



Malad Kandivli Education Society's

NAGINDAS KHANDWALA COLLEGE (Autonomous)

Reaccredited by NAAC with 'A' Grade (3rd Cycle) | ISO 9001:2015 Certified

Programme Code: UAHADC

Programme Name: Bachelor of Arts (Honours) Apparel Design and Construction

Programme Objective

This program of Bachelor of Arts (Honours) Programme in Apparel Design & Construction is structured to provide graduates with practical skills required in fashion designing field. The main objective of B A (Honours) - Apparel Design & Construction Program are :-

- To provide intensive theoretical & practical knowledge of International fashions
- To provide an integrated perspective of management functioning along with a good amount of exposure to real life cases / technical knowhow.
- To train students to predict consumer reaction and to work within the financial budgets for the manufacturing process of the apparel to make it fashionable and functional.
- To build students' strong foundation in terms of design sense, conceptualization, independent research, creative application and individual artistic expression to start their own entrepreneurial journey.
- To complete their Formal graduation along with global technical knowledge of fashion designing and get recognized in the fashion industry.

Semester – 1

1. Environmental Studies

Objectives:

- To revise the important concepts of environment and its impact on the interrelationship between various components of the environment.
- To recognise and realise, the harmful effects of pollutants on the environment, when their balance shifts as a result of anthropogenic activities.

Learning Outcome:

- Learner shall comprehend the impact of the interrelationship between various components of environment.
- Learner will apply the knowledge of pollutants to undertake research projects/studies.

2. Fundamental Textile Science

Objectives:

- To familiarise the students with the terminologies related to apparel and its construction.
- To impart knowledge about textile fibres in terms of their origin and performance characteristics.

Learning Outcome:

- Get acquainted with the basic weaves-plain, twill and satin and creating variety in weaves with different colour and weave effects

- Study about various dimensions of yarns like types of yarns, yarn size and twist and yarn calculations for weaving, preparation of yarn for weaving
- Learn about knitting – components of knitting, warp and weft knitting

3. Fashion Studies and Illustration – Part 1

Objectives

- Developing a working concept of what it means to draw.
- Reinforcing the principles of traditional drawing skills.
- Developing new ways of thinking, seeing, and creating.

Learning Outcome:

- Students will demonstrate a unique visual language
- Students will present a portfolio representative of their ability to communicate visually through illustration demonstrating the use of composition, contemporary art trends, and cultural, social, and visual language.

4. Pattern Making and Apparel Construction – Part 1

Objectives:

- To create awareness regarding selection criteria relating to apparel and home textiles.
- To acquaint the students with the tools and equipment used for sewing.

Learning Outcome:

- Get knowledge of basic stitches that a seamstress can employ in garment construction.
- Study about various pre-preparatory processes involved in fabric preparation for garment construction & get familiar with fabric grain & its importance.

5. History of Indian Costumes

Objectives:

- Explain how costume develops differently within different cultural environments.
- Identify costumes with reference to time periods and culture
- Examine the range and diversity of costumes, coiffure and ornaments in various ages in a variety of styles based on classes and communities

Learning Outcome:

- Explain the significance of studying fashion history as a source of research for developing new collections
- Express their knowledge of history of clothing and costume

Semester II

1. Business Communication

Objectives:

- Using persuasive and professional language in speech and writing
- conducting effective business research and communicating the process and findings in a range of business documents and oral presentations
- Planning and managing a business project and communications strategy

Learning Outcome:

- Using persuasive and professional language in speech and writing conducting effective business research and communicating the process and findings in a range of business documents and oral presentations

- Demonstrating advanced interpersonal communication, business etiquette and relationship building skills
- Communicating effectively across cultures and to a range of different business audiences

2. Grooming and Personality Development

Objectives:

- Polishing manners to behave appropriately in social and professional circles
- Enhancing the ability to handle casual and formal situations in terms of personal grooming, dining and entertaining etiquette
- Developing and maintaining a positive attitude and being assertive

Learning Outcome:

- Self-Awareness, Personal Development, and Life Skills
- Leadership and Communication

3. Fashion Studies and Illustration – Part 2

Objectives:

- Developing a working concept of what it means to draw.
- Reinforcing the principles of traditional drawing skills.
- Developing new ways of thinking, seeing, and creating

Learning Outcome:

- Students will demonstrate a unique visual language
- Students will present a portfolio representative of their ability to communicate visually through illustration demonstrating the use of composition, contemporary art trends, and cultural, social, and visual language

4. Pattern Making and Apparel Construction – Part 2

Objectives

- To create awareness regarding selection criteria relating to apparel and home textiles.
- To acquaint the students with the tools and equipment used for sewing.

Learning Outcome:

- Get knowledge of basic stitches that a seamstress can employ in garment construction.
- Study about various pre-preparatory processes involved in fabric preparation for garment construction & get familiar with fabric grain & its importance.

5. History of world Costumes

Objectives:

- Analyze an informational text about the history of fashion
- Identify and describe fashion eras from the 1890s through the 1990s
- Design a modern outfit inspired by a specific era

Learning Outcome:

- Address historical periods and clothing as they are utilized increasing theatre design, and understand the social and artistic movements which shaped the era.
- Compile research in costume history, placing it in an historical, social and geographical context.

Semester III

1. Styling

Objectives

- The program aims to equip the student with an in-depth understanding of the role of the stylist in today's fashion industry.
- The course enables the learner, with the mind-set of a global thinker, to pursue a career in the styling industry.

Learning Outcome:

- Understand the fashion styling process and develop the creative, intellectual and technical skills necessary to practice within the fashion industry;
- Apply relevant technology both, current and emerging, with the intention of demonstrating an understanding of the role and application of this;

2. Textile Design Technique

Objectives

- To provide comprehensive knowledge about the concepts of dyeing and printing of textiles.

Learning Outcome:

- Examine, analyse and evaluate theoretical and practical principles, emerging trends and issues pertinent to textile design and related industries
- Demonstrate technical and creative skills, critical thinking when identifying and solving problems in diverse contexts for textile, fashion and other design contexts

3. Appreciation of Textile Craft

Objectives

- To foster understanding of embroideries-motifs used, colour combinations used etc.

Learning Outcome:

- They develop an understanding and experience of using different textile process and techniques.

4. Advanced Apparel Construction - 1

Objectives

- To create awareness regarding selection criteria relating to apparel and home textiles.
- To acquaint the students with the tools and equipment used for sewing.

Learning Outcome:

- Understand various garment construction processes like seams, fullness, neckline finishes, placket openings, hems, fasteners etc
- Discover the clothing requirements of Infants and female.

5. Advanced Fashion Studies and Illustration

Objectives:

- Appreciate the unique considerations and focuses of fashion illustration
- Sketch the human body in proportions relevant to fashion illustration
- Conduct quick sketches of clothing items on the human body

Learning Outcome:

- Create illustrations from the development of the original concept to final execution
- Apply theories and principles of design and communication to the development of effective illustrations.

Semester IV

1. Fashion Event Management

Objectives

- To create an understanding of the different types of fashion events and the planning required for their successful organisation.
- To impart practical knowledge of the main administrative, design, marketing, operational and risk management steps required for the successful organisation of fashion events through project work.

Learning Outcome:

- Student will be able to conceptualize, plan and execute a fashion show event.

2. Indian Embroidery

Objectives:

- Acquire relevant skills in different traditional textiles of India, categorized on the basis of the production technique, namely embroidered, resist, dyed, printed and hand woven textiles.
- This subject introduces the students to the rich textile heritage of India.

Learning Outcome:

- Appreciate the finer nuances of embroideries.
- Classify the regional embroideries of India.
- Identify a specific embroidery style of India on the basis of colours, motifs and layout.

3. Working with Vectors (Photoshop)

Objectives

- Develop their skills in editing and altering photographs for through a basic understanding of the tool bar, layers, and the adjustments panel.

Learning Outcome:

- Design layouts for web pages
- Touch Ups
- Colour corrections

4. Draping and Advanced Draping

Objectives:

- Creative draping and experimentation to explore your creativity and develop your design sense
- Marking draped design in order to create patterns

Learning Outcome:

- One will be able to maximize your ability to create more interesting garment pieces and details without boundaries.

5. Fashion Show Project and Portfolio

Objectives:

- Demonstrate a personal design philosophy through launch of Collection

Semester V

1. Accessories Designing

Objectives

- Create a more integrated fashion look with an understanding of the role of accessories
- Experiment with a variety of materials and techniques relevant to fashion accessories
- Present fashion accessories work in a professional manner

Learning Outcome

- Design and plan an accessories collection in line with the clothing collection

2. Working with Bitmaps (Corel Draw)

Objectives:

- Students learn the process of creative thinking and its ideas implementation graphically

Learning Outcome:

- Make use of the general computer technologies in fashion and textile industry;
- Communicate effectively with others regarding textile design, fashion design and pattern design and manufacturing systems.

3. Advanced Apparel Construction 2

Objectives

- To create awareness regarding selection criteria relating to apparel and home textiles.
- To acquaint the students with the tools and equipment used for sewing.

Learning Outcome:

- Understand various garment construction processes like seams, fullness, neckline finishes, placket openings, hems, fasteners etc
- Discover the clothing requirements of men.

4. Fashion Retail and E-tail

Objectives:

- To create an awareness and understanding of the evolution and current structure of the apparel retailing industry in India
- To develop and understanding and appreciation of the four Ps of marketing, basic principles of visual merchandising and effective customer handling practices

Learning Outcome:

- Identify and understand basic theories, principles, practices and terminology related to each functional area of business
- Perform basic functions appropriate to each functional area of business

Semester VI

1. Textile Care and Conservation

Objectives:

- It aims to foster the key skills of judgement and decision-making
- Enabling students to select and carry out appropriate conservation treatments for a range of textile objects.

Learning Outcome:

- Awareness of preventive and remedial conservation with respect to textile conservation
- Ability to handle, package and transport objects with confidence
- Ability to plan storage for collections

2. Merchandising

Objectives:

- Explore the buying process
- Identify business strategies for buying and selecting products
- Increase skills in buying and merchandising

Learning Outcome:

- Recognize and identify design elements and trends from key eras of fashion history
- Demonstrate key concepts of fashion merchandising, retail buying, special events and promotions, visual merchandising, and image/fashion consulting.

3. Fashion Workshop and Research

Objectives:

- To conduct research to create and disseminate knowledge to the academic community, commerce, industry and society.

Learning Outcome:

- Select and define a research topic and implement a research plan using appropriate methodologies
- Forecast trends, demand and supply using statistical methods

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4. Fashion Branding

Objectives:

- To understand the unique consumer behavior at fashion and luxury market and the influence to the branding strategy of the fashion brands.
- To learn how to manage the fashion and luxury brand and to understand the know-how of fashion brands for their global strategy.

Learning Outcome:

- To apply current theories and practices of strategic marketing on fashion brands;
- To discuss the challenges of leading and managing creativity in global contexts and multidisciplinary teams;



PRINCIPAL.

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