

SYLLABUS FOR B.Sc. (FASHION DESIGNING)

V - SEMESTER

Sr. No	Paper No.	Paper Title	Marks			Exam Duration
			Exam	Int. Ass	Total Marks	
1	301	History of World Costumes(Th)	40	10	50	3Hrs
2	302	Apparel Manufacturing Technology(Th)	40	10	50	3Hrs
3	303	Pattern & Marker Making on computer(Prac)	100		100	3Hrs
4	304	Pattern Making-III(Prac)	100		100	3Hrs
5	305	Project report (Viva-voce)	50		50	
		Total			350	

VI SEMESTER

Sr. No	Paper No.	Paper Title	Marks			Exam Duration
			Exam	Int. Ass	Total Marks	
1	306	Marketing and merchandising (Th.)	80	20	100	3Hrs
2	307	Marketing and merchandising (Prac.)	100		100	3Hrs
3	308	Line Development (Pr.)	100		100	3Hrs
4	309	Garment Construction – III (Prac.)	100		100	3Hrs
5	310	Internship (Viva-voce)	50		50	3Hrs
		Total			450	

* Internal Assessment

HISTORY OF WORLD COSTUMES THEORY

PAPER NO: 301

Total Marks: 50

Exam: 40

Int. Ass.: 10

Time: 3 hrs.

INSTRUCTIONS FOR THE EXAMINER: The examiner will set nine questions in all, selecting four questions from each unit and one compulsory objective type question.

INSTRUCTIONS FOR THE CANDIDATES: The candidate will attempt five questions in all, selecting two questions from each unit and one compulsory question.

Objectives:

To acquaint the students with different types of World and Indian Costumes of different periods

Section-A

1. Study of World Costume during following periods

- Babylonia
- Assyria
- Crete
- Egyptian
- Greek

Section -B

- Roman
- Byzantine
- **French –**
Middle Ages
Renaissance
French Revolution
Romantic Period

Project Report:

- Presentation of Costumes of different periods
- Visit to Museum

References:

- Kumar Ritu, "Costumes and Textiles of Royal India", Christies Book Ltd., London, 1999.
- Gurey G.S., "Indian Costumes", The popular Book Depot
- Mehta R.J., "Master pieces of Indian Textiles", Taraporevala Sons & Co. Pvt. Ltd., Mumbai, 1960.
- Bina Abling, "Costumes"
- Deborah Nadoolman, "Dressed – A Century of Hollywood Costumes" The Pepin Press, "Renaissance".

APPAREL MANUFACTURING TECHNOLOGIES (THEORY)

PAPER NO: 302

Total Marks: 50

Exam: 40

Int. Ass.: 10

Time: 3 hrs.

INSTRUCTIONS FOR THE EXAMINER: The examiner will set nine questions in all, selecting four questions from each unit and one compulsory objective type question.

INSTRUCTIONS FOR THE CANDIDATES: The candidate will attempt five questions in all, selecting two questions from each unit and one compulsory question.

Objectives:

➤ To acquaint students with various machines used in apparel industry.
To impart quality consciousness and awareness of quality parameter required for apparel quality products

Section-A

1. Introduction to entrepreneurship development-steps in setting up an enterprise.
2. Work flow and brief study of various department of apparel manufacturing unit.
3. Introduction to quality control-definition of quality, importance of quality assurance, stages of quality control in apparel industry.
4. Garment inspection using different methods.
5. Packaging – Importance and various materials used for packaging.

Section-B

6. Care labels, care labeling systems, Eco labeling
7. Applying quality assurance programmes in fabric department, cutting department, production and finishing department.
8. Different types of Industrial sewing machines, and their uses
9. Special purpose machines
10. Study of different department of an Apparel Manufacturing Unit.
11. Visit to an industry to impart knowledge about
 - a) Industrial Sewing Machines
 - b) Special purpose machines.

REFERENCES:

- Mehta, V. Pradip, "Quality Control in Apparel Industry", NIFT Pub., New Delhi, 2001.
- Carr Harold and Latham Barbara, "The Technology of Clothing Manufacture", Oxford Pub. USA, 1994.

- Cooklin Gerry, "Introduction to Clothing Manufacture", Blackwell Science, UK, 1991.
- Chutler AJ, "Introduction to Clothing Production Management", Blackwell Science, UK, 1998.
- Ruth EC, "Apparel Manufacturing and Sewn Product Analysis".

**PATTERN AND MARKER MAKING ON COMPUTER
(PRACTICAL)**

PAPER NO: 303

Total Marks: 100

Time: 3 hrs.

Objectives:

1. To apply the knowledge of pattern making software for making patterns and grading.
2. Sloper development for bodice – block with basic sleeve block, trouser, shirt, one piece dress, overcoat, manipulation of single dart series, seams and seams allowances.
3. Basic principles of marker making on computer (cutting and layout)
4. Cross marking and notching
5. Manipulating grain line
6. Grading
7. Practice exercises

References :

- Veisinet DD, "Computer Aided Drafting and Design – Concept and Application", 1987.
- Taylor P. "Computers in Fashion Industry", Heinemann Pub. 1990.
- Aldrieh Winfred, "CAD in Clothing and Textile", Blackwell Science 1994.

**PATTERN MAKING-III
(PRACTICAL)**

PAPER NO: 304

Total Marks: 100

Time: 3 hrs.

Section-A

- Test fit of different patterns on dress form.
- Preparation of basic blocks – children, men & women. Developing patterns through -
- Dart manipulation – single dart, multiple dart,
- Princess lines
- Yokes
- Fullness (gather, pleats & tucks),
- Contouring pattern (wrap, off shoulder, halter, and cowl).

Section-B

- Draping of basic bodice block-Front and Back
- Draping of Top with Halter
- Draping of top with princess line
- Draping of Top with off shoulder design

References:

- Jaffe Hilde and Relis Nurie, "Draping for Fashion Design", Prentice Hall
- Crawford Amaden, "The Art of Fashion Draping", Fairchild Publishers
- Goulbourn Margatha "Introducing Pattern Cutting, Grading and Modelling", Batsford Pub. UK.
- Shoben Martin, "Grading", Batsford Pub. UK.
- Price Jeanne and Zamkoff Bernard", Grading techniques for Modern Design", Fairchild Pub.
- Helen Joseph- Armstrong "Pattern making for Fashion Design" Published by Dorling Kindersley(India) Pvt. Ltd.

PROJECT REPORT

PAPER NO: 305

M. Marks: 50

- Project related to any fashion Designing Topic

**SEMESTER -VI
MARKETING AND MERCHANDISING
(THEORY)**

PAPER NO: 306

Total Marks: 100

Exam: 80

Int. Ass.: 20

Time: 3 hrs.

INSTRUCTIONS FOR THE EXAMINER: The examiner will set nine questions in all, selecting four questions from each unit and one compulsory objective type question.

INSTRUCTIONS FOR THE CANDIDATES: The candidate will attempt five questions in all, selecting two questions from each unit and one compulsory question.

OBJECTIVES:

- To acquaint students with knowledge of marketing & its environment.
- To make them understand the importance of fashion forecasting.

SECTION – A

- Marketing terminology: marketing, market niche, target customers, customer, vendor, supplier, franchise, market research, sales, mood board.
- Fashion market, introduction to marketing environment (macro & micro).
- Sales promotion techniques.
- Retailing- introduction, different retail operations, factors affecting retailing.
- Fashion forecasting – Process, sources of fashion forecasting information.

SECTION - B

- Merchandising – introduction, role of merchandiser, types of merchandising.
- Export documentation – export marketing, global scenario.
- Export and import policies.
- Prospects of Indian apparel in overseas market.
- Importance of textile industry in Indian economy

MARKETING AND MERCHANDISING (PRACTICAL)

PAPER NO: 307

Total Marks: 100

Time: 3 hrs.

- Survey on famous brands available in market for men, women & children.
- Sourcing of fabrics, fasteners and trims.
- Layout, design and illustration for different kinds of store displays.
- Window display for a specific store and boutique.
- Thematic window display.

REFERENCES

- Eascy M., "Fashion Marketing" Blackwell Science, 1994.
- Kotler Philip, "Marketing Management" Prentice Hall, New Delhi, 2000.
- J. Jarnow and K.G. Dickerson, "Inside the Fashion Business", Prentice Hall, 1997.
- Elaine Stone, Jean A Samples, "Fashion Merchandising", McGraw Hill book, 1985.
- Colbornbe Robert, "Visual Merchandising; The Business of Merchandise Presentation", Thomson Delinar Learning, USA.

LINE DEVELOPMENT (PRACTICAL)

PAPER NO: 308

Total Marks: 100

Time: 3 hrs.

Instructions:

- The examiner will assess all the steps of the Design Process as shown below.
- Students will present their creations on their models.
- A fashion show may be held for the audience later. This will not carry any marks.

Objectives:

- To make students understand the importance of portfolios.
- To impart skills of portfolio presentation.
- Study of Fashion Forecast
- Conceptualization of theme, mood board, designing, fabric sourcing, pattern development, construction and show casing.
 - Moodboard; theme 10 marks
 - Philosophy ; Story board 10 marks

- Concept Board; work sheets; spec sheets 10 marks
- Sourcing 10 marks
- Fabric Development 10 marks
- Illustrations 10 marks
- Proto Type 20 marks
- Collection 20 marks

References:

- Ireland Patrick John, "Fashion Design Drawing and Presentation", B T Batsford, London, 1996.
- Elizabeth Drudi, "Figure Drawing for Fashion Design", The Pepin Press.
- Allen and Seaman, "Fashion Drawing. The Basic Principles", B T Batsford, London
- Ritu, "Fashion Design and illustrations" Indica Pulishers.
- Beasley Alison, "computer Aided Pattern Design and Product Development", Blackwell Science, UK.
- Magazines – Vogue, Cosmopolitan, Fashion Bloom, Wedding Affair, Elle, Vivaha, Images.

**GARMENT CONSTRUCTION – III
(PRACTICAL)**

PAPER NO: 309

**Total Marks: 100
Time: 3 hrs.**

Objectives:

- To introduce concept of advance garment construction.
- Drafting and construction of :
 - Bushirt & Pyjama with Inseam Pocket
 - Night Suit, Nighty & Gown
 - Churidaar
 - Circular Skirt
 - Top with dart manipulation
 - Cholicut Blouse
 - Trousers
 - Men's Shirt
 - Jacket with hood
 - Evening gowns

References:

- Thomas Anna Jacob, "The art of Sewing", USB Publishers, New Delhi.
- Readers Digest Sewing Book
- Verma G., "Cutting and Tailoring Theory" Asian Publishers, Delhi.