



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Engineering

Subject Code: 3162914

Semester – VI

Subject Name: Surface Ornamentation and Fashion Art

Type of course: Professional Elective Course

Prerequisite: Basic Knowledge of Textiles

Rationale: Surface Ornamentation & Fashion Art covers various designing & technical aspects of surface ornamentation & the machinery used for it. It also covers the designing aspects.

Teaching and Examination Scheme:

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
3	0	2	4	70	30	30	20	150

Content:

Sr. No.	Content	Total Hrs
1	Introduction to various methods of Surface Ornamentation.	1
2	Origin & History of Embroidery, Introduction to sewing machines used for embroidery. Knowledge, classification & practice of hand embroidery stitches-stitches, designs, colors and material used.	6
3	Different Forms of Embroidery, Backing Materials used for Embroidery, Costing & marketing of finished embroidery goods.	4
4	Classification of Embroidery Machines, Types of embroidery machines and their working- vertical embroidery machines, multi-head embroidery machines-Special attachments in Embroidery machines, Frames used for Embroidery machines.	14
5	Common Quality Embroidery Defects	1
6	CAD Software used for embroideries- process of designing, types of stitch applications, punching.	2
7	Traditional costumes of different states of India, Accessories and Garment used in India, Costumes of Pakistan, Srilanka, Burma, China & Japan.	4
8	Study of specific fabrics traditionally being manufactured in different parts of India: Dacca Muslin, Jamdhani, Himrus & Amrus, Carpets, Kashmir shawls, Ikkat, Kalamkari, Brocades, handloom woven saris in various states of India. Styles of printing and dyeing textiles. Styles of Embroidery in different parts of India.	6
9	Elements of Fashion art: Sketching and Drawing, Fashion Classification And Types of Fashion, Origin of Fashion language, Philosophy of Design, Street Fashion, Study of leading Fashion Designers-French, Italian, American, Indian & English.	2



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10	Concepts of Fashion Design- Definition of Fashion Designing, Initial steps of Fashion Designing, Designing Equipment, Computer Aided Designing, Knowledge of Latest Fashions-Based on Age, Sex, Nationality, Occupation, Socio Economic Status.	2
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Suggested Specification table with Marks (Theory): (For BE only)

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
10	20	20	05	05	10

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books:

1. Embroidery Machine Essentials: How to Stabilize, Hoop and Stitch Decorative Designs, Jeanine Twigg.
2. Encyclopedia of Machine Embroidery, Val Holmes.
3. Costumes of India & Pakistan, D.B Tataporevala sons & co. Ltd., 1982, S.N Dar.
4. Traditional Indian Textiles, Thames and Hudson Ltd., Landon, 1991, Russel Gillow, Nicholas Barnard.
5. Virtual Apprentice Fashion Designer, Don Rauf, Checkmark, 2009.

Course Outcomes:

Sr. No.	CO statement	Marks % weightage
CO-1	Describe the methods of surface ornamentation, origin & history of embroidery and embroidery machines.	10
CO-2	Describe the different stitches used for hand and machine embroidery.	05
CO-3	Discuss the different forms of embroidery, backing material used for embroidery, embroidery defects, estimating, costing & marketing of finished embroidery goods	20
CO-4	Describe the Classification, Technical Features and Working of Embroidery Machines, Various Accessories and Attachments used in the Embroidery Process.	30
CO-5	Develop designs to be embroidered on fabric using CAD software.	05
CO-6	Describe the traditional costumes, garments and accessories used by people of Asia.	05
CO-7	Describe the traditional fabrics and styles of printing and weaving of different states of India.	20



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CO-8	Describe the concept of fashion designing and the factors influencing it.	05
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List of Experiments:

1. Study of Basic Stitches for Hand Embroidery.
2. Study of Fancy Stitches for Hand Embroidery.
3. Study of Stitches for Machine Embroidery.
4. Study of Different Surface Ornamentation Work Styles used in various Regions of India.
5. Study of Single Head Domestic/Small Scale Embroidery Machines.
6. Study of Single Head Computerised Embroidery Machine.
7. Study of Commercial Embroidery Machines.
8. Study of Different Attachments on Embroidery Machines.
9. Study of Embroidery Software.
10. Study of Traditional Handloom Fabrics of India.
11. Study the basics of Sketching & Drawing w.r.t Fashion
12. Study the designs incorporated by Indian fashion designers.
13. Study the designs incorporated by international fashion designer.
14. Prepare Charts/Posters/PPT representing Traditional Fabrics, Costumes, Ornamentation Styles, Accessories, Prevailing Fashion & Fashion Houses of various Regions of India.

Major Equipment: Embroidery machine.

List of Open Source Software/learning website: Any Search Engine, <https://focal.fossee.in/>