



B. Voc. FASHION DESIGN

(Based on NVSQF and UGC Guidelines)

DURATION	: 3 years (Six Semesters)
TOTAL CREDITS	: 180 Credits (30 Credits /semester)
ELIGIBILITY	: 12th pass any stream or equivalent/ Vocational/ NSDC Certification/ Technical Diploma. Direct second year admission to 3 years diploma done from AICTE
STRENGTH	: 30 Students
UNIVERSITY EXAMS	: Semester V and VI

THEORY PAPERS

Continuous Assessment

MARKS DISTRIBUTION FOR REGULAR PAPERS

The distribution of marks for Continuous Assessment component (30%) for UG Programme is:

	C. A. Test / Assignment	Assignment/ Quiz	Attendance	Class Room Interaction	Total
U.G.	25	10	05	10	50

PATTERN OF QUESTION PAPERS

The maximum marks for each paper in the C.A. Tests will be 25.

The pattern of the Question paper will be as follows:

Course for the Test: The C.A. test papers will be set from two units of the syllabi of the respective papers as specified by the teachers in the class.

There will be three sections A, B & C in the paper:

Section A: consists of 5 compulsory questions of 2 marks each

Section B: consists of five MCQ / Match the Column with internal choice of 1 mark each

Section C : consist of one essay type question with internal choice of 10 marks

Duration: The duration of the test will be 60 minutes.

SEMESTER FINAL EXAMINATION

Duration of S.E.E is three hours.

Question paper consists of three sections

Section A:

Consists of 10 compulsory Objective questions of 1 mark each. All are compulsory.

Section B:

Consists of 5 Short answer type questions with internal choice. Carrying 4 marks each.

Section C:

Consists of 5 long essay type questions. Attempt any 3 questions to be answered carrying 10 marks each

Curriculum

Level	Code	Educational Component	Credit	Hours /wk	Marks
4 Semester I	Theory				
	105101	Language and Basic Computer	3	6 (2+4)	50
	105102	Basics Of Industry and Environmental Studies	3	4 (2+2)	100
	Practical				
	105201	Basics of Design and Technical Drawing	3	6 (4+2)	50
	105202	Surface Ornamentation & Foundation course	4	8 (4+4)	100
	105203	Basic stitching	2	4	75
On-Job-Training (OJT)/Qualification Packs					
Hand Embroidery (AMH/Q1001)		(Any one)	15	140+60	375
Self Employed Tailor(AMH/Q1947)				260+80	
Sewing Machine Operator (AMH/Q0301)				190+80	

*Sewing techniques, pattern making, and basic draping will be taught under OJT teaching (Theory/Practical) hours.

Level	Code	Educational Component	Credit	Hours /wk.	Marks
5 Semester II	Theory				
	205101	History of textiles and Costumes& Traditional Embroidery (India)	3	6 (2+4)	75
	205102	Computer Applications	2	4	50
	205103	Basics of Textiles and Garment Production Technology	3	5 (3+2)	100
	Practical				
	205201	Fashion Illustration – I & Fashion Co-ordination	3	6 (4+2)	50
	205202	Wet Processing and Textile printing	4	8	100
On-Job-Training (OJT)/Qualification Packs					

Fashion Designer (AMH/Q1201)	(Any one)	15	510+210	375
Pattern Master (AMH/Q1105)			510+210	
Quality Assessor (AMH/Q1701)			190+80	

***Sewing techniques, pattern making, draping and Quality assurance will be taught under OJT teaching (Theory/Practical) hours.**

Level	Code	Educational Component	Credit	Hours/ wk	Marks
6 Semester III	Theory				
	305101	Principles of Management	2	2	50
	305102	History of Fashion and Art (India and world)	2	4	50
	Practical				
	305201	Fashion Illustration - II	2	4	75
	305202	Basic Apparel Construction- I and Draping- I	5	12 (8+4)	100
	305203	Computer Designing & Value Addition	4	8 (4+4)	100
On-Job-Training (OJT)/Qualification Packs			15		375

Material studies, history of accessory designing and making to be covered **under OJT teaching (Theory/Practical) hours.**

Level	Code	Educational Component	Credit	Hours/ wk	Marks	
6 Semester IV	Theory					
	405101	Business Management (Exports and Research Project)	3	6 (2+4)	75	
	405102	History of costume and designers (world)	2	3	50	
	405103	Retails, Visual Merchandising and Computer Designing - II	3	8 (4+4)	100	
	Practical					
	405201	Fashion Illustration - III	2	4	50	
	405202	Apparel Construction- II and Draping - II	5	12 (8+4)	100	
On-Job-Training (OJT)/Qualification Packs						
Assistant Stylist *			(Any one)	15	200+160	375

Factory compliance auditor (AMH/Q2201)			260+80	
Export manager (AMH/Q1603)			200+160	

Styling basics and types of styling should be covered **under OJT teaching (Theory/Practical) hours.**

*As pack is not available so to be formulated and send for approval to NSDA.

Level	Code	Educational Component	Credit	Hours /wk	Marks
7 Semester V	Theory				
	505101	Business of Fashion (Promotion, Forecasting, Costing)	3	6 (2+2+2)	100
	505102	Computer Application II	2	4	50
	505103	Craft Documentation*	2	4	50
	Practical				
	505201	Portfolio Making	2	4	50
	505202	Collection Making	4	8	75
505203	Advance Draping and Basics of Grading	2	6 (4+2)	50	
On-Job-Training (OJT)/Qualification Packs			15		375

- Craft documentation research should be done in summer break.

Level	Code	Educational Component	Credit	Hours/ wk	Marks
7 Semester VI	Theory				
	605101	Online Marketing & E-commerce	4	4	100
	605102	Entrepreneurship & Grass root training	4	4	100
	605103	Intellectual Property Rights	4	4	100
	Practical				
	605201	Internship	3	260	75
On-Job-Training (OJT)/Qualification Packs					
Boutique manager (AMH/Q1901)		(Any one)	15	360+240	375
Sourcing manager (AMH/Q0920)				400+200	
Online sampling designer (AMH/Q1215)				400+200	

SEMESTER I

Subject	Code	Credits	Total hours	Marks		
LANGUAGE AND BASIC COMPUTER	105101	3	96	25	25	50
Theory				Internal	External	Total

OBJECTIVES:

- 1) To equip the students with effective communication tools required in the fashion business.
- 2) To acquire skills for the effective communication.

CONTENT

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1.	Essentials of Grammar	To equip the students with effective communication tools To impart the aims of communication To acquire knowledge regarding process of communication To acquire knowledge about the methods of communication To impart knowledge about the methods of communication To acquire knowledge about barriers of communication To acquire skills for the effective communication To acquire skills for the effective communication	Class-room interaction, Discussion	32
2.	Vocabulary & Phonetics Synonyms & Antonyms, Word Formation : Prefix & Suffix, Word-stress (marking stress in words written in normal orthography), English for communication Communication and Language, English as global language			
3.	Secondary Skills: Reading News reports, Charts, Advertisements Official letters / Documents Online content Reading Poem “An October morning”, Reading Poem “Hawk Roosting”, Reading the essay “How to escape from intellectual rubbish” Reading the essay “On the need for a quiet college” Comprehension Comprehension of an unseen passage (including interpreting visual material, e.g. Graphics, etc.) Compositional Skills Letters :Formal & Informal CVs & Job-Applications Précis–Writing			
4.	Letter and Resume Writing			
5.	Writing skills Emails, Making Notes, Blogs, Punctuations			
6.	Group Discussion			
7.	Listening Skill			
8.	Interview Skills			

ASSIGNMENTS DETAILS:

- 1) Writing of Letter to various fashion magazines
- 2) Writing of Resume

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test - To Be Converted In To 25

External Assessment: Final Exam - 25 Marks.

REFERENCE BOOKS:

Business communication by Dr. Rodrigues

BASIC COMPUTER

OBJECTIVES:

- 1) To introduce the basic principles of computer hardware, software & extra devices of computers.
- 2) To make the learner acquire the skills to use windows, spread sheet and basic applications in the areas of word, and presentation.
- 3) To introduce the scope & utility of internet & to make the students & use it confidently for day to day application.

CONTENT

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1.	ABOUT WINDOWS ... <ul style="list-style-type: none"> ● Introduction to hardware components of computers. ● Using window Explorer ● Managing files and folders Network Neighborhood and shortcuts			
2.	OFFICE SUITE (MICROSOFT WORD) <ul style="list-style-type: none"> ● Introduction to Word Processor ● Overview of Word Processor Packages ● Importance & Usage of Various Tools. ● Use of word in different areas ● Document concept – (Creating, Saving, Opening, Closing Document) ● Formatting document (Bold, Italic, Underline, Justification, fonts, colors of fonts, format painter) ● Copy, cut and paste ● working with margins and page setup ● Tables ● Uses of drawing toolbar ● Columns, header & footers ● Printing procedure ● Spell Check & Thesaurus ● Adding a chart to the report ● Mail Merge ● Converting Documents Working With Graphic & Charts.	<p>To introduce the basic principles of computer hardware, software & extra devices of computers.</p> <p>To make the learner acquire the skills to use windows, spread sheet and basic applications in the areas of word, and presentation.</p>	Class-room interaction, Discussion	64
3.	SPREAD SHEETS (MICROSOFT EXCEL) <ul style="list-style-type: none"> ● Introduction to spread sheet. ● Overview of spread sheet packages. ● About Excel. ● (Role of Excel in day to day life.) ● Understanding Excel Sheet. ● Inserting, deleting and hiding columns / rows. ● Manipulating formulas and functions. ● Working with charts and Graphics. ● Printing a sheet. ● Sort & Filter. 	To introduce the scope & utility of internet & to make the students & use it confidently for day to day application		
4.	PRESENTATION PACKAGE (MICROSOFT POWER POINT) <ul style="list-style-type: none"> ● What is presentation? Explain its need. ● Overview of presentation packages. ● Use of PowerPoint. ● Making & Delivering Presentation. 			

	<ul style="list-style-type: none"> ● Different types of slide layouts. ● Slide view, slide sorter view and slide show buttons. ● Working with shapes, Transitions, ● Setup show. ● Applying design templates and backgrounds. ● Transitions & custom animation effects. ● Recording voice in presentation. ● Electronic presentations. 			
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Evaluation pattern –

Internal Assessment: Class Assignments and Class Test - To Be Converted In To 25

External Assessment: Final Exam - 25 Marks.

REFERENCE BOOKS:

Sr. No.	Title of the Book	Author
1	“Microsoft Office 2010 in depth.”	Joe Habraken
2	“Microsoft Office 2010 on demand”	Steve Johnson
3	“Office 2010 simplified”	Kate Shoup
4	“A guided tour of Microsoft Office 2010	Corinne Hoisington
5	“Easy Microsoft Office 2010”	Tom Bunzel
7	The internet and instruction	Ann E. Barron, Karen S. Ivers

External marks of both the subjects to be converted to 25 marks.

Subject	Code	Credits	Total hours	Marks		
BASICS OF INDUSTRY AND ENVIRONMENTAL STUDIES	105102	3	96	50	50	100
THEORY				Internal	External	Total

OBJECTIVES:

- 1) To identify the profile of overall fashion industry, its main functional areas and working of fashion business.
- 2) To comprehend the basic fashion terminology.
- 3) To acquire the knowledge of major fashion centres all over the world.
- 4) To educate students about the various stages from fibre to fabric.
- 5) To familiarize the fabric properties to enable better design skills..
- 6) To aid the fabric choice as per the design, budget and client

BASICS OF INDUSTRY

CONTENT

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test - To Be Converted In To 25

ASSIGNMENTS-

- 1) Submission on study of any 5 International/ National level fashion designers and brands.
- 2) Submission on Fashion changes during past 3 decades.

REFERENCE BOOKS:

Sr. No.	Title of the Book	Author	Publication
1	Fashion from Concept to consumer	Gini Stephens	Pearson ,2005
2	Fashion Design Manual	Pamela Steckes	Palgrave Macmillon, 1996

Sl No.	Title of the Book	Author
1	Textile from fibre to fabric	BerardCobman
2	Understanding Textiles	Phyllis Toratora
3	J.J. Pizzuto's Fabric Science	Arthur Price
4	Clothing Technology	Europa Lehrmittal
5	Textiles	Wayne,A,Macmillan,London

ENVIRONMENTAL STUDIES

OBJECTIVES:

- 1) Awareness about physical environment and its components.
- 2) Acquire Knowledge of natural resources and their types.
- 3) Develop the concept of ecology and its components.
- 4) Understand the impact of human activities on ecology ant need to conserve the resources

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	The Multidisciplinary Nature of Environmental Studies Unit 1- Definition, Scope and Importance, Need for public awareness	Awareness about physical environment and its components.	Class-room interaction Discussion	32
2	Natural Resources Unit 1- Renewable and Non- Renewable Resources Unit 2- Natural Resources and Associated Problems- a) Forest Resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. b) Water Resources: Use and Over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems c) Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food Resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilization-pesticide problems, water logging, salinity, case studies e) Energy Resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies f) Land Resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Unit 3- Role of individual in conservation of natural resources Unit 4- Equitable use of resources for sustainable lifestyles	Acquire Knowledge of natural resources and their types. Develop the concept of ecology and its components. Understand the impact of human activities on ecology ant need to		

3	<p>Ecosystems Unit 1- Concept of ecosystem Unit 2- Structure and function of ecosystem Unit 3- Producers, consumers and Decomposers Unit 4- Energy flow in the ecosystem Unit 5- Ecological succession Unit 6- Food chains, food webs and ecological pyramids. Unit 7- Introduction , types, characteristics features, structure and function of the following ecosystem- a) Forest ecosystem b) Grassland Ecosystem c) Desert ecosystem d) Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries)</p>	conserve the resources		
4	<p>Biodiversity and its conservation Unit 1- Introduction- Definition: genetic, species and ecosystem diversity. Unit 2- Bio-geographical classification of India Unit 3- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values Unit 4- India as a mega-diversity nation Unit 5- Hot-spots of biodiversity Unit 6- Threats to bio-diversity: habitat loss, poaching of wildlife, man-wildlife conflicts Unit 7- Endangered and endemic species of India Unit 8- Conservation of bio-diversity: In-Situ and Ex-situ conservation of biodiversity</p>			
5	<p>Environmental Pollution Unit 1- Definition, Causes, effects and control measures of – a) Air pollution b) Water pollution c) Soil pollution d) Marine pollution e) Noise pollution f) Thermal pollution g) Nuclear hazards Unit 2- Solid waste management: Causes, effects and control measures of urban and industrial waste Unit 3- Role of individual in prevention of pollution Unit 4- Pollution case studies Unit 5- Disaster Management: floods, earthquake, cyclone and landslides</p>			
6	<p>Social Issues and the Environment Unit 1- From Unsustainable to Sustainable development Unit 2- Urban problems related to energy Unit 3- Water conservation, rain water harvesting , watershed management Unit 4- Re-settlement and rehabilitation of people; its problems and concerns. Case studies Unit 5- Environmental ethics: Issues and possible solutions Unit 6- Climate changes, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies Unit 7- Wasteland reclamation Unit 8- Consumerism and waste products Unit 9- Environment Protection Act Unit 10- Air (Prevention and Control of Pollution) Act Unit 11- Water(Prevention and Control of Pollution) Act Unit 12- Wildlife Protection Act Unit 13- Forest Conservation Act Unit 14- Issues involved in enforcement of environmental legislation Unit 15- Public awareness</p>			
7	<p>Human Population and the Environment Unit 1- Population growth, variation among nation Unit 2- Population explosion- Family Welfare Programme Unit 3- Environment and Human Health Unit 4- Human Rights Unit 5- Value Education Unit 6- HIV/AIDS Unit 7- Women and Child Welfare Unit 8- Role of Information Technology in Environment and Human health Unit 9- Case Studies</p>			

8	Visit to local area to document environmental assets-a) rivers/forest/grassland/hill/mountain. b) Local Pollution site- Urban/Rural/Industrial/ Agricultural c) Study of common plants/insects/birds d) Study of simple ecosystems- ponds, rivers, hill slope etc			
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Evaluation pattern –

Internal Assessment: Test and Field Work- To Be Converted In To 25

External Assessment: Final Exam - 50 Marks.

REFERENCES-

Sr. No.	Title of the Book	Author	Publisher and Year
1	The Biodiversity of India	BharuchaErach	Mapin Publishing Pvt.Ltd, Ahmedabad-380013, India, Email: mapin@icenet.net
2	Environmental Biology	Agarwal, K.C	Nidi Publi.Ltd.Bikaner2001
3	Hazardous Waste Incineration	Brunner R.C	McGraw Hill Inc.480p, 1989
4	Marine Pollution	Clark R.S	Clanderson Press Oxford (TP)
5	Environmental Encyclopedia	Cunningham, W.P.Cooper,	Jaico Publ. House, Mumbai, 1196p M.T.2001
6	Environmental Chemistry	De A.K	WileelyEastem Ltd.

Subject	Code	Credits	Total hours	Marks		
BASICS OF DESIGN AND TECHNICAL DRAWING	105201	3	96	25	25	50
PRACTICAL				Internal	External	Total

OBJECTIVES:

- 1) To understand the importance of anatomical studies as the basis of fashion model drawing.
- 2) To realize the need for understanding, clarity & confidence in drawing of the Human body as a mode of visual communication in fashion.
- 3) To develop skill in fashion model drawing (drawing from a live model).

CONTENT

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	<ul style="list-style-type: none"> ▪ Perspective -Objective -Figurative Human Anatomy - Kids, Female and Male ▪ Studies of Human Body - Kids, Female and Male 	To understand Developing your object or any drawing in perspective view.	Class-room interaction Discussion	64
2	<ul style="list-style-type: none"> ▪ Proportion of the Croquis: - Kids, Male, Female -Stick croquie -Flesh out croquie (front, back, side and 3/4th view) 	To understand Proportion of all types croquie. To develop skill in garment and figure drawing.		
3	<ul style="list-style-type: none"> ▪ Draping of one garment on the kids, male ,female figure. 			

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted in to 25

External Assessment: Final Exam - 50 Marks.

ASSIGNMENTS-

- 3) Submission on study of any 5 International/ National level fashion designers and brands.
- 4) Submission on Fashion changes during past 3 decades.

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Fashion Design Manua	Pamela Stekar
2	Fashion Sketch Book	BinaAbling
3	Fashion Deisgn Illustration	John Turnpenny
4	Fashion Illustration Today	Nicholas Drake
5	9 Heads	Nancy Riegelman
6	Fashion Illustration Techniques	Julian Seaman

TECHNICAL DRAWING

OBJECTIVES:

. To introduce fundamental technical drawing concepts from a design perspective.

To include the skills required for professional rendering geometric concepts into a visual format

CONTENT

Block No	Topic/Content Analysis	Objective	Method	Total Hrs
1	Introduction of Technical Drawing. - Concept of drafting and geometrical nomenclature	To provide knowledge and understanding of terminologies, conventions, principles and techniques concerning technical drawing and drafting. To analyze the geometry of environment. To develop an understanding of the profile of different objects in environment and their utility for fashion.	Class-room interaction Discussion	32
2	Construction Exercises Proportion Systems. Geometrical study of the environment			
3	Geometrical Construction – Division of lines and Angles, Arcs and Continuous Curve, Tangents, Conic Sections, Regular Polygon, Spirals, Proportion Systems			
4	Measurement of Areas			
5	2 D Tessellation and Growth Pattern			
6	Geometrical Analysis of objects in environment manmade and natural			

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted in to 25

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Engineering Drawing and Geometry	Randolph P. Hoelscher & Clifford H. Springer
2	Design Drawing	Francis D.K. Ching
3	Rendering with Pen & Ink	Robert W. Gill
4	Designing Tessellations	Ginny Beyer

Subject	Code	Credits	Total hours	Marks		
SURFACE ORNAMENTATION & FOUNDATION COURSE	105202	4	128	50	50	100
PRACTICAL				Internal	External	Total

OBJECTIVES:

- 1) To prepare students for the basic of drawing skills with the help of different techniques and tools to depict various aspects that form the design.
- 2) To make them prepare for the skills to draw object phase wise. Ultimately students should reach to interpret the drawing skills through landscape and portrait.
- 3) . To develop understanding of elements of design (point, line, pattern, shape, texture, color form& space).
- 4) To develop understanding of principles of design (balance, rhythm, harmony, proportion, emphasis & variety).
- 5) To understand & analyse
- 6) To understand the different types of textile and surface ornamentation designs and techniques and to use them effectively in designing a garment.
- 7) To know the various methods of surface ornamentation & to select the appropriate method of ornamentation for a specific product or fabric the effective use of elements / principle of design & fashion in the garment design process

SURFACE ORNAMENTATION

Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	<ul style="list-style-type: none"> ▪ Tools and techniques Design transfer materials, Sources & interpretation, Choosing color Enlarging and reducing design	To understand how to handling deferent tool and techniques in your creation.	Class-room interaction Discussion	64
2	<ul style="list-style-type: none"> ▪ Embroidery - Outline stitches - Border stitches - Variation of cross stitches - Composite band stitches - Types of isolated stitches - Open filling stitches - Solid filling stitches - Insertion stitches - Edging stitches - Cut and drawn stitches - Ribbon embroidery	To understand deferent types of embroidery stitches and use them according your ideas. To developed skill in various types embroidery stitches and use them effectively and designing the garments		
3	Finishing embroidery stitches— Cleaning, Pressing and Blocking	To developed skill in various types embroidery stitches and use them effectively and designing the garments		
4	<ul style="list-style-type: none"> • Types of embroideries - Black work embroidery - Cross stitches embroidery - Huck embroidery (used on Towelling fabric) - Open work (pulled thread) - Open work (hardanger) - Open work(cut work) - Machine embroideries	To developed skill in various types embroidery stitches and use them effectively and designing the garments		
	Tie and Dye Different methods of Tie and Dye. Different methods of Batik			

ASSIGNMENT DETAILS:

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| <ul style="list-style-type: none"> - Submission of design sample - Submission of design articles |
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Evaluation pattern –

Internal Assessment: Class Assignments - To Be Converted In To 25

REFERENCE BOOKS:

SI No.	Title of the Book	Author
1	Textile Design	Susan Meller&Joost Q. Elffers
2	Encyclopedia of embroidery stitches including crewel	Marion Nicholas
4	Quilters work book	Pam Lonttot& Rosemary

FOUNDATION COURSE
CONTENT

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	Nature Drawing Perspective Drawing : Cube ,Perspective drawings: cube and solid studies, Detailed discussion of one, two & three point perspective.	To prepare students for the basic of drawing skills with the help of different techniques and tools to depict various aspects that form the design. To make them prepare for the skills to draw object phase wise. Ultimately students should reach to interpret the drawing skills through landscape and portrait.	Class-room interaction, Discussion	64
2	Shading – 1. Pencil 2. Colour Pencil Charcoal Rendering graphite/colour pencils Basic Techniques for shading and colouring Shading with different media Rendering with different materials Shading and rendering of different surfaces Concave , Convex)			
3	Use of natural elements and convert the same to motifs Copying and Enlargement and reduction of motifs,			
4	Illustrations and designs. Introduction of human figurative drawings. Basic measurements and proportion.			
5	Metal and Metal Shading Shading of different metal surfaces (Silver , Gold, Platinum) Different Fabric texture surface Rendering Rendering on Fabric swatches Rendering with pencil , water colour and other media Assignments Hand Skills & handling pencils – 2 sheets A3 Outline drawing of one, two & three point perspective. 2 Sheets final A3 Tonal gradations with grade pencils – 2 Sheet A3 Tone with textures manmade and natural – 2 sheets A3			
6	Different stages of Products			
7	Importance of Elements of Design and Fashion			
8	Line – i) Directing ii) Dividing iii) Psychological effects of line	To develop a basic understanding about the elements of design & Fashion.		

	iv) Optical Illusion	<p>To understand the application of line in the design. And the interpretation of mood created by the line</p> <p>To understand the application of shape in the design and To develop the ability to evaluate the use of shape in the apparel</p> <p>To understand the application of line in the design. And the interpretation of mood created by the texture</p> <p>To understand the application of shape in the design and To develop the ability to evaluate the use of shape in the apparel</p> <p>To understand the application of principles of design and to develop an ability to evaluate them in the apparel</p> <p>To understand the application of elements of fashion and to develop an ability to evaluate them in the apparel</p>		
9	Shape – i) Geometric ii) Natural iii) Non-objective iv) Silhouettes			
10	Texture – i) Visual ii) Tactile iii) Audible			
11	Value & Colour – i) Colour wheel ii) Colour schemes iii) Colour psychology			
12	Principles of Design ▪ Rhythm, ▪ Balance, ▪ Emphasis ▪ Harmony, Scale ▪ Proportion, Variety			
13	Elements of Fashion – Skirts, Dresses, Trousers, Tops, Jackets, Coats, Necklines, Collars, Sleeves, Cuffs, Pockets, Yoke Xii)			

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted in to 25

External Assessment: Final Exam - 50 Marks.

ASSIGNMENTS-

- 1) Practice of various types of lines.
- 2) Shading exercise with different grade pencils and colour pencils.
- 3) Detailed study of natural forms.
- 4) Copying, Enlargement and reduction of motifs
- 5) Motif development.
- 6) Study of 3-D geometrical objects with different angles
- 7) Collect different texture and rendering To imagine and interpret the various stages involved in making a product, through drawings(any one product)
- 8) Doing assignments on different elements and principles of design

REFERENCE BOOKS:

Title of the Book	Author	Publication
Grade Examination-Drawing Made Easy	SubodhNarvekar , AvdhutNarvekar	Navneet Publication (India) Ltd.
Sketching and Drawing	Vasudev Kamath	– JyotsnaPrakashan Pune ,2 nd Edition,2006
Still Life	Sanjay Shelar	JyotsnaPrakashan Pune ,1 st Edition,2007
Perspective	MilindMulik	JyotsnaPrakashan Pune ,1 st Edition,2006
Colour Pencil	Rahul Deshpande, Gopal Nandurkar	JyotsnaPrakashan Pune ,1 st Edition,2004
Draw and Paint	PundalikVaze	– JyotsnaPrakashan Pune ,1 st Edition,2002
Elements of Design – Space & Form Elements of Design –Line		Albert W. Porter
Basic Principles of Design (Vol. 1-4)		Manfred Maier
Basic Design: The Dynamics of visual form		Sansmarg
Principles of Color		Birren&Fabersvan

Subject	Code	Credits	Total hours	Marks		
BASIC STITCHING	105203	2	64	50	25	75
PRACTICAL				Internal	External	Total

OBJECTIVES:

- 1) This course prepares the learner to acquire the knowledge and skills, regarding the operational use of industrial sewing machines, and its application.
- 2) To understand the importance and necessity of various construction techniques for different fabrics, and to acquire the skills to apply those construction techniques in a sample form.

CONTENT

All the finishes should be taught in women's wear and men's wear categories and difference should be explained.

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	Introduction of sewing machine- Parts of sewing machine Machine Exercise, Control and safety parameters Paper Exercise	To acquire the skills of operating hi-speed sewing machine. To equip the student with the necessary inputs related to seam constructions and its application on variety of fabrics. To acquire the knowledge and skills of various edge finishing. To Develop the fabrics textures by using various construction techniques	Class-room interaction Discussion	32
2	Introduction to Seams and seam allowance (Woven, men and Knit Fabrics) - Plain, Flat open, Edge stitch, Double Top stitch, Tuck seam, Slot, French, Flat felt, Lapped, Piped, Cord, Fagotted.			
3	Seam and Hem Finish (Woven and Knit Fabrics) - Over-lock, Stitch and cut, fold and stitch, Hong Kong bound, Bound seam, Hemming (Visible and Invisible)			
4	Facings – Fused, Un-fused and Bias. Plackets- Blouse, continuous, kurta and slit			
5	Waistband- Fused, Un-fused, Elasticized Pockets- Patch, flap, box, front hip			
6	Tucks, Pleats, Gathers			
7	Human Anatomy Individual measurement and standard body measurements Pattern Making Principals Adult body block and sleeve, Full body block Adult Skirt block			

Assignment Details:

- Submission of Paper Exercise In line form minimum six samples (Size 8"x8")
- Submission of all seams on muslin (12 samples) and also on suitable fabrics (12 Samples)
- Submission of Seams and Hem Finish (7samples on muslin) and on knitted fabric minimum 3 samples (–Hem fold on 5 thread flat lock, Plain seam on 4 thread over lock -Bound seam on 5 thread flat lock with folder attachment)
- Submission of Necklines and armhole facings. Minimum 3 samples
- Submission of Waist bands Minimum 3 samples
- Submission of minimum 3 samples using 3 different fabrics.
- Making 3 term garment by using above technique

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 50 marks

External Assessment: Final Exam – 25 Marks.

Subject	Code	Credits	Total hours	Marks		
HISTORY OF TEXTILES, COSTUMES AND TRADITIONAL EMBROIDERY (INDIA)	205101	3	96	25	50	75
Theory				Internal	External	Total

OBJECTIVES:

- To acquire the knowledge and visual appreciation of traditional textile crafts of India in respect to the different motifs, colour and weaving techniques used in textiles along with their significance.
- To acquire knowledge of various embroideries done in India with respect to its historical background ,different types of stitches, motifs, colour and material used in the embroideries and their significance
- To expand the learners skill in various types Indian regional embroidery and use them effectively in designing the garments which will help in rejuvenation of the craft

Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	Historical significance of traditional textile and functions of embroideries. <ul style="list-style-type: none"> • Decoration, Ritual, identification and recycling 	To acquire the knowledge of the importance and significance of textile and embroidered crafts of India.	Class-room interaction Discussion	64
2	Study of the varied dyed (yarn, fabric)and printed (direct, discharge and resist), hand painted, and woven textiles in relation to Origin, ,Motifs, techniques, colors and end use of the following state:- Kashmir, Punjab, Rajasthan, Gujarat, Uttar Pradesh, Assam, Orissa, Manipur, West Bengal, Karnataka, Kerala, Tamilnadu, Andhra Pradesh, Maharashtra.	To gain the knowledge of the traditional textiles and explain how each type contributes to the end product in its original and contemporary form.		
3	Study of the varied embroideries in relation to Origin, threads, stitches, Motifs, colors layout and end use of the following state:- Kashida of Kashmir, Phulkari of Punjab, Embroidery of Sindh, kutch and Kathiawar, Chikankari of Uttar Pradesh, Appliqué work of Bihar and Orissa, Embroidery of Manipur, Kasuti of Karnataka, Kantha of Bengal, ChambaRumal of Himachal, Gold and Silver Embroidery	**Visit to the traditional weaving center		
4	History of Indian Costume. Classification of Indian history period-wise from prehistoric period to 20 th century history and modern history. Evolution of costumes pertaining to inner, outer, upper and lower garments. Study of traditional basic Indian costume of men's, and women's	**Visit to the weavers' service center.		

ASSIGNMENT DETAILS:

- 1) Presentation of reports on visit to weaver's service centre, craft's museum, traditional weaving centres.
- 2) Journal on traditional motifs used in traditional textiles and embroideries of different states of India.
- 3) Show the use of different embroidery stitches with the help of a sample. (each block 1 sample)
Make the contemporary version of the above embroideries to make the Yoke and the Borders as the final project.

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test - To Be Converted In To 25

External Assessment: Final Exam - 50 Marks

REFERENCE BOOKS:

Sr. No.	Title of the Book	Author	Publication Name	Year
1	Ikat textiles of India	Chelna Desai	Chronicle Books,Sanfrancisco	1988
2	Sari sof India	KapurChishti and Ambasanyal	Amr VastraKosh,Wiley Eastern Limited,New Delhi	1989
3	The sari	Linda Lynton	Thames &Hudson,London	1995
4	Indian Ikat Textiles	Rosemary Crill	Weatherhill Inc.	1998
5	Ajrakh Impressions and Expressions	Dr.ElaDedhia and M.Hundekar	Colour Publication Private Limited,Mumbai	2008
6	Indian Embroidery	Rosemary Crill	Victoria & Albert Museum,London	1999
7	Silk Brocades	Yashodhara Agarwal	Roli& Janssen BV,Newdelhi	2003
8	Handwoven Fabrics of India	JaslenDhamija and Jyotindra Jain	Mapin Publishing Pvt,Ltd.Ahmedabad	1989
9	Tie-Dyed textiles of India	Veronica Murphy & Rosemary Crill	Victoria & Albert Museum,London	1991
10	Traditional Indian costumes and Textiles	ParulBhatnagar	Abhishek Publication,Chandigarh	2004
11	Traditional Indian textile	John gillow and Nicholas Barnard	Thames and Hudson,London	1991
12	Threads and voices	Laila Tyabji	Marg Publications,	2007
13	Designs for a life time	UshaShrikant	SamataEntreprise,Mumbai	2002
14	Ethnic embroidery of India Part I	UshaShrikant	UshaShrikant,Pune	1998
15	Indian Saris	Vijai Singh Katiyar	Wisdom Tree,New Delhi	2009
16	Handicrafts of India	KamladeviChattopadhyay	New age International Publishers Ltd.,New Delhi	1995
17	Ethnic embroidery of India Part II	UshaShrikant	UshaShrikant,Pune	2009
18	Saris-Tradition & Beyond	MartandSingh,RtaKapurChishti	Roli& Janssen BV,Newdelhi	2010
Sr. No.	Title of the Book	Author	Publication	
1	Embroidery Techniques from East & west	MunniSrivastav	B.T.Batsford,2001	
2	Embroidery from garden	Diana Lampe	Sally Milner,1997	
3	Design for bead embroidery	Kenneth D.King	Searchpress,2006	
4	Needlecraft	Lucinda Ganderton	Hermes House,2000	
5	Ethnic embroidery of India (part 1 and part 2)	UshaSrikant	Usha Srikant,2009	

Subject	Code	Credits	Total hours	Marks		
COMPUTER APPLICATIONS	205102	2	64	25	25	50
Theory				Internal	External	Total

OBJECTIVES:

- To incorporate in design students the ability to represent and create visuals using image editing and object creation / manipulation capabilities of Adobe Photoshop, Corel draw And Page maker

Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	Photoshop - About Photoshop - Using toolbox, palettes and Context menus - Creating, Operating and closing files - Changing canvas size, color modes and resolutions - Understanding and working with layers - Selecting areas - Picking and selecting colors - Paining and selecting colors - Creating text -Resizing and Reshaping image- Scanning - Filter effects - Manipulating focus with blur, sharpen, and smudge - Adjusting tone with dodge - Morphing images - Cloning and pattern creation with the rubber stamp - Creating special images effect	To familiarize with the photo shop and to used it effectively in making presentation To develop and understanding of page maker its application	Class-room interaction Discussion	32
2	Pagemaker - Introduction to PageMaker - The Pagemaker window - Using the tool box - Creating new document - Entering and formatting text - Editing text - Rulers - Using control palette and color palette - Adding colors - Drawing and Editing objects using various tools - Changing character specifications - Developing and formatting paragraphs - Using find and change feature - Page setup - Using story editor- Inserting and removing pages - Sorting pages - Master pages, Importance and uses - Creating a bill, pamphlets, visiting cards, advertisement.			

ASSIGNMENT DETAILS: Submission of taught assignments

Evaluation pattern –

External Assessment: Final Exam - 25 Marks.

Internal Assessment: Class Assignments - To Be Converted In To 25

Subject	Code	Credits	Total hours	Marks		
BASICS OF TEXTILES AND GARMENT PRODUCTION TECHNOLOGY	205103	3	90	50	50	100
Theory				Internal	External	Total

OBJECTIVES:

- To create an awareness of the types of garments machinery available in the industry
- To develop an understanding about the selection of the right machinery for production of the required garment.
- To equip students with the necessary knowledge of fibre, yarn and fabrics in terms of properties and characteristics so as to achieve its right application wherever necessary in the fashion field.
- To Learn The Embroidery As Value Added Technique Through Demonstration And Practice Of Different Embroidery Stitches.
- To Identify The General Embroidery Techniques & Its Application.
- To Appreciate The Different Types Of Surface Ornamentation Techniques And To Employ Them Effectively In Designing A Garment

BASICS OF TEXTILES

Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
	FABRIC FORMATION Fabric manufacturing techniques (weaving, knitting, braiding, netting, lacing, non-woven) yarn preparation for weaving, important parts of a loom and their functions, passage of warp on a loom, chief motions of the loom, classification of weaving machines and their main features	To gain an understanding of the contribution of the fibre, the basic building block of fabrics and the relationship of its properties which affects its behaviour.		48
	FABRIC WEAVES Fabric terminology (warp, end, weft, pick, grain, off grain – bias, true bias, selvedge, warp density, weft density, fabric count, GSM, weave repeat, texture, draft, peg plan, denting order) Plain weave (warp faced plain, weft faced plain, square plain, regular & irregular warp & weft ribs) regular & irregular and variegated matt weaves twill weaves (Z twill, S twill, Warp & weft faced twills, balanced & unbalanced twills, horizontal & vertical zigzag twills, herring bone twill, prominence of twill lines) regular and irregular sateen & satin weaves Ornamentation of plain weave and main features of basic weaves (plain, twill and satin) Other weaves (diamond, crepe, ordinary honey comb & huck- a- back)	To acquire the knowledge of yarns and its properties this affects the appearance, feel and/or behaviour of the fabric.		
	SPECIAL FABRICS Brief introduction to dobby, jacquard, pile, tapestry, double cloth, colour and weave, gauze and leno, extra warp and extra weft fabrics	To equip students with the various Categories of the general and unique characteristics of each fabric forming method. Industrial visit		
	MAIN FEATURES OF COMMONLY USED FABRICS Bandhani, batik, brocade, buck rum, canvas, chiffon, corduroy, crepe, denim, double cloth, drill georgette, gauze, herringbone, hounds tooth, ikat, kalamkari, muslin, net, organdie, organza, poplin, seersucker, sheeting, terrycloth, tweed, velvet, voile Advantages and disadvantage of basic weaves Fabric defects - Types, source and remedies	To acquire the knowledge of common woven fabrics used in fashion industry by sight, hand, and/or performance		

ASSIGNMENT DETAILS:

FABRIC ANALYSIS - At least 15 samples to be analysed for basic technical parameters and documented properly

PREPARATION OF SAMPLE FILE - At least 20 samples to be collected and recorded with basic parameters

Evaluation pattern –

External Assessment: Final Exam - 52 Marks. CONVERTED TO 25

Internal Assessment: Class Assignments - To Be Converted In To 25

REFERENCE BOOKS:

SI No.	Title of the Book	Author
1	Textiles	A Wynne
2	Textile Science	K.L. Hatch
3	Consumer Textiles	Jennifer Cant, Anne Fritz
4	Fiber to Fabric	Cobman
5	Understanding textiles	Tortora, Phyllis g. prentice-hall Inc., new jersey
6	Watson's Textile Design and Colour	Z Grosicki
7	A handbook of weaves	G.H.Oelsner
8	Clothing Technology	Europa Lehrmittal

GARMENT PRODUCTION TECHNOLOGY**CONTENTS**

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	Overview of the Garment mass production setup- <ul style="list-style-type: none"> ● Marker making ● Spreading ● Cutting ● Ticketing ● Bundling ● Sewing ● Finishing ● Quality Checking 	To familiarize with the various process in garment mass production To get knowledge on various types of cutting machines and their operation. To get knowledge on various types of sewing machines and their operation.	Class-room interaction Discussion	32
2	Classification of cutting machines and their application <ol style="list-style-type: none"> i. Straight Knife Cutting Machines ii. Band Knife Cutting Machines iii. Servo Assisted Cutting Machines iv. Computer Controlled Cutting Machines v. Round Knife Cutting Machines vi. Hot notcher cutting machines. 	To understand various types of stitches To understand the importance and types of feed mechanism To get knowledge on various types of pressing equipments and their operation.		
3	Classification of Sewing Machines and their applications <ol style="list-style-type: none"> i. Horizontal bed Machines ii. Vertical bed machines 	To get knowledge about sewing machine attachment used in the garment industry		
4	Stitch type analysis, classification and their applications <ol style="list-style-type: none"> i. 100 Class ii. 200 Class iii. 300 Class iv. 400 Class v. 500 Class vi. 600 Class 			
5	Feed Mechanisms <ol style="list-style-type: none"> i. Drop Feed ii. Differential Feed iii. Unison Feed 			

	iv. Compound Feed v. Roller Feed			
6	Classification of Finishing Equipments and their applications i. The purpose of pressing ii. Categories of pressing iii. Pressing Equipments and methods iv. Stain removal v. Packaging			
7	- Introduction to Sewing Machines attachments and their applications. Edge Guides - Compensating foot / specialized presser foot - Stitching Jig - Folders & Binders			

Evaluation pattern –

External Assessment: Final Exam - 50 Marks. CONVERTED TO 25 Internal Assessment: Class Assignments - To Be Converted In To 25

REFERENCE BOOKS:

SI No.	Title of the Book	Author
1	Clothing Technology	Europa Lehrmittel
2	Technology of Clothing Manufacture	Harold Carr and Barbara Latham

Subject	Code	Credits	Total hours	Marks		
FASHION ILLUSTRATION- I AND FASHION COORDINATION	205201	4	96	25	25	50
PRCATICAL				Internal	External	Total

OBJECTIVES:

- 1) To acquire the skills to use different mediums: - pencil, water color, poster color, etc.
- 2) To understand the texture of fabric and render it.
- 3) To develop types of rendering.
- 4) To analyze variety of pictures and sketch and render them accordingly (body & garments).
- 5) To develop skill in figure drawings.
- 6) To understand the various types of actions, body movements & draw accordingly.

FASHION ILLUSTRATION- I.

Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	<ul style="list-style-type: none"> ▪ Rendering Techniques Pencil, Steadler and Color Pencil, Charcoal, Water Color, Poster Color, Oil and Acrylic 	To understand various types of medium and developed your own rendering style.	Class-room interaction Discussion	64
2	<ul style="list-style-type: none"> ▪ Fabric Rendering - (30samples of different Varieties of fabric) 	Analysis fabric texture and render them suitable medium.		
3	<ul style="list-style-type: none"> ▪ Photo Analysis Different garments of Kids, Male and Female 	Analysis figure salute, fabric, texture and feel and render them. Develop your own rendering style.		
4	<ul style="list-style-type: none"> ▪ Development of Costumes on Croquis using elements of fashion (min-5) 	To develop skill in figure drawings. To understand the various types of actions, body movements & draw accordingly.		
5	Body Movements(kids, female and male), Leg and hand movement, Face drawing and detailing, Feature drawing Actions Poses and composition (different angles- 5 with all details)			

ASSIGNMENT DETAILS: Submission of Embroidery sample & embroidered articles

Evaluation pattern –

External Assessment: Final Exam - 25 Marks.

Internal Assessment: Class Assignments - To Be Converted In To 25

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Advance Fashion sketch book	BinaAbling
2	Fashion Illustration	Colin Barnes / Steven Stipelman
3	The Fashion guide	HaurentHartung
4	The Snap Fashion sketch book	Bill Giazer
5	Figure Drawing for Fashion I & II	Isao Yajima

FASHION COORDINATION

Contents

	Fashion Terminology & Fashion Design STUDY ON DESIGNERS- The Role of the Designer, Types of Designer , From Designer to consumer Figure Types, Problems & Corrections Personal Grooming And Hygiene Make Up Demonstration - F Make up – face & eye Daily, Evening, Occasion ace types Wardrobe planning Careers in fashion- Getting started Choosing your career Drape usage Various steps involved in fashion show - Choreography ,Ramp types ,Back stage, Light & sound system , Make up Modeling – Practice Basic photography for fashion	The students will be able to Use appropriate fashion terms in communication. Able to identify figure type for designing and styling. Learn about personal grooming		32
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Evaluation pattern

Internal Assessment: Class Assignments - To Be Converted In To 25

Subject	Code	Credits	Total hours	Marks		
WET PROCESSING AND TEXTILE PRINTING	205202	4	128	50	50	100
PRCATICAL				Internal	External	Total

OBJECTIVES:

- To help students to gain knowledge of development of dyestuff industry
- To help students to gain knowledge of ancient dyes and their use
- To help students to gain knowledge of dyes used on different textile fibers
- To help students to gain knowledge of different dyeing methods applied on various types of textile fabrics

Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	Introduction	<p>To help students to gain knowledge of development of dyestuff industry</p> <p>To help students to gain knowledge of ancient dyes and their use</p> <p>To help students to gain knowledge of ancient dyes and their use</p> <p>To help students to gain knowledge of dyes used on different textile fibres</p> <p>To help students to gain knowledge of different dyeing methods applied on various types of textile fabrics. To help students to gain knowledge of different dyeing methods applied on various types of textile fabrics.</p> <p>To help students to gain knowledge of different dyeing methods applied on various types of textile fabrics</p> <p>To help students to gain knowledge of different dyeing methods applied on various types of textile fabrics</p> <p>Printing methods applied on various types of textile fabrics</p>	Class-room interaction Discussion	128
2	Dyes – <ul style="list-style-type: none"> ● Classification of Dyes ● Basic dyes, Acid dyes, Mordant dyes, direct dyes, Developed dyes, Disperse dyes, Sulphur dyes, and Reactive dyes, Vat dyes. 			
3	Preparatory Processes of Dyeing – <ul style="list-style-type: none"> ● Cotton, silk, wool, and manmade fibers. ● Bleaching: Cotton, wool, silk and manmade fibers. 			
4	Dyeing according to fiber content – <ul style="list-style-type: none"> ● Selection of Dyes according to fiber content ● Cross dyeing, Solution dyeing. 			
5	Different Methods of dyeing – Stock dyeing, top dyeing, yarn dyeing, piece dyeing.			
6	Tie and Dye History of Tie and Dye Different methods of Tie and Dye.			
7	Batik History of Batik Different methods of Batik			
8	Printing – Repeats and different types of repeats in designing <ul style="list-style-type: none"> ▪ Families of Textile Design <ul style="list-style-type: none"> ▪ Floral ▪ Geometric ▪ Conversational/Traditional ▪ Ethnic ▪ Repeat and its types <ul style="list-style-type: none"> - Directional - Non-Directional - One way - Two way - All over - Half Drop Vertical - Half-Drop Horizontal. ▪ Prints techniques and dyeing techniques <ul style="list-style-type: none"> - Block Printing - Stencil Printing - Fabric Printing - Lithography - Screen Printing 			

	<ul style="list-style-type: none"> - TIE and DYE - Batik <p>Dyes used for Printing. Different methods of Printing, Block Printing, Discharge printing, Duplex printing, Resist printing, Stencil printing, Warp printing, Flock printing, Spray printing, Screen Printing (Preparation of screen and equipment used for screen printing) <u>Finishes</u>-Introduction, classification and types of finishes Dyed and printed defects Any current trend in printing – digital printing, foil printing, 3 D printing etc</p>			
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Evaluation pattern –

External Assessment: Final Exam - 50 Marks.

Internal Assessment: Class Assignments - To Be Converted In To 50

REFERENCE BOOKS:

Sr. No.	Title of the Book	Author
1	Batik for beginners	Barbhaiya B
2	Technology of dyeing Vol II and Vi	Shenai V.A.
3	Technology of printing Vol IV	Shenai V.A.
4	Dyeing of wool, silk, and Manmade Fibers	Prayag R.S
5	Introductory textile science	Joseph M.L
6	Bleaching and dyeing and chemical technology of textile fibers	Tortman E.R
7	An introduction to textile finishing	Marsh J.T
8	Printing	Kale D.G
9	Technology of printing	Prayag R.S
10	Textile chemistry Vol II	

Subject	Code	Credits	Total hours	Marks		
PRINCIPLES OF MANAGEMENT	305101	2	32	25	25	50
Theory				Internal	External	Total

OBJECTIVES:

- To expose students to management creativity.
- To acquaint the participants with Business organization and to familiarize them with basic management concepts, applications & processes.
- To Provide experiential learning for the students in the area of decision making, motivation, leadership and communication
 - To create an awareness of the types of garments machinery available in the industry
 - To develop an understanding about the selection of the right machinery for production of the required garment.

Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	Definition, Nature, Purpose and Social responsibility of Management. Evolution of Management, Managing is an art or Science	To understand the basic management Fundamentals & concepts	Class-room interaction Discussion	32
2	Types and Levels of Organization, Managerial Functions, Process of Management- Planning, Organizing, Leading and Controlling	To get a clear vision of organizational structure and its Function		
3	Planning – Types, Steps and Process. SWOT Analysis	Clear vision of business planning and implementation of processes		
4	Organizational Structure, Types, Staff- line of authority, Delegation of work and decentralization. Process of Decision making, Evaluation and selection of alternatives	To understand Importance of HR practices in the industry keeping in mind their future roles.		
5	Motivation, Leadership, Communication			
6	Finance-functions, goals, source, break-even analysis and profitability. Ethics and Social responsibilities in management.			

Evaluation pattern –

External Assessment: Final Exam - 25 Marks.

Internal Assessment: Class Assignments - To Be Converted In To 25

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Management	Stoner & others
2	Essentials of Management – 5 th edn	Koontz & Wehrich – Part I
3	Strategic management concept and cases	S.C. Bhattacharya

Subject	Code	Credits	Total hours	Marks		
HISTORY OF FASHION AND ART (INDIA & WORLD)	305102	2	64	25	25	50
Theory				Internal	External	Total

OBJECTIVES:

- 1) . To acquire knowledge regarding the development of Art and culture and its influence in the Society.
- 2) To know the tradition and perspective of Indian culture for life style and dresses.
- 3) Develop an understanding of the Elements and Principles of Design with reference to Apparel
- 4) Develop an understanding of Aesthetic aspects
- 5) Understand market influences on Fashion designers, Fashion centers and brands.
- 6) To equip the students with the understanding and appreciation of the evolution of the Indian clothing from primitive times to the present as it relates to social history, economics, technology, art and politics

ART (INDIA & WORLD)

CONTENT:

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	<p>Classification of arts Six limbs of Indian art (shadanga) Introduction of aesthetics and concept of beauty Introduction to various below mention arts through workshops Dance, State wise Music, State wise Paintings Handicrafts</p> <p>To prepare presentation on all the art and its classifications group discussion based on presentation To Prepare presentation on art work of six limbs of Indian art sculpture / painting Group discussion based on presentation To prepare a photo montage / collage with concept of the pictures beautiful according to you A3 size Group discussion of the same based on the concepts of beauty To Prepare presentation on state wise cultural heritage like dance, music, painting and handicraft Group discussion on aesthetic value and appreciation of art</p>	<p>To acquire knowledge regarding the development of Art and culture and its influence in the Society To acquire knowledge regarding tradition and perspective of Indian culture To acquire knowledge regarding tradition and perspective of Indian culture To acquire knowledge regarding revolution of art</p>	Class-room interaction Discussion	32
2	<p>Prehistoric period: Art in India: Indus valley/Harappa civilization art and craft. Historic period: (Before Mughal era) Different dynasties and their sculpture, painting and traditions. Phase of miniature paintings: (Before British era) Mughal art/ painting. Rajput painting, Rajasthani painting, Mewar, Bundi, Jaipur and Pahari painting. Modern Indian Painting: During British period, revolution of Bengal school of art.</p>	<p>To acquire knowledge regarding tradition and perspective of Indian culture To acquire knowledge regarding revolution of art</p>		

Assignment Details:

Submission on designs in Mughal art/ painting. Rajput painting, Rajasthani painting, Mewar, Bundi, Jaipur and Pahari paintings.
Presentation on Modern Indian Painting

REFERENCE BOOKS:

Sr. No.	Title of the Book	Author
1	History Indian and western art	By Edith Tomory

2	Ancient Indian Costumes Vol I and II	RoshenAlkazi
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**HISTORY OF FASHION
CONTENT:**

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
2	<p>Study of the Origin, social life, costume, jewellery and textiles and dyes during</p> <p>I. Pre Historic Era</p> <ul style="list-style-type: none"> ● Stone Age ● Bronze Age <p>Study of the Origin, social life, costume, jewelry and textiles and dyes during Post Vedic Period</p> <p>Study of the Origin, social life, costume, jewelry and textiles and dyes during</p> <p>Mauurya and Sunga Period</p> <p>Study of the Origin, social life, costume, jewellery and textiles and dyes during Satvahana period</p> <p>Study of the Origin, social life, costume, jewellery and textiles and dyes during Kushan period</p> <p>Study of the Origin, social life, costume, jewellery and textiles and dyes during Gupta period</p> <p>Study of the Origin, social life, costume, jewellery textiles and dyes during Late middle kingdom - The classical age and</p> <p>The Islamic Sultanates</p> <ul style="list-style-type: none"> ● Delhi sultanate ● The Mughal era ● Post Mughal era <p>Study of the Origin, social life, costume, jewellery and textiles and dyes during the Mughal Era</p> <p>Study of the Origin, social life, costume, jewellery and textiles and dyes during The British raj</p> <p>Modern history</p> <ul style="list-style-type: none"> ● North India ● South India ● West India ● East India 	<p>To acquire the knowledge regarding the evolution of garments. To gain the knowledge about the vocabulary and characteristics related to costumes. To gain the knowledge about the characteristics of costumes during this era</p> <p>To gain an understating of the influences that changed costumes. To equip students with the ability to recognize and anticipate fashion trends and their implications.</p>	<p>Class room lecture and discussion</p> <p>Computer assisted presentations</p>	32

Assignment Details:

Submission on designs in Mughal art/ painting. Rajput painting, Rajasthani painting, Mewar, Bundi, Jaipur and Pahari paintings.
Presentation on Modern Indian Painting

Assignment:

- Presentation on the male, female costumes, their hair style, head gear and jewelry.
- Review of movies

Evaluation pattern – both the modules together

Internal Assessment: Class Assignments and Class test - To Be Converted In To 25
External Assessment: Final Exam - 50 Marks To Be Converted In To 25.

REFERENCE BOOKS:

Sr. No.	Title of the Book	Author	Publisher Name	Year
1	Ancient Indian Costumes Vol I and II	RoshenAlkazi	Art Heritage	2008
2	Suvasas-The beautiful costumes	Vishu Arora	Abhishek Publications	2008

3	The greenwood encyclopedia of clothing through world history	Jill Condra	Greenwood Press	2008
4	Costumes, textiles and jewellery of India	Vandana Bhandari	Prakash books	2004
5	Costumes and Textiles of royal India	Ritu Kumar	Christe's books	2000
6	Traditional Indian Costumes and Textiles	Dr.ParulBhatnagar	Abhishek Publication,Chandigarh	2004
7	Indian Costumes	Anamika Pathak	Roli Books	2006
8	History Indian and western art	By Edith Tomory		
9	Ancient Indian Costumes Vol I and II	RoshenAlkazi		

Subject	Code	Credits	Total hours	Marks		
FASHION ILLUSTRATION – II	305201	2	64	50	25	75
PRACTICAL				Internal	External	Total

OBJECTIVES:

To develop an understanding, Analysis and Development of women's wear

Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	▪ Stylized rendering	To understand the present trends To analyze the concept and to develop concept through mood board and story board	Class-room interaction Discussion	64
2	▪ Flats ▪ Spec Sheets			
3	Women's Wear / Men's Wear Market survey Conceptualization Design Development Final Presentation Product Development Product presentation (Photo-shoot) Collection should be thought to be based on forecast	To develop various designs reflecting the concept (partially rendered) To utilize presentation skills for the final presentation of women's wear on paper To develop the product To understand the process of promotion		

Evaluation pattern –

External Assessment: Final Exam - 50 Marks

Internal Assessment: Class Assignments - To Be Converted In To 25

Subject	Code	Credits	Total hours	Marks		
APPAREL CONSTRUCTION- I AND DRAPING – I	305202	5	176	50	50	100
PRACTICAL				Internal	External	Total

OBJECTIVES:

- To expose students to management creativity.
- To acquaint the participants with Business organization and to familiarize them with basic management concepts, applications & processes.
- To Provide experiential learning for the students in the area of decision making, motivation, leadership and communication

Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs.
1	Jacket Indian wear Trouser and variations Shirt and variation Night wear	To acquire knowledge and skills to develop patterns for Ladies tops with different style lines. To acquire knowledge and skills to develop patterns for Strapless To acquire knowledge and skills to develop patterns for Ladies / Men's Trouser To acquire knowledge and skills to develop patterns for Denim Jeans To acquire knowledge and skills to develop patterns for Men's Shirt and different shapes in cuff and collars.	Class-room interaction Discussion	64

ASSIGNMENT DETAILS: Making of 4 garments

Evaluation pattern

Internal Assessment: Class Assignments and Class test - To Be Converted In To 25 External Assessment: Final Exam - 50 Marks.

REFERENCE BOOKS:

Sr. No.	Title of the Book	Author	Publisher and Year
1.	Complete Guide to Sewing	Readers Digest	The reader's digest association, 1976.
2.	Complete Book of Sewing	Alison Smith	Dorling Kindersley, 1999
3.	Singer Sewing Book	Gladys Cunningham	The Singer company, 1 st edition
4.	The Sewing Book	Alison Smith	Dorling Kindersley, 2009.

DRAPING – I**OBJECTIVES:**

- 1) To acquire knowledge regarding the Tools , Symbols, Definitions and Principles of Draping
- 2) To guide the student in understanding the use of the most common blocks/slopers.

Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	Introduction To Draping- Terminology, Dummy Preparation, Muslin Preparation	To acquire knowledge and skills to develop basic bodice block and variations with mentioned topics on dummy	Class-room interaction Discussion	64
2	Basic Bodice Block- Front And Back , full bodice			
3	Dart Manipulation- Single Dart, Double Dart Series			
4	Neckline and Armhole variations and sleeves			
5	Basic Skirts - Single Dart, Double Dart			
6	Skirt Variation- Flared, Gathered, Skirt With Yoke			

ASSIGNMENT DETAILS:

- Submission of Basic Bodice Block- Front And Back
- Submission of bodice block with Dart Manipulation
- Submission of draped pattern with Neckline and Armhole variations
- Submission of Single Dart, Double Dart skirt
- Submission of Flared ,Gathered Skirt and Skirt With Yoke

Evaluation pattern –

Internal Assessment: Class Assignments and Class test - To Be Converted In To 25

REFERENCE BOOKS:

Sr. No.	Title of the Book	Edition	Publisher	Author
1	Draping for Apparel Design	Second Edition	Fairchild Publications 2008	Helen Joseph Armstrong
2	The Art Of Fashion Draping	Third Edition	Fairchild Publications 2005	Connie Amaden- crawford
3	Draping for Fashion Design	Second Edition	Prentice-Hall Inc.(A Siman& Schuster company) 1993	Hilde Jaffe, NurieRelis
4	Draping Drafting & Drawing	2009	Fairchild Publications 2009	BinaAblina , Kathlech Maggio

Subject	Code	Credits	Total hours	Marks		
COMPUTER DESIGNING AND VALUE ADDITION	305203	4	128	50	50	100
PRACTICAL				Internal	External	Total

OBJECTIVES:

- 1) To incorporate in design students the ability to represent and create visuals using image editing and object creation / manipulation capabilities of Adobe Photoshop and Corel draw.

Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	Corel Draw and Photoshop use in fashion presentation using the necessary specific tools. <ul style="list-style-type: none"> - Mood Board - Story Board - Motif creation - Motif Repetition - Color Board - Flats and Spec sheets. Corel Draw Project for - Men's wear <ul style="list-style-type: none"> - Vector Graphics images development. - Garment range Development - Garment rendering Women's wear <ul style="list-style-type: none"> - Vector Graphics images development. - Garment range Development Garment rendering Kid's wear <ul style="list-style-type: none"> - Vector Graphics images development. - Garment range Development Garment rendering 	To incorporate in design students the ability to represent and create visuals using image editing and object creation / manipulation capabilities of Adobe Photoshop and Corel draw.	Class-room interaction Discussion	32

ASSIGNMENT DETAILS:

<ul style="list-style-type: none"> * Mood board and story board development. * Motif development and Colour options for motifs. * Colour palate development according to fashion forecasting. * Different types of repeats.(minimum 4 types) * Garment range development (vector graphic illustration) * Flats and specification sheets.(As par industry norms) * Flats drawing for men's, women's and kids for range development.(with details of measurements and labels)

Evaluation pattern

Internal Assessment: Class Assignments - To Be Converted In To 25 External Assessment: Final Exam - 50 Marks.
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REFERENCE BOOK:

Title of the book	Author
Corel Draw 12 (The official Guide)	Steve Bain with Nick Wilkison
Graphic	Thames and Hudson
Graphic Design for Fashion	Jay Hess and Simone Pasztorek
Complete Guide to Size Specification Technical Design	
Technical Drawing for fashion	BasiaSzkutnicka

VALUE ADDITION**OBJECTIVES:**

- 1) To identify and successfully use components of style and to be able to communicate why your ideas will work.

Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs	
1	Exploration of the different fabrics and related materials for the research purpose	To impart the skills of creation of creative styles in fabrics for the application of apparel by identifying different materials and which have been used in the international designers collection. To explore the various techniques of ornamenting the fabric surfaces to stylize the fabric surface in terms of value addition	Class-room interaction Discussion	32	
2	Fabric Manipulation techniques research and sample making Pleating, Gathering, Tucks, Darts, Combination etc.				
3	Application of above learnt techniques in fashion				
4	Collection of different visuals of fabric styling used by different national and international designer. Making a collection based on a THEME. Sample execution Presentation using Corel Draw And Photoshop Tools				
6	Exploration of the different fabrics and related materials for the research purpose. Ex. Laces, ribbons, buttons, sequins, shells, fabric swatches etc. Collection of different visuals of fabric styling used by different national and international designer. Making a collection based on a THEME. Sample execution Presentation using Corel Draw And Photoshop Tools				
7	Design inspirations – jewellery <ul style="list-style-type: none"> ● Research ● Understanding the basic tool kit Handling of different materials ● Work with paper, fabrics, Dried stuff, wood, glass, string beads etc. Working with metals Basic jewellery techniques <ul style="list-style-type: none"> ● Saw piercing, drilling, filling, soldering Working with wire ● Drawing, bending, cutting, spirals, forging jump rings, chains, twisting Textures and surface finishes				To understand the various tools and machinery used in accessory making To study the present trends in the market and then interpret it and create your own concepts. To apply the knowledge in creating samples.

Evaluation pattern – ASSIGNMENT BASED. CONVERT IN TO 25 INTERNALS

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Fashion as Communication	Barnard, Malcolm, Routledge, London
2	Femina, Elle	
3	Fabric Manipulation	Ruth Singer
4	The Art of Manipulating Fabric	Colette Wolf
5	Pattern Magic (All the Edition)	Tomoko Nakmiche
6	Shadow folds	Jeffrey Rutzley&Krish K Palmer
7	Folded Fabric Elegance	Rami Kim
8	Complete pleats- Pleating techniques for fashion designer, architecture and design	Paul Jackson

Subject	Code	Credits	Total hours	Marks		
BUSINESS MANAGEMENT (EXPORTS AND RESEARCH PROJECT)	405101	3	96	25	50	75
THEORY				Internal	External	Total

OBJECTIVES:

- 1) To acquire knowledge about the marketplace and the approach towards marketing
- 2) To develop understanding regarding the details of merchandising in close connection with fashion and life of a product.
- 3) To develop an ability to decide export pricing, export finance, export marketing, shipment procedure and export promotions

Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	Meaning of Marketing			
2	Core Concepts of Marketing <ul style="list-style-type: none"> ● Needs, wants & demand ● Products (goods, services and ideas) ● Value, cost and satisfaction ● Exchange & transactions ● Relationships and networks ● Markets ● Markets & Prospects 			
3	Marketing Management <ul style="list-style-type: none"> ● Company Orientation towards the marketing place ● The production concept ● The product concept ● The selling concept / sales concept ● The marketing concept ● Target Market ● Customer needs ● Integrated marketing ● Profitability ● The social marketing concept 	<p>To understand the basics of marketing.</p> <p>To understand the concepts of the marketing.</p> <p>To understand the marketing processes.</p> <p>To impart knowledge about the selling.</p>	Class-room interaction Discussion	
4	The rapid adoption of Marketing Management <ul style="list-style-type: none"> ● Building customer satisfaction through quality, service and value. ● Customer value, customer satisfaction ● Delivering customer value & satisfaction ● Value – Delivery Network ● Attracting & Retaining customers ● Computing the cost of lost customers ● The need for customer retention ● Relationship Marketing – The key ● Adding financial benefits ● Customer profitability – The ultimate test ● Implementing total Quality Marketing 	<p>To impart knowledge about the merchandising procedures.</p>		64

5	Managing Marketing Information & Measuring market demand - <ul style="list-style-type: none">● Meaning of Marketing Information System● Internal Records System● Marketing Research System● Suppliers of Marketing Research● The Marketing Research Process● Characteristics of good marketing research● Overcoming Barriers to the use of Marketing Research			
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	<ul style="list-style-type: none"> Marketing Decision Support System 			
6	Introduction to merchandising <ul style="list-style-type: none"> Definition of Merchandising Characteristics of Merchandising Cycle of Merchandising Distribution Value Components in Merchandising Merchandising Planning Identifying your customers 			
7	<p>Introduction to international trade. EXPORTS</p> <ul style="list-style-type: none"> The emerging global scenario The business of international trade Trade barriers Foreign exchange The euro dollar market WTO Trade liberalization <p>International marketing</p> <ul style="list-style-type: none"> Introduction International marketing channels Market selection and market profiling Product strategies Promotion strategies Export pricing Export finance Export risk insurance Export packaging and labelling Quality control and per-shipment inspection <p>Foreign trade</p> <ul style="list-style-type: none"> Foreign trade control and Exim policy Export promotions Export procedures and documents Major problem of India's export sector 			

Evaluation pattern – External Assessment: Final Exam - 50 Marks.

Internal Assessment for both the modules together converted to 25 MARKS

REFERENCE BOOKS:

Sr. No.	Title of the Book	Author	Publication and year
1.	Principles of Marketing	Philip Kotler	Prentice hall of indo , New delhi, 1999
2.	Relevant business & trade journals, magazines, and Govt. Publications		
3.	Fashion Buying & Merchandising	Packard, S., Winters, A. & Axelrod,	Fair child publication, new York, 4 th rintingg, 1980
4.	The Business of Fashion	Burns, David L	Fair child Publication Inc.
5.	Fashion : From Concept To Consumer	Frings, Gini S	Pearson Prentice hall, 1999, 9 th edition (2008)

RESEARCH PROJECT

Objectives

- To familiarize students with different materials, their properties and use of them in making of objects which are part of the garment as co-ordinates.
- To understand pricing and sourcing materials.
- To understand the various tools and machinery used in accessory making
- To equip the students with the knowledge and understanding about entrepreneurship to become self-entrepreneur

Content

Sr. No.	Topic	Objective	Method	Credit
	Industrial Projects, Concept Note Concepts – Research Methodology Identification of Research Topics – Interaction with Experts & industry personnel		Class room lecture and discussion	
	Objectives, Introduction, Planning Interaction with Group & Class Methodology, Review of Literature, Planning – Interaction with group & class			
	Methodology, Concept note to be submitted Review of Literature, Preparation of tools, Progress of Project – Interaction with Group & Class			
	Finding & Analysis Presentation- Analysis & Recommendations- Guidance to individual Group			3
	Finding & Analysis Presentation Graphs, Tables & Contents			
	Mock Power Point Presentation & rough document, Interaction, Peer			
	Review & Guidance to Groups			
	Modifications as per suggestion			
	Final Presentation			

Internal Assessment for both the modules together converted to– 25 MARKS

Subject	Code	Credits	Total hours	Marks		
HISTORY OF COSTUME AND DESIGNERS (WORLD)	405102	2	48	25	25	50
THEORY				Internal	External	Total

OBJECTIVES:

- 1) To develop an understanding of world costumes and their contemporary interpretations
- 2) To understand the characteristics of the costumes of various parts of the world.

Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	<ul style="list-style-type: none"> ● Ancient Egypt ● Germanic (Pre-history & Easy times) ● Ancient Greece ● Ancient Rome ● Byzantine – middle age ● Romanesque ● Gothic 	<p>To understand the characteristics of the costumes</p> <p>To acquire the knowledge of different types of costumes worn during modern age with the help of illustrations.</p> <p>To understand the characteristics and styles of the costumes worn during recent times</p> <p>To understand the different types of costumes worn during 20th century with the help of illustrations</p>	Class-room interaction Discussion	64
2	<u>Modern Age</u> – -Renaissance (Renaissance Fashion)-The Landsknecht -Spanish Fashion Baroque -Netherlands Fashion -Rhineland Fashion -Rococo (Rococo Fashion)			
3	<u>Recent Times</u> -Neoclassicism -Romanticism-Art Novae			
4	<u>Present Day</u> 20 th Century -The Twenties -The Thirties -The Forties -The Fifties -The Sixties -The Seventies -The Eighties and nineties - 21 st century Study of fashion designers - Past till date, their journey in industry Case study of few well known designer houses.			

Assignment:

- Presentation on the male, female costumes, their hair style, head gear and jewellery.
- Review of movies

Evaluation pattern – Internal Assessment: Class Assignments and Class test - To Be Converted in to 25

External Assessment: Final Exam - 50 Marks, converted to 25

REFERENCE BOOKS:

Sr. No.	Title of the Book	Author
1	A history of costume in the west	Francots Boucher
2	Costume	The Pepin press
3	Historic costumes	Karen Baclawski
4	The chronicle of western costume	John Peacock
5	Costume And Fashion	Jack Cassin – Scott
6	Survey of historic costumes	Phyllustortora
7	The Complete Costume History	Auguste Racinet
8	Clothing Technology	Hannelore Eberle, Hermann Hermeling, Marianne Horaberger, Dieter Menzer, Warner Ribng

Subject	Code	Credits	Total hours	Marks		
RETAILS, VISUAL MERCHANDISING AND COMPUTER DESIGNING II	405103	3	128	50	50	100
THEORY				Internal	External	Total

OBJECTIVES:

1. To expose and develop students' understanding of design/ merchandising from a buyer's/ retailer's point of view, i.e., the need for understanding retail market trends, seasonal planning, stock inventory planning, and selling.
2. To understand retail policies on pricing, discounting, buying, and the various channels of distribution.
3. Understanding of architectural tools required for store planning
4. Exposure to variety of material used in industry
5. Understanding advance features of Adobe Photoshop & Illustrator
6. Usage of Lighting

RETAILS , VISUAL MERCHANDISING

CONTENT:

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	<p>Factors Affecting Merchandise - Product & Fashion Life Cycles Retailing – introduction retail evolution Role of retail in marketing system formats of store Environment of retail organization of store Franchising and product labels. Basics of Supply Chain Management Classification of retail outlets International trends in retailing Location (considerations), Layout and site selection Analysis of trade area and site- selection SPF calculations. Retailing & Buying Seasons Merchandise Buying & Planning Promotion and display store interior and design Departmentalization Layout planning & space allocation promotion calendar signage policies</p> <p>Retail Pricing Strategies Introduction to Visual Merchandising: The role of Visual Merchandising in a store, the growing significance of Visual Merchandising Theories of Visual Merchandising: Color and Texture, Line and composition, Lights and lighting Areas of display: The store exteriors, Window display, Store interiors Means of visual communication: Furniture's and fixtures, props, Graphics and signage, Mannequins Introduction to retail: Introduction to the world of retailing; roles performed by a retailer, Types of retailers: retail formats, Multi-channel retailing, Customer buying behavior Retail branding & customer relationship: The value delivery process: customer value, perceived value, customer expectations, customer satisfaction & delight, customer loyalty, customer lifetime value, Retail branding: brand equity, brand identity prism</p>	<p>To understand fashion merchandise and their life cycle To have knowledge of retail in India and abroad To study the functioning of retail To understand supply chain Classification of retail and their trends to be known To understand the concept of retail business and its establishment Retailing seasons and merchandise planning Have a fair idea of retail promotion To understand the functioning of retail. To understand various strategies</p>	Class-room interaction Discussion	64

2	Visual presentation (Drafting technology) Computer Rendering Materials and Props Visual Presentation Computer graphics and digital imaging Lighting Technique Fashion Styling for coordination Typography and Design	The effective application of presentation elements To understand the aesthetics of presentation To understand the light effects To learn styling skills Effective usage of typography and design.		
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Assignment Details:

Visual Merchandising project with industry tie up should be given and should be marked

Evaluation pattern – External Assessment: Final Exam - 50Marks.

Internal Assessment: Class Assignments - To Be Converted In To 25

REFERENCE BOOKS:

SI No.	Title of the Book	Author
1	Gerald "Retailing"	Diamond, Jay & Pintel
2	Concepts and Cases in Retail Merchandise Management	Rabolt, Nancy J.
3	Retail Management	Berman, Barry
4	Visual Merchandising	Robert Calbrone
5	Typographic Design	Rob Carter, Ben Day, John Wiley & Sons, New Jersey
6	Graphic Communication Directory	Daniel J. Lyons – New Jersey Prentice Hall

COMPUTER DESIGNING II

OBJECTIVES:

To make the student equipped with the uses of different fashion soft wear that specifically creating garment development using digital fabric, Texture, Pattern of fabric and Accessories creation

Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	Introduction to CAD Use in the Industry	To make the student equipped with the uses of different fashion soft wear that specifically creating garment development using digital fabric, Texture, Pattern of fabric and Accessories creation	Class-room interaction Discussion	64
2	Illustrator Using the tool box Use in industry			

Evaluation pattern –

Internal Assessment: Class Assignments - To Be Converted In To 25

Subject	Code	Credits	Total hours	Marks		
FASHION ILLUSTRATION III	405201	2	64	25	25	50
PRACTICAL				Internal	External	Total

OBJECTIVES:

- To understand the present trends
- To analyze the concept and to develop concept through mood board and story board
- To develop various designs reflecting the concept (partially rendered)
- To utilize presentation skills for the final presentation of women's wear on paper
- To develop the product
- To understand the process of promotion

Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	Women's Wear Market survey Conceptualization Design Development Final Presentation Product Development Product presentation	To understand the present trends To analyze the concept and to develop concept through mood board and story board To develop various designs reflecting the concept (partially rendered) To utilize presentation skills for the final presentation of women's wear on paper To develop the product	Class-room interaction Discussion	64
2	Men's Wear and Kids Wear Market survey Conceptualization Design Development Final Presentation Product Development Product presentation	To utilize presentation skills for the final presentation of women's wear on paper To understand the process of promotion		

Evaluation pattern –

- External Assessment: Final Exam - 25 Marks.–
- Internal Assessment: Class Assignments - To Be Converted In To 25

REFERENCE BOOKS:

Sl No.	Title of the Book	Author
1	Advance Fashion sketch book	BinaAbling
2	Fashion Illustration	Colin Barnes / Steven Stipelman
3	The Fashion guide	HaurentHartung
4	The Snap Fashion sketch book	Bill Giazer
5	Figure Drawing for Fashion I & II	Isao Yajima

Subject	Code	Credits	Total hours	Marks		
APPAREL CONSTRUCTION II AND DRAPING II	405202	5	192	50	50	100
PRACTICAL				Internal	External	Total

OBJECTIVES:

To acquire the knowledge and skills to develop patterns for variations in ladies tops, strapless, trouser, Knit wear, Jacket Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
	Jean Foundation And Variations Knit wear foundation and variations like twist, hood, swim wear etc Vest COAT, Nehru jacket etc	To acquire the knowledge and skills to develop patterns for variations in ladies tops, strapless, trouser, Knit wear, Jacket	Class-room interaction Discussion	64

Assignment Details:

Submission of complete pattern of above garments

Evaluation pattern – External Assessment: Final Exam - 25

Marks. Internal Assessment: Class Assignments - To Be

Converted In To 50 REFERENCE BOOKS:

Sr. No.	Title of the Book	Edition	Publisher	Author
1	Patternmaking for Fashion Designers	2006	Fairchild Publications Inc.	Lori A. Knowles
2	Flat Pattern Design	3 rd Edition	Fairchild Publications Inc.	Nora M. MacDonald
3	Dress Pattern Designing	5 th Edition	Blackwell Science Ltd. 1986	Natalie Bray
4	Patternmaking for Fashion Design	4 th Edition	Dorling Kindersley (India) Pvt. Ltd. 2009	Helen Joseph Armstrong
5	Metric Pattern Cutting (For Men's wear)	3 rd Edition	Blackwell Publishing Inc.	Winifred Aldrich
6	Metric Pattern Cutting (For Women's wear)	4 th Edition	Blackwell Publishing Inc.	Winifred Aldrich
7	Professional Patternmaking for Designers (For Women's wear, Men's casual wear)	2003 Edition	Fairchild Publications Inc.	Jack Handford

DRAPING II

OBJECTIVES:

To acquire the knowledge of various style lines by draping method. To acquire the knowledge & skill of draping
To acquire the knowledge & skill of Grading Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	Style lines	To acquire the knowledge of Various style lines by Draping method. To acquire the knowledge & skill of draping To acquire the knowledge & skill of Grading	Class-room interaction Discussion	64
2	Cowls <ul style="list-style-type: none">● Front● Back● Armhole			
3	Fitted Midriff			
4	Collars <ul style="list-style-type: none">● Basic● Mandarin● Peter pan● Sailor			
5	Bias cut Dresses			
6	Stylized Draping Using Texturing And Any Other Creative Mode			

Assignment Details:

Submission of complete pattern of above

garments Evaluation pattern –

Internal Assessment: Class Assignments - To Be Converted In To 25

REFERENCE BOOKS:

Sr No.	Title of the Book	Author
1	Draping for Apparel Design	Helen Joseph Armstrong
2	The Art Of Fashion Draping	Connie Amaden-crawford

Subject	Code	Credits	Total hours	Marks		
BUSINESS OF FASHION (PROMOTION, FORECASTING, COSTING)	505101	3	128	50	50	100
THEORY				Internal	External	Total

OBJECTIVES:

- 1) To acquire knowledge related to costing in relation to the clothing or fashion industry.
- 2) To acquire knowledge related to principles of costing and the terminology used to give them an understanding of the composition of cost and vocabulary of terms useful for costing issues.
- 3) To sensitize students to the relevance of intellectual property in fashion business provide an overview of practical aspects of leveraging the creative and inventive output of the human mind by use of the legal tools of the IPR system in the context of fashion industry.
- 4) To get an overview about the fashion industry
- 5) To understand how media is important for the designer
- 6) To understand the Importance of PR
- 7) To familiarize with event management
- 8) To understand about the press release
- 9) To developing an understanding about the marketing tools
- 10) To get familiarize with hype, publicity and advertisement.
- 11) To get acquainted with various issues in fashion and media.
- 12) To understand the role of designer in the

industry Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	The nature of clothing manufacture and the need costing Elements of Cost – Classification of cost <ul style="list-style-type: none"> • Direct • Indirect costs the overheads Product cost – job costing Product costing when sourcing Marginal Costing Breakeven analysis Budgeting and standard Costing Activity based costing			
2	Introduction <ol style="list-style-type: none"> i. Meaning of Fashion ii. Meaning of Forecasting iii. The role of a forecaster iv. The precision of the forecast v. The fashion industry's components vi. The structure of the fashion industry vii. The fashion timetable viii. Information Network ix. The selling strategy Research Process in Forecasting <ol style="list-style-type: none"> i. Primary sources ii. Secondary sources iii. Tertiary sources iv. Tracking sales v. Competition vi. Demographics 			

	<ul style="list-style-type: none"> vii. Value & life style viii. Publication ix. Forecasting services x. Plethora influences xi. Observation posts xii. The new technology xiii. Fashion of involvement xiv. New uses of products xv. Old neighborhoods xvi. Related <p>industries Processes of Reporting</p> <ul style="list-style-type: none"> i. Process of implementation ii. Promotion iii. Making the fashion happen 			
3	<p>Importance of media in fashion industry Types of media and professions related to it.</p> <p>Breakdown in fashion industry, different branches in fashion industry, fashion styling in India, choreography in India Developing relation with media how important it is for any designer, media planning for designer, awareness, positioning of designer by media, diplomacy as a designer with media and industry good PR.</p> <p>-Importance of PR in industry -Good PR quality</p> <p>Event management in fashion industry. How are shows organized? Making press release from concept to execution. Relevance of press docketts</p> <p>-Marketing tool in the industry -Other profession relater to media and fashion show. -Hype v/s publicity v/s advertisement -Influence of page 3 syndromes on designers</p> <p>Social and environmental issues in fashion and media. Making basic like invites, brochures, pamphlets, ad copy, layouts etc. in fashion industry, discuss each in detail Role of designer and moral responsibility</p>			

Evaluation pattern –

External Assessment: Final Exam - 50 Marks. Internal Assessment: Class Assignments - To Be Converted In To 50

REFERENCE BOOKS:

Sr. No.	Title of the Book	Publisher	Author
1	Fashion Entrepreneurship : Retail Business Planning	Fairchild Publications Inc.	Michele Granger and Tina Streling
2	Small Business Management : A guide to entrepreneurship		Siropolis, Nicholas C.
3	Grassroots Entrepreneurships		KanitkarAjit, Willey Easter Ltd.
4	Costing for the fashion industry	BERG Oxford New York, 2011	Michael Jeffrey and Nathalie Evans
5	International trade and Export management - Himalaya Publication, Mumbai (1998)		Francis Cherunilam

6	Exim Policy input Output norms – Duty exemption Scheme 2002-2007, Centax publication pvt. Ltd. New Delhi(April 2003 Fourth Edition.)		R.K. Jain.
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7	- WIPO Marketing Crafts and Visual Arts: The Role of Intellectual Property – A - practical guide - WIPO 1, - Geneva, 2004 - WIPO 2 WIPO Secrets of Intellectual Property: A guide to small and medium sized exporters <ul style="list-style-type: none"> • www.wipo.int • www.patentoffice.nic.in • www.uspto.gov 	FOR IPR		
8	Fashion Forecasting	Brannon Evelyn L.	Fairchild Books, New York	3rd,2010
9	Fashion Forecasting	Perna Rita	Fairchild Books, New York	1992
10	Fashion Forecasting	McKelvey Kathryn & Munslow Janine	Wiley-Blackwell	2008
11	The Trend Forecaster's Handbook	Raymond Martin	Laurence King, U.K.	2010

Subject	Code	Credits	Total hours	Marks		
COMPUTER APPLICATIONS II	505102	2	64	25	25	50
THEORY				Internal	External	Total

Creating digital portfolio by using CAD, CORAL, PHOTOSHOP, ILLUSTRATOR ETC

Evaluation pattern –

Internal Assessment: Class Assignments - To Be Converted

In To 25 External Assessment: Final Exam - 25 Marks.

Subject	Code	Credits	Total hours	Marks		
CRAFT DOCUMENTATION	505103	2	32	25	25	50
THEORY				Internal	External	Total

OBJECTIVES:

1. To revive, preserve and support declining indigenous knowledge, resources and skills
2. To update artistic technologies.
3. To create a sustainable source of raw materials.
4. To act as facilitator in assisting the crafts community to understand the ever changing markets.
5. To awaken the creativity of a community through sensitive design intervention.
6. To equip the students with the knowledge and understanding about entrepreneurship to become self- entrepreneur

CRAFT DOCUMENTATION

Contents

Students have to work with NGOs and their goal would be to make craftspeople self-reliant and be part of the economic mainstream using their traditional skills as a means of empowerment and earning. The students support to crafts people ranges from design and product development to training, marketing and credit. This will give the craftspeople firsthand knowledge of the urban market and also help them understand that products can be developed with a combination of colors, skills and motifs of traditional craft with contemporary design.

The trip would involve visiting a group or community and living with them for a minimum of ten days to document

Evaluation pattern –

Internal Assessment: Class Assignments - To Be Converted

In To 25 External Assessment: Final Exam - 25 Marks.

Subject	Code	Credits	Total hours	Marks		
PORTFOLIO MAKING	505201	2	64	25	25	50
PRACTICAL				Internal	External	Total

OBJECTIVES:

To enable students develop a comprehensive portfolio showcasing their professional competencies and skills Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	<p>Contents</p> <p>Selection of themes for the collection</p> <ul style="list-style-type: none"> • Market Research • Development of mood boards • Roughs • Work on Textures <p>Collect swatches & Trimmings</p> <p>Experimenting and creating a storyboard</p> <ul style="list-style-type: none"> • The final sketches • Fabric swatches • Trimmings • Ornamentation • Textures <p>The portfolio can be combination of one or more than one of the following:</p> <p>Mass production (exports) – for kids, ladies and men</p> <ol style="list-style-type: none"> a) Mass production (domestic) for kids, ladies and men b) High fashion garments Winter collection for c) Mass production (exports) for kids, ladies, men d) Mass production (domestic) for kids, ladies and men e) High fashion garments <p>Lectures by eminent personalities on portfolios</p> <p>Collection making should be more generic and retail based line.</p>	<p>To enable students develop a comprehensive portfolio showcasing their professional competencies and skills.</p> <p>Understanding Production aspects</p> <p>The classification of manufacturing processes</p>	<p>Class-room interaction Discussion</p>	64

Assignment Details:

Submission of complete portfolio and e-portfolio in front of the jury

Evaluation pattern –

Internal Assessment: Class Assignments - To Be Converted In To 25 External Assessment: Final Exam - 25 Marks.

Subject	Code	Credits	Total hours	Marks		
COLLECTION MAKING	505202	4	128	50	25	75
PRACTICAL				Internal	External	Total

OBJECTIVES:

Graduating collection making aims at showcasing student's talent to industry in an aesthetically appealing environment.

This creates an opportunity to passing out students to understand the process of collection making.

Students interact with various related professionals which expose them to related areas of fashion business.

Such module requires industry expert's support (Industry expert means renewed designers having their own labels or senior designers working in the industry.)

Students apply their knowledge and skills acquired so far to showcase their capabilities. Identifying areas of Interest:

- 1) Mass/Pert
- 2) Hi- end garments
 - Supported with necessary surveys for the category.
 - Inspirations: Minimum 3 concepts showing inspiration to select one best out of it by mentor.
 - Mood Board/Story Board for the selected inspiration. (Story includes Client's profile/colour story/fabric story/market.) Design development shows accessories.
 - Mentor will approve the mood board and story board
 - Making of toils using cora
 - Necessary changes as per mentor's suggestion
 - One entire COLLECTION MAKING which should include- sourcing, texturing and manufacturing.

Evaluation pattern –

Internal Assessment: Class Assignments - To Be Converted

In To 50 External Assessment: Final Exam/ COLLECTION -

25Marks.

Subject	Code	Credits	Total hours	Marks		
ADVANCED DRAPING AND BASICS OF GRADING	505203	2	96	25	25	50
PRACTICAL				Internal	External	Total

OBJECTIVES:

- To acquire the knowledge and skills to develop patterns for various ladies and men wear.

Contents

Block No	Topic/Content Analysis	Objective	Method of Teaching	Total Hrs
1	Basic grading	To acquire the knowledge and skills to develop patterns for various ladies and men wear.	Class-room interaction Discussion	96
2	Making of 2 garments from previous semester learned techniques by using pattern making or draping or both the techniques			
3	Knock off- copying readymade designs 2 garments by using pattern making or draping or both the techniques			

Assignment Details:

Submission of complete pattern of above

garments Evaluation pattern –

External Assessment: Final Exam - 50 Marks. Internal Assessment: Class Assignments - To Be Converted In To 50

REFERENCE BOOKS:

Sr. No.	Title of the Book	Edition	Publisher	Author
1	Patternmaking for Fashion Designers	2006	Fairchild Publications Inc.	Lori A. Knowles
2	Flat Pattern Design	3 rd Edition	Fairchild Publications Inc.	Nora M. MacDonald
3	Dress Pattern Designing	5 th Edition	Blackwell Science Ltd. 1986	Natalie Bray
4	Patternmaking for Fashion Design	4 th Edition	Dorling Kindersley (India) Pvt. Ltd. 2009	Helen Joseph Armstrong
5	Metric Pattern Cutting (For Men's wear)	3 rd Edition	Blackwell Publishing Inc.	Winifred Aldrich
6	Metric Pattern Cutting (For Women's wear)	4 th Edition	Blackwell Publishing Inc.	Winifred Aldrich
7	Professional Patternmaking for Designers (For Women's wear, Men's casual wear)	2003 Edition	Fairchild Publications Inc.	Jack Handford

Subject	Code	Credits	Total hours	Marks		
ONLINE MARKETING & E-COMMERCE	605101	4	60	50	50	100
PRACTICAL				Internal	External	Total

Objectives: The students will be able to understand the E-commerce business models and concepts, building websites.

Course Content

MODULE I: - Introduction to E-Commerce, E-commerce business models 15 Hours and concepts

E-commerce: The revolution is just beginning, Ecommerce: A Brief History, Understanding E-commerce: organizing Themes.

The internet and World Wide Web: Ecommerce infrastructure E-commerce Business Models, Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E-commerce areas, How the Internet and the web change business: strategy, structure and process, The Internet: Technology Background, The Internet Today, Internet II- The Future Infrastructure, The World Wide Web, The Internet and the Web: Features

MODULE II: - 15 Hours

Building an ecommerce web site, Security and payment Building an E-commerce Web Site: A systematic Approach, The e-commerce security environment, Security threats in the e-commerce environment, Technology solution, Management policies, Business procedures, and public laws, Payment system, E-commerce payment system, Electronic billing presentment and payment.

MODULE III: - E-commerce marketing concepts 15 Hours

Online retailing and services Consumer online: The Internet Audience and Consumer Behavior, Basic Marketing Concepts, Internet Marketing Technologies, B2C and B2B E-commerce marketing and business strategies, The Retail sector, analyzing the viability of online firms.

MODULE IV: - 15 Hours

E-commerce in action: E-tailing Business Models, Common Themes in online retailing, The service sector: offline and online, Online financial services, Online Travel Services, Online career services.

Social networks, auctions, and portals Social networks and online communities, online auctions, E-commerce portals

References:

1. Kenneth C. Laudon, E-Commerce : Business, Technology, Society, 4th Edition, Pearson
2. S. J. Joseph, E-Commerce: an Indian perspective, PHI

Subject	Code	Credits	Total hours	Marks		
ENTREPRENEURSHIP & GRASS ROOT TRAINING	605102	4	60	50	50	100
PRACTICAL				Internal	External	Total

ENTREPRENEURSHIP

<p>MODULE 1, 2, 3, 4 Entrepreneurship</p>	<p>Introduction to Entrepreneurship: Definition, Concept and Need for entrepreneurship, Types of entrepreneurs Researching the industry and the market Planning from Entry to Exit Location for business Exploring management Selecting a business Entity Creating and understanding the financial planning Developing operating and control system The business plan creating the road map</p> <p>Introduction to Book Keeping Definition of Book Keeping Meaning, Importance, Basic Accounting terms Meaning & Preparation of Trading Account, Profit & Loss account, Balance Sheet of a sole trader with the adjustments</p> <p>MODULE I:- Entrepreneurship: What, Why and How 15 Hours</p> <p>Entrepreneurship – Concept, Functions, Need, Importance, Myths about Entrepreneurship, Pros and Cons of Entrepreneurship, Process of Entrepreneurship</p> <p>MODULE II:- An Entrepreneur 15 Hours</p> <p>Types of Entrepreneurs, Competencies and Characteristics, Ethical Entrepreneurship, Entrepreneurial Value – Values, Attitudes, Motivational, Mindset of an Employee and an Entrepreneur, Intrapreneur, Importance in Any Organization</p> <p>MODULE III:- Entrepreneurship Journey 15 Hours</p> <p>Self-Assessment of qualities, skills, resources, dreams, Generation of ideas, Feasibility studies, Opportunity assessments, Business Plan Preparation, Execution of Business Plan, Role of Society and Family in the growth of an entrepreneur, Challenges faced by women in Entrepreneurship</p>	<p>To equip the students with the knowledge and understanding about entrepreneurship to become self-entrepreneur</p>	<p>4</p>	
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	<p>MODULE IV:- Entrepreneurship as innovation and problem solving 15 Hours</p> <p>Entrepreneurs - as problem solvers, Innovations and Entrepreneurial Ventures, Social Entrepreneurship- Concept & importance, Risk Taking- Concept, Type of business risk, The role of technology/ social media in creating new forms of – Firms, Network, Organisation, Network, cooperative clusters, Barriers to Entrepreneurship, Support structure for promoting entrepreneurship- various government schemes</p>			
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Evaluation pattern –

- ☐ Internal Assessment: Class
- ☐ Assignments 50 External Assessment:
Final Exam 50

REFERENCE BOOKS:

1 Research Method for the fashion Industry, Flynn, Judy and Foster, I 2 Fashion Public Relation, Sherman G And Riessanen

References :

1. P.C. Jain Handbook For New Entrepreneur Oxford Latest Edition
2. S.S.Khaka Entrepreneurial Development S.Chand latest Edition
3. ThomasW. Zimmerer& Norman M.Scarborough Essentials of Entrepreneurship and small business management 4th Edition

Subject	Code	Credits	Total hours	Marks		
INTELLECTUAL PROPERTY RIGHTS (IPR)	605103	4	60	50	50	100
PRACTICAL				Internal	External	Total

1	Introduction of intellectual property Types and Levels of Organization, Managerial Functions, Process of Understanding basics element of IPR such as Trade secrets, Copyrights, Trademarks, Geographical Indications patents etc. Management- Planning, Organizing, Leading and Controlling IPR and Application issues			
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INTERNAL: 50 MARKS

EXTERNAL: 50 MARKS

Subject	Code	Credits	Total hours	Marks		
INTERNSHIP	605201	3		50	25	75
PRACTICAL				Internal	External	Total

Internship Evaluation:

On the basis of Internal evaluation for curriculum vitae and viva to evaluate whether student having capabilities to undergo industry

Final evaluation of Internship Report.

(75 Marks)