 3. Construct complex Dobby weave structures, including multi-layer fabrics, practically. | <ul style="list-style-type: none"> • Advanced doobby mechanisms: electronic doobby, rotary doobby. • Pattern design & development for Dobby looms. • Dobby weave structures: Complex weave variations, multi-layer fabrics. • Troubleshooting and maintenance of Dobby looms. • Integration of CAD software for Dobby pattern creation. | |
| Module 2 | Jacquard Evolution & Mechanisms | | 1 |
| | Learning Outcomes | Module Content | |

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| | <p>After <i>learning</i> the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Explain the historical progression of Jacquard looms from mechanical to modern electronic systems. 2. Examine the working principles and components of modern electronic Jacquard mechanisms. 3. Demonstrate the operation of Jacquard shedding systems and harness mounting techniques. 4. Prepare pattern cards and digital design files for contemporary Jacquard weaving machines. | <ul style="list-style-type: none"> • Evolution of Jacquard looms: From mechanical to electronic Jacquards. • Detailed analysis of electronic Jacquard mechanisms. • Jacquard shedding systems and harness mounting. • Pattern card preparation and digital pattern processing. • Analysis of modern Jacquard machines and their capabilities. | |
| Module 3 | Advanced Jacquard Design and Applications | | 1 |
| | Learning Outcomes | Module Content | |
| | <p>After <i>learning the module</i>, learners will be able to</p> <ol style="list-style-type: none"> 1. Replicate advanced Jacquard weave structures, including tapestry, brocade, and figured fabrics. 2. Develop Jacquard designs tailored for industrial applications in apparel and home textiles. 3. Employ color theory principles to create effective and visually appealing Jacquard designs. | <ul style="list-style-type: none"> • Advanced Jacquard weave structures: Tapestry, brocade, and figured fabrics. • Color theory and its application in Jacquard design. • Designing for industrial Jacquard applications: Apparel and home textiles | |
| Module 4 | Modern Developments and Industrial Applications | | 1 |

| | Learning Outcomes | Module Content | |
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| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Integrate CAD/CAM technologies into the design and production processes of Dobby and Jacquard woven fabrics. 2. Apply sustainable practices within Dobby and Jacquard weaving operations. 3. Assess current industry trends and innovations in woven fabric production. | <ul style="list-style-type: none"> • Computer-aided design (CAD) and computer-aided manufacturing (CAM) in Dobby and Jacquard weaving. • Sustainable practices in Dobby and Jacquard weaving. • Industry trends and innovations in woven fabric production. | |

Assignments/Activities towards CCE

1. Designing 3 complex Dobby patterns using CAD software.
2. Designing and creating 3 complex Jacquard patterns using CAD software.
3. Designing and Developing a product range comprising minimum 4 products, using the doobby and jacquard fabric simulations created in assignment 1&2 .

Bibliography

- Berndt E., (2006), "Textile Technology", Hanser Publishing, Munich
- Fox T W., (1957), "The mechanism of weaving", Macmillan Co Limited
- Grosicki Z.J., (1989), "Watson's Advanced Textile Design", London-U.K. Newnes-Butterworths Bombay-India
- Grosicki Z.J., (2004). "Watson's Textile Design and Colour", Woodhead Publishing Limited
- Kadolph S.J., (2007), "Textiles-Tenth Edition", Pearson Prantice Hall

5.2 Major (Core)

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| 5.2 | Design Interpretation and Fabric Illustration | | Crs |
| Course Outcomes | <p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Execute design thinking frameworks and forecasting knowledge to create a concept for a chosen brand. 2. Apply 2D and 3D techniques, to create a design range and prototypes relevant for the market/brand. 3. Implement rendering techniques using hand rendering and various mixed-mediums, to illustrate different textures, types and patterns of fabric. 4. Explore rendering skills to create realistic mock-ups and implement the skills developed for the design project. | | 4 |
| Sr. No. | Module Outcomes | Course Contents | Cr. |
| Module 1 | Design Concept Development | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Identify an appropriate theme/concept for a chosen brand based on market research and forecasting. | <ul style="list-style-type: none"> • Choosing a brand and conducting market research for the same, to develop an understanding of the brand ethos and design language. • Applying forecasting knowledge, to develop a concept/theme for the chosen brand. | |
| Module 2 | Design Interpretation and Implementation | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Illustrate skills of design thinking, to develop a product range and prototypes for the chosen brand. | <ul style="list-style-type: none"> • Brainstorming using 2D design techniques, to develop visual boards. • Using design thinking techniques and combining 3D design development methods, to create a range of products for the brand. | |
| Module 3 | Fabric Illustration using Rendering Techniques | | 1 |

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| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Illustrate fabrics with different textures and patterns. 2. Select appropriate mediums and their combinations to achieve realistic fabric rendered effects. | <ul style="list-style-type: none"> • Hand rendering of various fabric types such as woven textures, knit textures, lace and embroidered fabrics. • Creating patterns using mixed-media and its implementation on apparel and home textile products to create a realistic and dimensional effect. | |
| Module 4 | Fabric Illustration using Computer Aided Rendering Techniques | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Utilize CAD software to generate digital fabric renders. 2. Execute realistic mockups of products using CAD tools. | <ul style="list-style-type: none"> • CAD based rendering of various fabric types such as woven textures, knit textures, lace and embroidered fabrics. • CAD tools used to generate realistic mockups and product rendering for presentations. | |
| Assignments/Activities towards CCE | | | |
| <ol style="list-style-type: none"> 1. Create visual design boards, customer profile, final product range of minimum 6 pieces with product illustrations and technical drawings where applicable. 2. 10 hand-rendered swatches including woven, knits, patterns (plaids, stripes, floral, etc.) laces and embroideries. 3. Development of 6 products mock-ups, to create depth, dimension and a realistic effect. | | | |

Bibliography

- Aspelund, K. (2014). The design process (3rd ed.). Fairchild Books.
- Colchester, C. (2007). The new textiles: Trends and traditions. Thames & Hudson.
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- Hallett, C., & Johnston, A. (2014). Fabric for fashion: The complete guide: Natural

and man-made fibres (2nd ed.). Laurence King Publishing.

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- Langford, M. (2019). Textile design theory in the making. Bloomsbury Visual Arts Publishers.
- Stecker, K. (1996). The surface designer's art: Contemporary fabric printers, painters & dyers. Lark Books.
- Wolfe, M. (2017). Fashion drawing, second edition: Illustration techniques for fashion designers. Laurence King Publishing.

5.3 IKS (Major Specific)

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| 5.3 | Indian Fabrics- Cultural and Historical Relevance | | Crs |
| Course Outcomes | <p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Identify various traditional Indian fabrics and their unique characteristics. 2. Analyze the historical significance of different Indian fabrics. 3. Access the cultural impact of Indian fabrics in different regions of India 4. Discuss the evolution of Indian fabrics in contemporary fashion and design. | | 2 |
| Sr. No. | Module Outcomes | Course Contents | Cr. |
| Module 1 | Indian Fabric and Historical Origins | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Define various traditional Indian fabrics and their historical origins. 2. Differentiate between the weaving techniques and patterns used in different regions of India. | <ul style="list-style-type: none"> • Introduction to Indian Fabrics: Definition and significance Overview of the history and evolution of Indian fabrics • Pre-Independence Indian Fabrics The role of Indian fabrics in ancient and medieval trade Influence of historical events on the development of fabric techniques. Initiative for promotion and development of Khadi, Silk and wool. | |
| Module 2 | Cultural & Contemporary Relevance | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Examine the cultural significance of traditional fabrics in | <ul style="list-style-type: none"> • Cultural Significance: Role of fabrics in Indian festivals and rituals Traditional attire and its relevance in different Indian | |

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| | <p>various Indian communities.</p> <p>2. Discuss the contemporary relevance and transformation of traditional Indian fabrics in modern fashion and design.</p> | <p>states</p> <p>Symbolism and meaning in fabric designs and patterns</p> <ul style="list-style-type: none"> • Post-Independence Indian Fabrics: <ul style="list-style-type: none"> Revival of traditional techniques Government initiatives to promote handlooms & boards • Contemporary Relevance: <ul style="list-style-type: none"> Influence of traditional fabrics on contemporary fashion Innovations and sustainability in fabric production The future of Indian fabrics in global markets Sustainable practices in the Indian textile industry | |
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Assignments/Activities towards CCE

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| <p>1. Document: Create a visual or digital project showcasing the traditional techniques of a selected Indian fabric, including interviews with artisans if possible.</p> <p>Incorporate research study on the influence of socio-political changes on the Indian textile industry post-independence.</p> <p>2. Presentation: Prepare a presentation on the role of a chosen Indian fabric in contemporary design, including its impact on global trends.</p> |
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Bibliography

- Chattopadhyaya, K. (1995). *Textile Design*. Indian Council for Cultural Relations.
- Crill, R. (2015). *The Fabric of India*. V & A Publishing.
- Gillow, J. & Barnard, N. (2008). *Indian Textiles*. Thames & Hudson.
- Jaitly, J. (2012). *Textile Design*. Niyogi Books.
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- Ranjan, A. & Ranjan, M.P. (2009-Original/2024). *Handmade in India: A Geographic Encyclopedia of Indian Handicrafts*. WW Norton.

5.4 A. Major (Elective)

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| 5.4 | Natural Dyeing and Printing | | Crs |
| Course Outcomes | <p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Identify the raw materials used for natural dyeing. 2. Execute immersion dyeing techniques, create color swatches, and manage dye bath pH. 3. Apply advanced dyeing techniques such as layering, resist dyeing, indigo dyeing, and food-waste dyeing in textile design. 4. Construct printing blocks, compound dye pastes, and implement block and eco-printing on textile materials. | | 4 |
| Sr. No. | Module Outcomes | Course Contents | Cr. |
| Module 1 | Foundations and Preparatory Techniques | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Classify locally available natural dye materials and prepare textile fibers for dyeing processes. 2. Measure and prepare appropriate mordant solutions for different fiber types. 3. Apply mordanting techniques on cotton, wool, and silk using alum and tannin. | <ul style="list-style-type: none"> • Identification of local dye plants and materials. • Preparation of fiber samples (scouring, cleaning). • Weighing and measuring materials for mordanting. • Practical mordanting of cotton, wool, and silk using alum and tannin. | |
| Module 2 | Dye Extraction and Basic Dyeing | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> | <ul style="list-style-type: none"> • Extraction of dyes from various plant materials (decoction, infusion). | |

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| | <ol style="list-style-type: none"> 1. Demonstrate dye extraction from plant sources using decoction and infusion methods and prepare appropriate dye baths. 2. Apply immersion dyeing techniques on textile fibers and develop systematic color swatches. 3. Analyze and regulate pH levels in dye baths while maintaining accurate dyeing records and documentation. | <ul style="list-style-type: none"> • Preparation of dye baths with precise measurements. • Immersion dyeing techniques on prepared fiber samples. • Creating color swatches and maintaining detailed dye records. • pH testing and adjustments of dye baths. | |
| Module 3 | Advanced Dyeing Techniques | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Develop complex colors through layering and overdyeing techniques 2. Master resist dyeing methods like tie-dye through practical application. 3. Experiment with diverse natural dyeing methods, including indigo dyeing and utilizing food waste. | <ul style="list-style-type: none"> • Resist dyeing techniques: tie-dye folding and binding. • Dyeing with indigo dyes. • Extraction of dyes with food waste. • Eco printing techniques | |
| Module 4 | Creative Application for Natural Printing Methods | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> | <ul style="list-style-type: none"> • Experimenting samples of combinations of dyeing and printing. | |

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| | <ol style="list-style-type: none"> 1. Prepare printing blocks from natural materials and formulate natural dye pastes and thickeners. 2. Apply block printing techniques on fabric samples using self-prepared natural dye pastes. 3. Develop eco-printed textiles using diverse plant materials and appropriate printing techniques. | <ul style="list-style-type: none"> • Developing a finished product | |
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Assignments/Activities towards CCE

1. Develop a sample book using different natural dyeing and printing techniques.
2. Combining printing and dyeing techniques to develop creative effects and using the same to create one finished product prototype.

Bibliography

- Behan, B. (2018). *Botanical inks: Plant-to-print dyes, techniques and projects*. Quadrille.
- Boutrup, J., & Ellis, C. (2019). *The art and science of natural dyes: Principles, experiments, and results*. Schiffer Craft.
- Dean, J., & Casselman, K. D. (2010). *Wild color: The complete guide to making and using natural dyes*. Potter Craft.
- Ebner, F., & Hasenöhrl, R. (2018). *Natural dyeing with plants: Glorious colors from roots, leaves & flowers*. Schiffer Craft.
- Lambert, E., & Kendall, T. (2010). *The complete guide to natural dyeing: Techniques and recipes for dyeing fabrics, yarns, and fibers at home*. Interweave Press.
- Vejar, K. (2015). *The modern natural dyer: A comprehensive guide to dyeing silk, wool, linen, and cotton at home*. STC Craft/A Melanie Falick Book.

5.4 B. Major (Elective)

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|------------------------|--|--|------------|
| 5.4 | Embroideries for Couture | | Crs |
| Course Outcomes | <p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Demonstrate proficiency in basic embroidery techniques, showcasing their ability to execute these stitches with precision and creativity. 2. Integrate advanced embroidery techniques to enhance the texture and detail of couture designs. 3. Develop Skills to research, evaluate and analyze various global embroidery techniques, and apply their research findings to create a couture piece incorporating a selected global embroidery technique 4. Develop projects on couture embroidery techniques from concept to completion incorporating sustainable and ethical practices. | | 4 |
| Sr. No. | Module Outcomes | Course Contents | Cr. |
| Module 1 | Fundamentals of Couture Embroidery Techniques | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Demonstrate various fundamental categories of commonly used embroidery techniques. 2. Develop Skills of embroidery using basic techniques. 3. Apply embroidery techniques to create intricate samples suited for couture garments. | <ul style="list-style-type: none"> ● Introduction to Embroidery: Historical overview and significance in couture. Overview of different embroidery styles and techniques. ● Basic Techniques: Flat Stitch (e.g. Satin): Application and variations. Embossed Stitch (e.g. French knot): Creating texture and dimension. Loop Stitch (e.g. Chain Stitch): Understanding its use in outlining and filling. | |
| Module 2 | Advanced Embroidery Techniques | | 1 |
| | Learning Outcomes | Module Content | |

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| | <p>After <i>learning</i> the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Define and identify advanced embroidery techniques to enhance the texture and detail of couture designs. 2. Manipulate different variations of embroidery techniques with aesthetic value. | <ul style="list-style-type: none"> • Advanced Techniques: Beadwork and Sequins: Enhancing texture and sparkle. 3D Embroidery: Creating three-dimensional effects. Appliqué and Patchwork: Adding decorative elements. • Integration into Couture: Advanced techniques are used in couture to add luxurious detail. Case studies of renowned couture collections. | |
| Module 3 | Indian Couture Embroidery Techniques | | 1 |
| | Learning Outcomes | Module Content | |
| | <p>After <i>learning the module</i>, learners will be able to</p> <ol style="list-style-type: none"> 1. Explore traditional and contemporary Indian embroidery techniques used in couture fashion. 2. Demonstrate skills in Indian couture embroidery techniques and able to apply them to create elaborate and culturally significant designs. | <ul style="list-style-type: none"> • Advance and Professional Practices & Project • Indian Embroidery Techniques <p>Zardosi: Techniques and their application in haute couture.</p> <p>Kashida / Aari work: Traditional methods and their modern adaptations.</p> <p>Chikankari: Understanding its intricate stitching patterns.</p> <p>Mirror Work: Application and styling in contemporary couture.</p> | |
| Module 4 | | | 1 |
| | Learning Outcomes | Module Content | |
| | <p>After <i>learning the module</i>, learners will be able to</p> | <ul style="list-style-type: none"> • Historical and Cultural Context: Exploration of the history and cultural | |

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| | <p>1. Execute projects on Indian couture embroidery techniques from concept to completion incorporating sustainable and ethical practices. Explore new material choices for embroidery</p> | <p>significance of each technique.</p> <ul style="list-style-type: none"> • Case studies of Indian couture collections featuring these techniques. | |
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Assignments/Activities towards CCE

1. Develop samples based on given techniques or by combining techniques.
2. Design a range of product by incorporating developed samples using at least two Indian techniques. Prepare a presentation detailing your design concept, material choices, process. Present the design along with a rationale explaining the creative process.

Bibliography

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- Edmonds, J. (2009). *Three Dimensional Embroidery: Methods of Construction for the Third Dimension*. Batsford, London.
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5.5 Minor Stream

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| 5.5 | Visual & Retail Merchandising | | Crs |
| Course Outcomes | <i>After going through the course, learners will be able to</i> <ol style="list-style-type: none"> 1. Apply fundamental principles of visual merchandising. 2. Implement brand-aligned visual merchandising strategies. 3. Develop comprehensive visual merchandising plans 4. Adapt to evolving retail trends. | | 4 |
| Sr. No. | Module Outcomes | Course Contents | Cr. |
| Module 1 | Fundamentals of Visual Merchandising (TH) | | 1 |
| | Learning Outcomes | Module Content | |
| | <i>After learning the module, learners will be able to</i> <ol style="list-style-type: none"> 1. Define the core concepts of visual merchandising. 2. Apply design principles to create effective displays. 3. Examine store layouts and traffic flow. | <ul style="list-style-type: none"> • Introduction to Visual Merchandising: definitions, history, and importance. • Principles of design: color, line, shape, form, texture, and space. • Analysing consumer behaviour and its impact on merchandising. • Store layouts and traffic flow. • The role of visual merchandising in brand building. | |
| Module 2 | Display Techniques and Product Presentation (PR) | | 1 |
| | Learning Outcomes | Module Content | |
| | <i>After learning the module, learners will be able to</i> | <ul style="list-style-type: none"> • Display techniques: window displays, in-store | |

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| | <ol style="list-style-type: none"> 1. Explain various visual display techniques used in merchandising. 2. Apply styling techniques to mannequins for effective product presentation. 3. Implement appropriate lighting techniques to enhance visual displays. 4. Design seasonal and promotional visual merchandising displays. | <p>displays, and point-of-purchase (POP) displays.</p> <ul style="list-style-type: none"> • Mannequin styling and product presentation. • Lighting techniques for retail environments. • Use of props and accessories. • Seasonal and promotional display strategies. | |
| Module 3 | Retail Environment and Brand Communication (TH) | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Examine the impact of retail store design on customer experience. 2. Develop brand communication strategies through visual merchandising. 3. Design effective signage and graphics. | <ul style="list-style-type: none"> • Retail store design and atmosphere. • Brand identity and its connection to visual merchandising. • Creating a cohesive brand story through visual displays. • Signage and graphics in retail environments. • The impact of sensory marketing on the retail experience. | |
| Module 4 | Practical Application and Current Trends (PR) | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> | <ul style="list-style-type: none"> • Development of a visual merchandising plan. | |

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| | <ol style="list-style-type: none"> 1. Apply theoretical knowledge to practical display creation. 2. Evaluate retail environments. 3. Develop a comprehensive visual merchandising plan. | <ul style="list-style-type: none"> • Introduction to digital merchandising and online retail. • Current trends in visual and retail merchandising. | |
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Assignments/Activities towards CCE

1. Prepare a digital display of visual merchandising for a specific product or theme.
2. Prepare a presentation on retail store display with references to a brand case study. The presentation should include recent trends in visual merchandising, such as digital displays, sustainable materials, or experiential retail.

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5.6 VSC-4

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| 5.6 | Creative Surface Textiles | | Crs |
| Course Outcomes | <p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Describe the principles of creative surface textiles and mixed media techniques. 2. Compare various surface textile techniques, including traditional and modern methods. 3. Create innovative textile surfaces using a variety of mixed media materials and techniques. 4. Implement theoretical knowledge to practical projects, demonstrating a comprehensive understanding of creative surface textiles. | | 2 |
| Sr. No. | Module Outcomes | Course Contents | Cr. |
| Module 1 | Fundamentals and Mixed Media Techniques of Surface Textiles | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Define key concepts and techniques in surface textiles with their applications. 2. Illustrate basic methods of creating textured and patterned surfaces on textiles. 3. Differentiate between various mixed media materials and their properties. 4. Demonstrate the application of mixed media techniques to create innovative textile surfaces. | <ul style="list-style-type: none"> • Introduction to Surface Textiles: Definition and Scope • Historical Overview of Surface Textile Techniques • Fundamental Techniques: Printing, Dyeing, and Embroidery • Introduction to Mixed Media in Surface Textiles • Overview of Mixed Media Materials: Paints, Fabrics, Embellishments • Application of mix media Techniques for creating Surfaces | |
| Module 2 | Design and Innovation in Surface Textiles | | 1 |
| | Learning Outcomes | Module Content | |

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| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Develop innovative design concepts for surface textiles using modern techniques. 2. Develop detailed designs that integrate surface textile and mixed media elements. 3. Analyze the impact of various design choices on the quality, functionality, and aesthetics of the final textile product. | <ul style="list-style-type: none"> • Creative Design Processes: Conceptualization to Execution • Innovative Techniques in Surface Textile Design • Sketching and Prototyping: From Ideas to Textile Samples | |
| Assignments/Activities towards CCE | | | |
| <ol style="list-style-type: none"> 1. Develop a mixed media textile sample incorporating different Techniques. 2. Design and create a prototype of the surface textile based on assignment 1. Include sketches, prototypes, and a reflection on the design process and outcomes. 3. Develop the final project that demonstrates a comprehensive application of the techniques and concepts learned throughout the course. | | | |

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5.7 FP

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|------------------------|--|--|-------------|
| 5.7 | Craft Research & Design (Pr) | | Crs. |
| Course Outcomes | <p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Engage with weaving-based communities of any one state of India through field work and experimentation 2. Analyze the weaving process and existing product range 3. Identify the design gap to meet global product demand & suggest relevant design solutions through innovative product development 4. Document the craft process along with the design solutions | | 2 |
| Sr. No. | Module Outcomes | Course Contents | Cr. |
| Module 1 | Branding and Product Analysis | | 1 |
| | Learning Outcomes | Module Content | |
| | <p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Analyze the existing branding strategies of the craft and suggest appropriate branding solutions 2. Identify the existing product categories where craft is utilized and suggest the product sector where the craft is unexplored | <ul style="list-style-type: none"> • List down the challenges related to the "Promotion, Marketing, Sales & Visual merchandising" of the craft. • Identifying the gap to provide solutions from the following contexts: • Solutions for Market presence • Collaborations for selling the craft products • Analysis of Product Category based for existing product range <ol style="list-style-type: none"> I. Apparel II. Corporate Gifts or III. Stationary IV. Accessories V. Home/ corporate Décor | |

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| | | <ul style="list-style-type: none"> Identify the product sector where the craft is unexplored | |
| Module 2 | Artisan Collaboration and Presentation | | 1 |
| | Learning Outcomes | Module Content | |
| | <p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> Create a Design solution for diversifying the product range Conduct experimentation in collaboration with artisans followed by feedback Develop a craft document with contemporary design solution for the global market | <ul style="list-style-type: none"> Design development with suitable boards for the following considering the product sector <ul style="list-style-type: none"> → Motifs → Repeats → Patterns → Designs for diversified product range → Design docketts Sampling in collaboration with artisans Prototyping Design process along with research docket | |

Assignments/ Activities towards CCE

Prepare a research document and detailed presentation incorporating the design ideation (all design boards) along with prototype of any one product category.

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- Kapur, C., & Ambasanyal. (1989). Saris of India. Amr Vastra Kosh, Wiley Eastern Ltd.

Semester VI

6.1 Major (Core)

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|------------------------|--|---|------------|
| 6.1 | Knit Design | | Crs |
| Course Outcomes | <p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Recognize the types, functions, and materials of needles and machines in fabric formation. 2. Describe different knitting machines, their components, operations, and the fabrics they produce. 3. Examine knitted fabric structures and their use in garment design. 4. Evaluate quality control standards to assess fabric strength, aesthetics, and defects. | | 4 |
| Sr. No. | Module Outcomes | Course Contents | Cr. |
| Module 1 | Introduction to Knitting Needles | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Identify different types of knitting needles and their uses. 2. Explain the role of needle material in knitting performance. 3. Perform basic maintenance and troubleshooting for knitting needles. | <ul style="list-style-type: none"> ● Introduction to Knitting Needles: Definition and role in fabric formation. ● Types of Needles: Single and double-ended needles, latch needles, compound needles. ● Needle Materials: Steel, nickel, and plastic needles—advantages and limitations. ● Needle Sizes and their Effect on Fabric: Relation to yarn thickness, fabric structure, and performance. ● Needle Maintenance and Replacement: Common needle issues and how to address them. | |
| Module 2 | Principles and Operation of Knitting Machines | | 1 |
| | Learning Outcomes | Module Content | |

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| | <p>After <i>learning</i> the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Recognize the different types of knitting machines and their applications. 2. Operate knitting machines for basic fabric production and make necessary adjustments. | <ul style="list-style-type: none"> ● Introduction to Knitting Machines: Overview of the various types used in the industry. ● Types of Knitting Machines: <ol style="list-style-type: none"> i. Flatbed Knitting Machines: Functionality and applications. ii. Circular Knitting Machines: Working principle and fabric types. iii. Warp Knitting Machines: Construction and fabric production. ● Knitting Machine Components: Needles, sinkers, cams, yarn feeders, and other essential parts. ● Machine Operations: Loop formation, yarn feeding, and fabric types produced. | |
| Module 3 | Fundamentals of Knitting and Knitted Apparel Design | | 1 |
| | Learning Outcomes | Module Content | |
| | <p>After <i>learning the module</i>, learners will be able to</p> <ol style="list-style-type: none"> 1. Examine the basic principles of knitting and the different types of knitted fabrics. 2. Differentiate between fully cut, stitch shaped cut, and fully fashioned garments. | <ul style="list-style-type: none"> ● Basics of Knitting and Loop Formation ● Interlooping Structure in Knitted Fabrics ● Construction of basic hand-Knitting Practices and Knit Structures ● Identification of Common Knitted Fabrics ● Construction Methods of Knitted Garments: Fully Cut Garments, Stitch Shaped Cut Garments, Fully Fashioned Garments ● Comparative Study of Knitted Garment Shaping and Fabric Utilization | |

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| Module 4 | Ensuring Quality in Knitwear Production | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Identify key quality parameters of knitted fabrics. 2. Recognize common defects in knitted fabrics through sample observation. 3. Apply basic inspection methods and quality standards. | <ul style="list-style-type: none"> • Introduction to quality control through observation of knitted fabric samples. • Testing basic quality parameters of knitted fabrics such as strength, elongation, shrinkage, and pilling using simple lab methods. • Identification of common defects in knitted fabrics such as snags, holes, dropped stitches, and uneven tension through sample analysis. • Overview of quality control standards used in the textile industry (ISO and ASTM) through case examples. | |

Assignments/Activities towards CCE

1. Choose three different types of knitting needles and explain their uses in various knitting projects.
2. Design a simple knitwear product.
3. Conduct an inspection on five different knitted garments available locally or online.

Bibliography

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6.2 Major (Core)

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|------------------------|--|---|------------|
| 6.2 | Computer Aided Textile Design | | Crs |
| Course Outcomes | <p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Develop digital textile designs using CAD software and specialized textile software. 2. Generate colorways and simulate fabric textures and structures (weaves, knits, floor coverings) digitally. 3. Implement concepts of main/hero and coordinate/complementary designs in textile collections. 4. Perform spot color separation for screen printing using CAD tools. 5. Explore the use of AI and emerging technologies in textile design workflows. | | 4 |
| Sr. No. | Module Outcomes | Course Contents | Cr. |
| Module 1 | Digital Pattern Design | | |
| | Learning Outcomes | Module Content | |
| | <p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Discuss digital tools for advanced pattern design. 2. Develop repeat patterns and develop coordinated pattern collections. 3. Generate multiple colorways for supporting designs. | <ul style="list-style-type: none"> • Concepts of main/hero, coordinate/complementary and blender designs. • Generating and applying colorways using swatches and color libraries • Textile collection planning through digital boards. | |
| Module 2 | Simulating Textile Structures | | 1 |
| | Learning Outcomes | Module Content | |
| | <p>After <i>learning</i> the module, learners will be able to</p> | <ul style="list-style-type: none"> • Digital rendering of woven patterns | |

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| | <ol style="list-style-type: none"> 1. Use textile-specific CAD software to design, visualize and simulate fabric structures like wovens, knits, etc. | <ul style="list-style-type: none"> • Digital rendering of knit designs • Texture mapping and 3D fabric visualization | |
| Module 3 | Rendering and Color Separation for Print Production | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Use digital rendering techniques to present textile print designs. 2. Apply spot color separation for screen printing. | <ul style="list-style-type: none"> • Rendering techniques: textures, drapes, and shadows • Use of digital brushes and textures to simulate fabrics • Spot color separation techniques in CAD software • File formats for print production • Preparing print-ready digital files for screen printing. | |
| Module 4 | Portfolio Development Using Digital Assets | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Develop a design range using advanced CAD tools. 2. Apply digital tools to build a cohesive and visually appealing design portfolio for professional presentations. | <ul style="list-style-type: none"> • Developing a range of digital textile designs. • Structure and components of a textile design portfolio. • Layout planning, digital mockups, and storytelling through visuals. • Integration of hero and complementary and blender designs in portfolio formats. • Using software for portfolio creation | |

Assignments/Activities towards CCE

1. Create a themed digital pattern collection -
 - Mood board and color palette
 - 1 hero design and 2 coordinate designs (repeat formats)
 - 3 colorways for each design
2. Digitally simulate textile structures (woven and knit) using textile-specific CAD software, interpreting the patterns created -
 - 1 dobby or jacquard woven simulation
 - 1 knitted fabric simulation
 - Product Mockups
3. Prepare a print-ready artwork for screen printing using spot color separation -
 - 1 digitally rendered printed fabric design (with texture, shadow, and drape)
 - Spot color-separated file (minimum 4 colors)
 - Print production file with color legend and layers
4. Collate the textile design collection, including prints, structure simulations, colorways, and final portfolio layout -
 - Cover page, contents, concept note/theme, design boards
 - Fabric Designs with visuals, mockups, and technical details
 - Printable PDF format and presentation version (horizontal/slide deck)

Bibliography

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- Wonder Weaves Design Studio. (n.d.). Manual for textile CAD-CAM.

6.3 A. Major (Electives)

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|------------------------|---|---|------------|
| 6.3 | Floor Coverings | | Crs |
| Course Outcomes | <p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Describe the significance of floor coverings in textile design. 2. Identify types of textile floor coverings. 3. Apply design elements and principles in floor coverings. 4. Demonstrate knowledge of manufacturing techniques for textile floor coverings. 5. Create and design innovative floor covering products using appropriate techniques and materials. | | 4 |
| Sr. No. | Module Outcomes | Course Contents | Cr. |
| Module 1 | Introduction to Floor Coverings | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Explain the significance of floor coverings in textile design. 2. Summarize the historical development and impact of floor coverings on interior aesthetics. | <ul style="list-style-type: none"> • Definition and significance of floor coverings in textile design • Historical development of floor coverings • Impact of floor coverings on interior aesthetics | |
| Module 2 | Types of Textile Floor Coverings | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Categorize various types of textile floor coverings. 2. Compare natural and synthetic fibres used in floor coverings. | Types of textile floor coverings based on fibres, colours, construction techniques, motifs and end use. | |
| Module 3 | Design Elements and Principles | | 1 |
| | Learning Outcomes | Module Content | |

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| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Apply color theory in designing textile floor coverings. 2. Create designs considering pattern, texture, scale, and proportion. | <p>Create Designs considering the following</p> <ul style="list-style-type: none"> • Color theory and its application in floor coverings • Pattern and texture in textile floor coverings • Scale and proportion considerations | |
| Module 4 | Manufacturing Techniques | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Differentiate various weaving and tufting processes. 2. Apply printing, dyeing, and finishing techniques to enhance durability and aesthetics. | <ul style="list-style-type: none"> • Knotting, Weaving and tufting • Printing and dyeing methods • Finishing processes for durability and aesthetics • Sustainable practices for floor covering | |

Assignments/Activities towards CCE

1. Design a floor covering collections using principles of color theory, pattern, texture, scale, and proportion and applying current market trends.
2. Preparation of samples using different techniques (tufted, woven, knotted)
3. Sustainable practices for creating Floor covering

Bibliography

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6.3 B. Major (Electives)

| | | | |
|------------------------|--|--|------------|
| 6.3 | Bath Linens | | Crs |
| Course Outcomes | <p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Identify various bath linen products, materials, and finishes. 2. Access the properties and requirements for performance and comfort. 3. Implement appropriate construction and surface enhancement techniques. 4. Develop functional and aesthetic bath linen collections. | | 4 |
| Sr. No. | Module Outcomes | Course Contents | Cr. |
| Module 1 | Introduction to Bath Linens | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Identify different types of bath linens. 2. Describe the functional and aesthetic significance of bath linens. 3. Classify bath linen categories by use and structure. | <ul style="list-style-type: none"> • Overview of bath linen products: Towels, Bathrobes, Bath mats, Mitts, Spa accessories • History and evolution of bath linens • Market segmentation: personal use, hospitality, healthcare • Functional and aesthetic parameters | |
| Module 2 | Materials and Structures | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> | <ul style="list-style-type: none"> • Fiber types: Cotton, Bamboo, Microfiber, Modal, Blends | |

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| | <ol style="list-style-type: none"> 1. Categorize fibers and yarns used in bath linen production. 2. Differentiate between weaving structures and finishes. 3. Explain GSM, absorbency, softness, and durability properties. | <ul style="list-style-type: none"> • Yarn qualities and ply • Weaves: Terry, Dobby, Jacquard • Fabric finishes: Softening, Antimicrobial, Quick Dry • Quality parameters and testing | |
| Module 3 | Construction and Surface Techniques | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Implement appropriate techniques to construct bath linen products. 2. Demonstrate the skills of finishing, edge treatments, and embellishment options. 3. Sketch layout plans for various products. | <ul style="list-style-type: none"> • Bath linen sizing and layout planning • Construction: Towel making, hemming, loops, binding • Surface techniques: Embroidery, Appliqué, Printing, Labels • Seams, fasteners, piping, trims • Packaging and labeling | |
| Module 4 | Design Development of a Bath Linen Collection | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Develop a concept for a coordinated bath linen collection. 2. Create prototypes based on target users. 3. Formulate branding and presentation strategies. | <ul style="list-style-type: none"> • Concept and trend board development • Coordinated product range design • Prototype development and finishing • Branding elements: tags, logos, packaging • Collection presentation and evaluation | |

Assignments/Activities towards CCE

1. Market Survey & Bath Linen Study: Identify and compare bath linen types, market segments, and features.
2. Identify a bath linen brand and conduct an intensive study and analysis of the same.
3. Develop a concept for a bath linen collection for the chosen brand and present using design boards
4. Design and present a coordinated 3-product bath linen set.

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6.4 Minor Stream

| | | | |
|------------------------|--|--|------------|
| 6.4 | Technical Textiles | | Crs |
| Course Outcomes | <i>After going through the course, learners will be able to</i> <ol style="list-style-type: none"> 1. Recognize the fundamental concepts, definitions, and scope of technical textiles. 2. Examine advanced manufacturing techniques, such as nonwoven technologies (Spunbond, Meltblown, Needle punching), weaving, knitting, and composite manufacturing. 3. Explore smart textiles, wearable technology, and emerging innovations like nanotechnology and biotechnology in technical textiles. 4. Evaluate sustainable practices in technical textiles, including eco-friendly materials, recycling, and circular economy models. | | 2 |
| Sr. No. | Module Outcomes | Course Contents | Cr. |
| Module 1 | Introduction to Technical Textiles | | 1 |
| | Learning Outcomes | Module Content | |
| | <i>After learning the module, learners will be able to</i> <ol style="list-style-type: none"> 1. Classify different types of technical textiles based on application areas. | <ul style="list-style-type: none"> • Definition and scope of technical textiles, • Difference between conventional and technical textiles, | |

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| | <p>2. Recognize the fibers, materials, and manufacturing techniques used in technical textiles.</p> <p>3. Differentiate between conventional textiles and technical textiles.</p> | <ul style="list-style-type: none"> • Classification based on application areas: Agrotech (Agriculture), Buildtech (Construction), Geotech (Geotextiles), Medtech (Medical), Mobiltech (Automotive), Protech (Protective), Sportech (Sports). • Fibers and Materials Used: High-performance fibers: Aramid, Carbon, Glass, and Polypropylene, Functional finishes for technical textiles, Coating and laminating techniques. • Manufacturing Techniques: Nonwoven technologies: Spunbond, Meltblown, and Needle punching, Weaving and knitting methods for technical applications, Composite manufacturing and textile reinforcements. | |
| Module 2 | Applications and Innovations in Technical Textiles | | 1 |
| | Learning Outcomes | Module Content | |
| | <p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> 1. Describe the role of smart textiles and their impact on various industries. 2. Evaluate the sustainability practices and challenges in technical textiles. 3. Explore emerging trends and innovations in technical textile technology. | <ul style="list-style-type: none"> • Smart and Functional Textiles: Introduction to smart textiles and wearable technology, Conductive textiles and e-textiles for health monitoring, Phase change materials and temperature-regulating fabrics. • Sustainability and Future Trends: Eco-friendly materials and sustainable manufacturing practices, Recycling and reuse in technical textiles, • Emerging trends: Nanotechnology and biotechnology in textiles. | |

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| Assignments/Activities towards CCE |
| 1. Research base article and Presentation on emerging trends in technical textiles. |
| 2. Provide a Case study on sustainable practices in technical textiles. |

Bibliography

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6.5 Minor Stream

| | | | |
|------------------------|---|---|-------------------|
| 6.5 | Fashion Entrepreneurship and IPR (Th and PR) | | Crs. 4 |
| Course Outcomes | <p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Explain entrepreneurship concepts, types, and motivating factors in business development. 2. Develop a fashion business including idea generation, marketing, financial, and operational strategies. 3. Interpret various Intellectual Property Rights relevant to fashion and textile design. 4. Apply IPR knowledge to protect creative work, brand identity, and traditional crafts. | | |
| Sr. No. | Module Outcomes | Course Contents | Cr. |
| Module 1 | Introduction to Fashion Entrepreneurship (Th) | | 1 |
| | Learning Outcomes | Module Content | |
| | <p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Define and explain entrepreneurship and its significance. 2. Identify types, qualities, and motivational factors of entrepreneurs. 3. Analyze entrepreneurial ideas and selection processes. | <ul style="list-style-type: none"> • Concept and Need for entrepreneurship, Types of entrepreneurs • Forms of Entrepreneurship: Proprietary, Partnership and Group • Qualities of Entrepreneurs • Entrepreneurial Motivation • Motivating Factors: Internal and External • Entrepreneurial Ideas: Idea Generation, project identification and selection | |
| Module 2 | Entrepreneurial Business Planning (PR) | | 1 |
| | Learning Outcomes | | |
| | <p>After learning the module, learners will be able to</p> | <ul style="list-style-type: none"> • Business plan: market analysis, financial planning | |

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| | <ol style="list-style-type: none"> 1. Develop a structured business plan for a fashion venture. 2. Apply marketing, financial, and operational strategies. 3. Plan and execute a fashion brand launch. | <ul style="list-style-type: none"> • Funding strategies: Pricing strategies and cost analysis. • Marketing: digital, social media, e-commerce • E-commerce platforms and online sales strategies. • Production, sourcing, supply chain & quality control • Launching a fashion brand: timeline, execution, and team management. | |
| Module 3 | Intellectual Property Rights (TH) | | 1 |
| | Learning Outcomes | Module Content | |
| | <p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Explain the concept and types of Intellectual Property Rights. 2. Identify trade secrets and copyright protection. 3. Interpret the role of IPR in business and exports. | <ul style="list-style-type: none"> • Intellectual Property and its characteristics. • Types of Intellectual Property, Relevance of IP at various stages of the business cycle Relevance of IP rights in the export market and overview of National IP Laws. • Trade Secrets & its protection. • Advantages and disadvantages of Trade Secrets. Trade Secret strategy for business. • Introduction to Copyright protection. Advantages of Copyright protection. Registration of Copyright • Industrial Design: Protection and its Registration process. Protecting Industrial Design abroad, Enforcing Industrial Design. | |
| Module 4 | Trademark, Geographical Indication and Patent (Pr) | | 1 |
| | Learning Outcomes | Module Content | |
| | <p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Explain and differentiate industrial design, | <ul style="list-style-type: none"> • Basics of Trademark and its importance, Selection and protection. • Registration of Trademark and the cost involved, Trademark Classification System. | |

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| | <p>trademark, GI, and patents.</p> <p>2. Identify processes of registration and protection.</p> <p>3. Apply IPR strategies for brand and design protection.</p> | <ul style="list-style-type: none"> • Geographical Indications (GI) and their relevance to India, Geographical Indications vs Rules of Origin vs Trademark. Protection of Geographical Indications at international level. • Patent: concept, process, and advantages with case studies | |
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| <p>Assignments/ Activities towards CCE</p> |
| <ol style="list-style-type: none"> 1. Develop a business plan for a fashion venture including market, financial, and marketing strategies. 2. Prepare a research project on IPR in fashion covering copyright, trademark, industrial design, and GI. |

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6.6 OJT

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| 6.6 | Industry Research Project (Pr) | | Crs. |
| Course Outcomes | <p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Apply academic knowledge in real-world fashion industry settings. 2. Analyze business operations, supply chains, and market dynamics. 3. Develop solutions to industry problems using research and innovation. 4. Present professional reports aligned with industry standards. | | 4 |
| Sr. No. | Module Outcomes | Course Contents | Cr. |
| Module 1 | Industry Selection & Proposal Development | | 1 |
| | Learning Outcomes | Module Content | |
| | <p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Analyze different industry sectors and their working methods. 2. Select a suitable industry partner for the industry project. 3. Document a structured research proposal aligned with industry needs. | <ul style="list-style-type: none"> • Industry segmentation: design, export, retail, e-commerce • Role selection (designer / merchandiser / marketing / production) • Industry gaps & problem identification to learn real business challenges • Proposal with clear deliverables + KPIs (key performance indicators) | |
| Module 2 | Industry Exposure & Learning | | 1 |
| | Learning Outcomes | Module Content | |
| | <p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Apply theoretical knowledge in a real-world setting. 2. Develop problem-solving and analytical skills for industry applications. | <ul style="list-style-type: none"> • Live project work under mentor • Understanding workflow systems (design → sampling → production → retail) | |

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| | 3. Evaluate industry workflows, business operations, and sustainable practices. | <ul style="list-style-type: none"> • Exposure to digital tools (basic awareness) for routine workflow • Sustainability practices in industry, an overview • Weekly reporting (structured format) for research documentation | |
| Module 3 | Research Analysis & Documentation | | 1 |
| | Learning Outcomes | Module Content | |
| | <p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Conduct systematic research and document industry observations. 2. Analyze industry practices and inculcate in the documentation. 3. Evaluate the impact of innovation and sustainability in fashion. | <ul style="list-style-type: none"> • Data Collection Methods & Industry Research Techniques • Analyzing Market & Consumer Trends • Digital Transformation & New Business Models in Fashion • Comparative Industry Analysis & Best Practices • Structuring & Writing a Research Report • Citation & Ethical Use of Industry Data | |
| Module 4 | Final Presentation & Industry Jury | | 1 |
| | Learning Outcomes | Module Content | |
| | <p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Present research findings effectively using professional tools 2. Concluding on further research possibilities | <ul style="list-style-type: none"> • Professional research report writing in industry format • Presentation and visual storytelling with boards and projects • Presentation before panel (faculty + industry) • Reflection of the work, learning limitations or challenges, and career mapping | |

| Assignments/ Activities towards CCE |
|---|
| 1. Students will prepare a comprehensive industry research report including the project research proposal, documentation of industry exposure, analysis of workflows and practices, and present the findings through a final presentation and jury. |

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