

**SYLLABUS FOR B. SC. FASHION AND TEXTILE DESIGN
UNDER INNOVATION PROGRAMME OF UGC
SEMESTER-III
(w.e.f. 2013-14)**

Sr. No.	Course No.	Title	Exam Duration	Maximum Marks	
				External	Internal
1.	201	Traditional Textile (Th.)	3hrs.	40	10
		Traditional Textile (Practical)	3hrs.	50	
2.	202	Fabric Construction (Th.)	3hrs.	40	10
		Fabric Construction (Practical)	3 hrs.	50	
3.	203	Garment Construction (Th.)	3 hrs.	40	10
		Garment Construction (Practical)	3 hrs.	50	
4.	204	CAD-II Practical	3 hrs.	50	
5.	205	Hindi (According to the syllabus and instructions of other B.Sc.) of K.U., Kurukshetra	3 hrs.	40	10

Total 400

NOTE:

Instructions for paper setters and students

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of objective type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

**B. Sc. Fashion and Textile Design
Semester - III
Traditional Textile**

PAPER NO: 201

**Total Marks: 50
Exam: 40
Int. Assessment: 10
Time: 3 hrs**

NOTE:

Instructions for paper setters and students

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of objective type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

Unit –I

- History of Embroidered, hand woven, dyed, printed and painted textiles of India.
- Floor coverings – Carpets and Durries.
- Coloured Textiles – Bandhani, Patola, Ikat, Pocchampalli.
- Woven Textile – Brocades, Jamavar, Jamdani, Chanderi, Maheshwari, Kanjivaram, Kota, Baluchari.
- Printed Textiles – Sanganeri.
- Painted Textiles – Kalamkari.
- Shawls of Kashmir

Unit - II

- Symbolic motifs of various cultures.
- Study of Traditional Embroidery – History and types.
- Traditional and Commercial embroideries of India – Kutch, Kathiawarh, Sindhi, Phulkari, Kantha, Kasuti, Kashida, Chamba Rumal, Chikankari, Zardozi with their traditional influence, symbolism, basic fabrics, decorative stitches, techniques and colour combination.

**Traditional Textile
(Practical)**

Duration of exam: 3 hrs.

M.M.: 50

Practical Exam: 50

- Basic embroidery stitches.
- Illustrating the traditional motifs on an article.
- Dyeing of Cotton and Silk, Tie and Dye, Batik, Fabric painting, Printing and various textured effects.
- Preparation of two articles using two different techniques of surface ornamentation
- Making samples of the following traditional embroideries:--
 - Kasuti of Karnatka
 - Chikankari of Uttar Pradesh
 - Kantha of Bengal
 - Kashida of Kashmir
 - Tribal Traditional embroidery.
 - Phulkari of Punjab.
 - Kutch of Gujarat.
 - Sindhi of Sind.

References:

- Sodhia Manmeet, "Dress Designing", Kalyani publishers, New Delhi.
- Lynton Linda, " The Sari", Thames & Hadson.
- Anand M.R., "Textiles & Embroideries of India " Marg Publication Bombay, 1965.
- Naik Shailaja D, " Traditional Embroderies of India" APH Publisher Corporation, New Delhi, 1996.
- Chattopadhyay K, " Indian Embroidery", Wiley Eastern Ltd., New Delhi, 1977.

**B. Sc. Fashion and Textile Design
Semester - III
Fabric Construction**

PAPER NO: 202

**Total Marks: 50
Exam: 40
Int. Assessment: 10
Time: 3 hrs**

NOTE:

Instructions for paper setters and students

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of objective type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

Unit – I

- Different methods of fabric formation – weaving, knitting, felting, bonding, lace-making, knotting.
- Classification of fabrics and use, material, weaves construction, thickness, surface characteristics etc. Fabric construction methods, basic motion of weaving, looms-types and parts, shuttle and shuttle-less looms and basic weaving concepts. Woven structure representation, plain weave, warp section, weft section and graphical representation. Translation of wave into fabric design, draft, denting and lifting and inter- relationships.

Unit – II

- Elementary Weaves – Plain, twill and satin, influence of these weaves on fabric construction.
- Plain Weave – Warp weft, rib and their influence on fabric characteristics. Examples of their applications in fabrics. Modification of twill weaves – pointed, herring bone and diamond twill. Regular and irregular satin weaves and their application in fabrics.
- Fancy decorative weaves – dobby, jacquard, pile, leno, surface, figure- lappet and double weave.

**Fabric Construction
(Practical)**

Duration of exam: 3 hrs.

M.M.: 50

Practical Exam: 50

- Making of samples of different weaves.
- Preparation of two articles using any construction method.
- Visit to Textile industries in India.

References:

- Thomas Anna Jacob, "The art of sewing", USB publishers New Delhi, 1994.
- Readers Digest sewing book.
- Verma G., cutting & tailoring theory", Asian publishers Delhi, 1999.
- Cooklin G ,Garment Technology for Fashion Designers" Blackwell publishing ,1977

**B. Sc. Fashion and Textile Design
Semester - III
Garment Construction**

PAPER NO: 203

**Total Marks: 50
Exam: 40
Int. Assessment: 10
Time: 3 hrs**

NOTE:

Instructions for paper setters and students

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of objective type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

Unit – I

- Introduction to sewing – history of sewing machines
- Different types of sewing machines, their maintenance, common problems and their remedies
- Principles of clothing – Socio-psychological aspects of clothing.
- Fabric Preparation.
- Handling special fabrics.
- Suitability of different fabrics for different garments.
- Principles of fitting, factors to be considered while fitting, common fitting problems, remedying fitting defects.

Unit – II

- A brief study of garment details- collars, sleeves, trimmings, fasteners, pockets and plackets.
- Lining, interlining, facing & interfacing.
- Clothing for different age groups.
- Clothing for different occasions.
- Different styles of garments – skirt, trouser, blouses, one piece dresses & coat.

Garment Construction (Practical)

Duration of exam: 3 hrs.

M.M.: 50

Practical Exam: 50

- Introduction to different parts of machine, their care and maintenance.
- Making samples of:
 - Basic hand stitches - basting, back, hemming – visible/ invisible.
 - Types of seams and seam finishes - plain, run and fell, lappet, counter, overlock, hand overcast, turned and stitch, binding.
 - Fullness - darts, tucks, pleats, ruffles, frills and gathers.
 - Plackets - continuous, two- piece, zips and fasteners.
- Drafting and construction of: Layette set – Bib, Jhabla, Diaper, Panty and bloomer.
- A-line frock with gathers, puff sleeve & peterpan collar.
- Romper with patch pocket.

References:

- Thomas Anna Jacob, "The art of sewing", USB publishers New Delhi, 1994.
- Readers Digest sewing book.
- Verma G., cutting & tailoring theory", Asian publishers Delhi, 1999.
- Cooklin G ,Garment Technology for Fashion Designers" Blackwell publishing ,1977

**B. Sc. Fashion and Textile Design
Semester - III
CAD - II
(Practical)**

PAPER NO: 204

**Duration of exam: 3 hrs
M.M.: 50
Practical Exam: 50**

- Introduction to Adobe Illustrator.
- Study about tools of Adobe Illustrator.
- Color and motif: - traditional, floral and geometric.
- Figure and profile: profile of male and female silhouettes.
- Accessories: party, casual and formal.
- Project board:- logo, label, brochure and window display

REFERENCES

Text books:

- Bina Abling. Fashion Sketch Book. Fairchild Publications. 1994.
- Druid Elisabeth and Pace Tiziana. Figure Drawing for Fashion Design. Peplin Press.2004
- Ireland Patrick John. Fashion Design Drawing and Presentation. Batsford. 2005.
- Mckelvy Kathryn and Munslow Janine. Illustrating Fashion. Blackwell Publishing. 2004.
- Books on Adobe Illustrator Software.

**B. Sc. Fashion and Textile Design
Semester - III
Hindi**

PAPER NO: 205

**Total Marks: 50
Exam: 40
Int. Assessment: 10
Time: 3 hrs**

According to the syllabus and instructions of other B.Sc. of Kurukshetra University, Kurukshetra.

**SYLLABUS FOR B. SC. FASHION AND TEXTILE DESIGN
UNDER INNOVATION PROGRAMME OF UGC
(w.e.f. 2013-14)
SEMESTER-IV**

Sr. No.	Course No.	Title	Exam Duration	Maximum Marks	
				External	Internal
1.	206	Textile Dyeing & Printing (Th.)	3hrs.	40	10
		Textile Dyeing & Printing (Practical)		50	
2	207	Fashion marketing and merchandising (Theory)	3hrs.	40	10
3	208	Textile Science (Theory)	3 hrs.	40	10
4	209	Hindi (According to the syllabus and instructions of other B.Sc.) of K.U., Kurukshetra	3 hrs.	40	10
5	210	Draping (Practical)	3 hrs.	50	
6	211	Project Work / Viva-voce*		50	

Total 350

* The report is to be submitted in Kurukshetra University, Kurukshetra on or before 31st May.

NOTE:

Instructions for paper setters and students

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of objective type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

**B. Sc. Fashion and Textile Design
Semester – IV
Textile Dyeing and Printing
(Theory)**

PAPER NO. 206

**Total Marks: 50
Exam: 40
Int. Assessment: 10
Time: 3 hrs**

NOTE:

Instructions for paper setters and students

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of objective type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

Unit-I

- **Introduction to Fabric finishes:-**
 1. Process of removing impurities from fabrics; Scouring, desizing, degumming, carbonizing.
 2. Basic finishes that alter hand or texture; Felting, singeing, stiffening, decatizing.
 3. Surface finishes:- Bleaching, delustering, calandring, beetling, napping, flocking, burn out design, acid design, plisse design, tentering shearing and brushing.
 4. Functional finishes:- Waterproof and water repellent finishes, shrinkage control, wrinkle resistance, durable press and flame retardant finish.
- **Dyeing:** - Introduction, classification and selection of dyes.
 1. Types of dyes; direct, acid, reactive, basic, vat, azoic, sulphur, disperse and mordant dyes.
 2. Methods of dyeing.
 3. Identifying dyeing defects.
 4. Colorfastness: fastness to washing, light, perspiration, crocking and gas-fading.

Unit –II

- Introduction to printing, difference between dyeing and printing.
- Methods of printing: - Direct, Discharge and Resist printings.
- Applications of Printing:-Block, Roller, Duplex, Stencil, Screen printing (Flat screen, Rotary screen printing), Transfer (Dry heat and Wet heat transfer), Blotch, Jet spray (Polychromatic dyeing, Microjet), Electrostatic, Photo, Warp, Batik and Tie – Dyeing.

REFERENCES

Text books:

- Clarke. W. 1974. An Introduction to Textile Printing. London, Newness Butter Worth.
- Anderson, F. 1974. Tie-dyeing and Batik. London, Octopus Editorial Production by Berkeley Publishers Ltd.
- Smith, J.L. Textile Processing: Printing, Finishing, Dyeing.
- H.Panda. Modern Technology of Textile: Dyes & Pigments.

Textile Dyeing and Printing (Practical)

Duration of exam: 3 hrs

M.M.: 50

Practical Exam: 50

- Dyeing of yarn and fabrics with different dyes.
- Creating designs on fabrics through various dyeing process.:-Tie and dye, Batik
- Preparation of printing samples:-Stencil, block, screen and hand painting on:- cotton, silk ,wool, cotton-wool, cotton-silk, cotton-polyester with different dye classes.
- Making one article each of:- Block, Stencil, Screen, Tie and Dye and Batik.
- Visit to a printing unit.

REFERENCES

Text books:

- Bernard P. Corbman. Fibre to Fabric.
- Clarke. W. 1974. An Introduction to Textile Printing. London, Newness Butter Worth.
- Anderson, F. 1974. Tie-dyeing and Batik. London, Octopus Editorial Production by Berkeley Publishers Ltd.
- Smith, J.L. Textile Processing: Printing, Finishing, Dyeing.
- H.Panda. Modern Technology of Textile: Dyes & Pigments.

**B. Sc. Fashion and Textile Design
Semester – IV
Fashion Marketing and Merchandising**

PAPER NO. 207

**Total Marks: 50
Exam: 40
Int. Assessment: 10
Time: 3 hrs**

NOTE:

Instructions for paper setters and students

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of objective type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

Unit - I

PART 1

Introduction to fashion

- Fashion terminology
- Sources of fashion
- Fashion cycles and seasons
- Factors favoring and retarding fashion
- Fashion theories:- Traditional fashion adoption (Trickle-Down theory), Reverse adoption (Trickle-Up or Bottom-Up theories), Mass dissemination (Trickle-Across theory)
- Fashion forecasting.

PART 2

- Marketing: Definition, concepts and functions.
- Marketing plan and process, market terminology,
- Fashion market and marketing environment, fashion marketing planning, Market research, User's buying behavior, market communication.
- Channels of distribution
- Advertising, sales promotion techniques, exhibitions and sales.
- Care labels and brands

Unit - II

- Merchandising-“Introduction, role of merchandiser, types of merchandiser, types of merchandising”.
- Importance of textile industry in Indian economy.
- Export documentation:-Export marketing, global scenario and WTO.
- Export and textile policies.

REFERENCES

Text books:

- Blythe Jim. Marketing Communication, Pearson Education. 2000.
- Costantino Maria. Fashion Marketing and PR. Bt Batsford Ltd. 1998.
- Koiter. Marketing Management. Pearson Education. 2003.
- Mike Easey. Fashion Marketing. Blackwell Science. 2002.

**B. Sc. Fashion and Textile Design
Semester – IV
Textile Science**

PAPER NO. 208

**Total Marks: 50
Exam: 40
Int. Assessment: 10
Time: 3 hrs**

NOTE:

Instructions for paper setters and students

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of objective type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

Unit – I

- Introduction to textile fibers, classification of fibers based on sources and origin, basic textile terminology.
- Primary and secondary properties of various fibers.
- Sequence of operations & purposes of short/long staple yarn manufacturing process, introduction & objectives of opening & cleaning, carding, combing, drawing, roving and spinning.
- Different methods and types of spinning.
- Introduction, Manufacturing & Properties of different natural and man-made fibers:- Cotton, Wool, silk, rayon, acetate and triacetate, polyamide (Nylon-6, nylon- 6.6) acrylics, modacrylic, elastomeric fibre.

Unit – II

- Classification of Yarns: Carded and Combed yarns, woolen & worsted yarns, filament and spun yarns.
- Yarn Properties – linear density, size, twist in yarn, crimp twist direction, strength and uniformity.
- Textured yarns – types and application, Fancy Yarns – types and uses.
- Physical properties of Fabric – strength, abrasion resistance, crease recovery, stiffness, drapability, static charge, thermal conductivity, air permeability, water repellency, thickness, shrink resistance, pilling resistance.
- Methods of determining the physical properties and interpretation of test results.

Note: Use simple methods only.

- Fiber identification – visual, burning, microscopic and solubility test.
- Fibre blends analysis.
- Measurement and interpretation of yarn count, direct and indirect yarn.
- Identification of type of yarn.
- Evaluation of thread count and dimensional stability of fabric.
- Evaluation of color fastness to washing and ironing.
- Evaluation of crimp and twist in yarn.

REFERENCES**Text books:**

- Vilensky. "Textile Science", CBS publisher, New Delhi, 1999.
- Grosicki, Z. "Watson's Textile Design and Color" Blackwell Science, U.K., 1998.
- Mishra, S.P. "A text book of fiber science and technology, New Age Intt., Delhi 2000.
- Goswami, B.C. "Textile Yarns", Technology, structure and applications", Mc graw Hill.
- Pizzoto's J.J. "Fabric Science", Fairchild Publication, New York.

**B. Sc. Fashion and Textile Design
Semester – IV
Hindi**

PAPER NO. 209

**Total Marks: 50
Exam: 40
Int. Assessment: 10
Time: 3 hrs**

According to the syllabus and instructions of other B.Sc. of Kurukshetra University, Kurukshetra

B. Sc. Fashion and Textile Design
Semester – IV
Draping
(Practical)

PAPER NO. 210

Duration of exam: 3 hrs
M.M.: 50
Practical Exam: 50

- Draping: - definition, terminology, principles of draping, preparation and uses, measurement and tools used in draping.
- Basic Draping techniques: - front & back bodice, front & back skirt.
- Dart location and manipulation.
- Designing the garment using the following construction features :-
 1. Gathers.
 2. Pleats.
 3. Cowl & fancy necklines.
 4. Collars.
- Designing and construction of following garments using different construction and decorative features :-
 1. Shirt/ Top (female / male)
 2. Skirt.
 3. Gown.
- Preparation of one dress using draping techniques

REFERENCES

Text books:

- Bowers Lewis and Kettunen. Clothing Construction and Wardrobe Planning.
- Carr and Lather. The Technology of Clothing Manufacture.
- Baines, S. and Hutton, J. Singer Sewing Book.
- Gioello and Brake, Figure Types and Size Ranges.
- Aldrich Winifred. Metric Pattern Cutting. Om Book Services.1997.
- Armstrong H.J. Pattern Making for Fashion Design. Longman. 2003.
- Bray Natalia. More Dress Pattern Designing. Blackwell Science. 1999.

B. Sc. Fashion and Textile Design
Semester – IV
Project work/Viva-voce

PAPER NO. 211

M.Marks: 50
Project Report: 25
Viva-voce: 25

- Visit to the Craft Mela/Handicraft Unit/Handicraft Cottage Industry.
- Documentation of the Craft Mela/Handicraft Unit/Handicraft Cottage Industry.
- Adaptation of traditional designs from craft items and modifying as per modern trends.
- Development of any utility craft items.
- Documentation and project proposal for developed utility craft item.
- Presentation.

REFERENCES

Text books:

- Douglas Bullis. Fashion Asia, Thames and Hudson. 2000.
- Polhemus Ted. Style Surfing, What To Wear in 3rd Millennium, Thames and Hudson, 1996.
- Mookherjee Ajit. 5000 Designs and Motifs From India, Dover Publications Inc., 1996.
- Prakash K. Ideas – Rajasthan Folk Art, English Edition, 2003.
- Walter Hutinson, Costumes of the World.

**SYLLABUS FOR B. SC. FASHION AND TEXTILE DESIGN
UNDER INNOVATION PROGRAMME OF UGC
(w.e.f. 2014-15)
SEMESTER-V**

Sr. No.	Course No.	Title	Exam Duration	Maximum Marks	
				External	Internal
1.	301	Retailing & Fashion Promotion	3hrs.	40	10
2.	302	History of World Costumes	3hrs.	40	10
3.	303	Apparel Manufacturing Technology	3hrs.	40	10
4.	304	Entrepreneurship	3 hrs.	40	10
5.	305	CAD-III (Practical)	3 hrs.	50	
6.	306	Surface ornamentation (Practical)	3 hrs.	50	
7.	307	Printing and Dyeing (Practical)	3 hrs.	50	

Total 350

NOTE:

Instructions for paper setters and students

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of objective type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

**B. Sc. Fashion and Textile Design
Semester – V
Retailing and Fashion Promotion**

PAPER NO. 301

**Total Marks: 50
Exam: 40
Int. Assessment: 10
Time: 3 hrs**

NOTE:

Instructions for paper setters and students

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of objective type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

Unit - I

- **Retailing**
 1. Introduction to fashion retailing:-fashion retailing in the past and its changing dimensions
 2. Types of retailers and ownerships: - specialty stores, department stores, mass stores, promotional stores, multiple-unit store (chain, department store group), retail organization (small and large store), discount retailing, mail order houses.
 3. Elements of retail mix
 4. Retail strategies:- value directed retailing, service oriented retailing, unique merchandising, shopping as entertainment, main street retailing, global expansion
 5. Retail pricing:- role of price decision within marketing strategies, external and internal factors influencing price decision, main methods of setting prices, pricing strategies for new products, price changes.
 6. Record keeping: - unit control, inventory and physical control.

Unit - II

- **Fashion promotion**
 1. Planning and direction
 2. Fashion advertising :- kinds of advertising, co-operative advertising, scheduling and planning, media
 3. Publicity: - campaigning, special events and fashion shows.

- **Visual merchandising**
 1. Store planning and design.
 2. Windows & interiors,
 3. Elements of visual merchandising.
 4. Departments and evaluations.

REFERENCES

Text books:

- Frings, Gini Stephens. Fashion: from concept to consumer. Pearson publication, 6th edition.
- Ellen diamond. Fashion retailing. Pearson publication, 2nd edition.

**B. Sc. Fashion and Textile Design
Semester – V
History of World Costumes**

PAPER NO: 302

**Total Marks: 50
Exam: 40
Int. Assessment: 10
Time: 3 hrs**

NOTE:

Instructions for paper setters and students

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of objective type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

Unit - I

1. Study of World Costume during following periods

- Babylonia
- Assyria
- Crete
- Egyptian
- Greek

Unit - II

- 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".

**B. Sc. Fashion and Textile Design
Semester – V
Apparel Manufacturing Technology**

PAPER NO: 303

**Total Marks: 50
Exam: 40
Int. Assessment: 10
Time: 3 hrs**

NOTE:**Instructions for paper setters and students**

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of objective type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

Unit - I

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.

Unit - II

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".

**B. Sc. Fashion and Textile Design
Semester – V
Entrepreneurship**

PAPER NO. 304

**Total Marks: 50
Exam: 40
Int. Assessment: 10
Time: 3 hrs**

NOTE:

Instructions for paper setters and students

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of objective type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

Unit - I

- Introduction to entrepreneurship development and factors influencing entrepreneurship
- Entrepreneurial environment and its analysis
- Government policies for setting up new enterprises
- Opportunities in services service industries commercial banks and financial institutions
- Planning SSI
 1. Planning: its importance, types and steps of planning
 2. Steps of planning SSI
 3. Technical dimensions for setting up an enterprise

Unit - II

- Forms of business organizations
 1. Forms of ownership
 2. Sole proprietorship
 3. Partnership
 4. Co-operative society
 5. Joint-stock company
 6. Public and private limited companies

- Problems of small industry
 1. Power shortages
 2. Project planning
 3. Finance
 4. Raw material
 5. Production constraints
 6. Regulations

REFERENCES

Text books:

- Harvard Business Review on Entrepreneurship. Harvard Business school press.
- Abrams Grant Pass. Entrepreneurship: Strategies & Resources. 2nd edition. Oregon: oasis press.
- David H. Bangs. The Business Planning Guide. Upstar Publishing Company, Chicago.
- Marc J. Dollinger. Entrepreneurship: Strategies & Resources.
- Robert D. Hisrich Peters. Entrepreneurship. Tata-Mc Graw Hill.

B. Sc. Fashion and Textile Design
Semester – V
CAD - III
(Practical)

PAPER NO. 305

Duration of exam: 3 hrs

M.M.: 50

Practical Exam: 50

- Pattern Making.
- Grading (skirt, trouser, shirt, girls top, etc).
- Marker Making
 1. Marker making of one garment.
 2. Marker making of various garments having same size.
 3. Marker making of various garments of different sizes.

B. Sc. Fashion and Textile Design
Semester – V
Surface Ornamentation
(Practical)

PAPER NO. 306

Duration of exam: 3 hrs
M.M.: 50
Practical Exam: 50

- **Quilting & Patch work:** - Introduction, tools, material, techniques and types of embroidery – Cut work, Cross stitch, couching, Glass work, drawn thread work.
- **Crochet:** - Introduction, tools, material, techniques and types – Single, double, circular, making crochet samples.
- **Special techniques:** - Smocking, ribbon work, beads and sequence work, hand fabric painting, nail weaving.
- Developing one product based on techniques of Surface Ornamentation (one or more).

REFERENCES

Text books:

- Shallaja Naik. "Traditional Embroideries of India", APH Publishing Corporation, NewDelhi. 1996.
- Snook Barbra. "Creative Art of Embroidery", Numbley Pub. Group Ltd, London 1972.
- Mathew Anne. "Vouge Dictionary of Crochet Stitches", David and Charles, London 1989.
- Anand, M. R. "Textiles and Embroideries of India", Marg Publications, Bombay, 1965.

B. Sc. Fashion and Textile Design
Semester – V
Printing and Dyeing
(Practical)

PAPER NO. 307

Duration of exam: 3 hrs
M.M.: 50
Practical Exam: 50

- I. Preparation of fabric for dyeing and printing:
- II. Dyeing of yarns and fabrics with different fiber and fiber blend, shade matching.
- III. Creating designs on fabrics:
 - Tie & Dye
 - Batik
- IV. Developing designs for block, stencil, screen printing and hand painting.
- V. Making samples with stencil, block, screen printings and hand painting on with different dye classes.
- VI. Training in a dyeing/Printing unit for 1 week and submission of report.

**SYLLABUS FOR B. Sc. FASHION AND TEXTILE DESIGN
UNDER INNOVATION PROGRAMME OF UGC
(w.e.f. 2014-15)
SEMESTER-VI**

Sr. No.	Course No.	Title	Exam Duration	Maximum Marks	
				External	Internal
1.	308	Fashion Communication	3hrs.	40	10
2	309	Apparel Production Technology	3hrs.	40	10
3	310	Grading (Practical)	3hrs.	50	
4	311	Accessory designing (Practical)	3 hrs.	50	
5.	312	Portfolio Development (Practical)	3 hrs.	50	
6.	313	Design Studio Preparations & Fashion Show (Practical)	3 hrs.	50	

Total 300

NOTE:

Instructions for paper setters and students

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of objective type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

**B. Sc. Fashion and Textile Design
Semester – VI
Fashion Communication**

PAPER NO. 308

**Total Marks: 50
Exam: 40
Int. Assessment: 10
Time: 3 hrs**

NOTE:

Instructions for paper setters and students

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of objective type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

Unit- I

- Understanding clothing:-Purpose of clothing.
 1. Protection of clothing
 2. Modesty
 3. Attraction and communication.
- Clothing culture & communication, men and women's clothing, role and status of clothing.
- Consumer behavior:-
 1. Factors influencing consumer buying behavior; - age, gender, balance, location, work, wealth, consumer profile, psychographic and motivation, other psychological approaches.

Unit-II

- PR and its importance in fashion:-
 1. Role of fashion PR
 2. PR method for fashion
 3. Event planning
 4. Wardrobe consultation
 5. Trend forecasting

- Organization of fashion shows:-
 1. Types of fashion shows
 2. Check points for fashion shows
 3. Fashion designers and their work
 4. National and international.
- PR in future.

REFERENCES

Text books:

- Blythe Jim. Marketing Communication. Pearson education. 2000.
- Boyd Jr Westfall Starch. Marketing Research. Text and cases.
- Costabtino Maria. Fashion Marketing and PR. Bt B Atsford Ltd.1998.
- Koiter. Marketing Management. Pearson education. 2003.
- Mike Easey. Fashion Marketing, Blackwell Science. 2002.

B. Sc. Fashion and Textile Design Semester – VI Apparel Production Technology

PAPER NO. 309

**Total Marks: 50
Exam: 40
Int. Assessment: 10
Time: 3 hrs**

NOTE:

Instructions for paper setters and students

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of objective type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

Unit - I

- Fusing technology:-
 1. Support material & their importance.
 2. Base cloth
 3. Coating system machinery and equipment

4. Quality control

- Sewing technology:-
 1. Components of sewing; - stitches, seams, feed system, threads, ticket number.
- Basic sewing machines: - general sewing, over locking, safety stitching, blind stitching, button holes, bastacking, button sewing special sewing machine.
- Finishing and pressing process, trimming finishing process.

Unit - II

- Production technology:-
 1. Common characteristics of production systems.
 2. Manual system.
 3. Making through
 4. Section or process system
 5. Progressive bundle system
 6. Mechanical transport system
 7. Selective conveyor belt system
 8. Unit production system
 9. Quick response system
- Quality control from design dispatch:-
 1. Introduction to quality control
 2. Purpose
 3. Quality definition
 4. Sampling
 5. Terms
 6. Characteristics
- Quality control department and its functions:-
 1. Quality level
 2. Quality specification
 3. Tolerances
 4. NACERAP
 5. ISO 9000 and total quality management

REFERENCES

Text books:

- Carr & Latham (IV ED.). Technology of Clothing Manufacture
- Gerry Conklin (II ED.). Introduction to Clothing Manufacture

B. Sc. Fashion and Textile Design
Semester – VI
Grading
(Practical)

PAPER NO. 310

Duration of exam: 3 hrs
M.M.: 50
Practical Exam: 50

- Pattern Grading Fundamentals: Introduction, Pattern terminology, Grading terminology, Grade distribution
- Grading on the Cartesian Graph: The Cartesian graph, Cardinal points, Pattern orientation, developing grade rules.
- Methods of grading: Manual, machine and computer grading.
- Grading for the Basic Pattern Blocks: Grading procedures; bodice front, bodice back with shoulder dart, sleeve, skirt front and back, pant front and back
- Grading various style patterns: Princess line bodice, circular skirt full roll collar etc.
- Grading with specification chart

REFERENCES

Text books:

- Cooklin G. Pattern grading for women's clothes. Blackwell Scientific Publications, London
- Price. J. & Zamkoff, B. Grading techniques for modern designs. Fairchild publications New York.
- Scheier, M. The ABC's of grading. Bronville New York.
- Goulbourn Margartha. "Introducing Pattern Cutting, Grading and Modelling", Batsford Pub. UK.
- Shoben Maartin. "Grading", Batsford Pub. UK.
- Price Jeanneand Zamkoff Bernard. "Grading Techniques for Modren Design", Fair child Pub.

B. Sc. Fashion and Textile Design
Semester – VI
Accessory Designing
(Practical)

PAPER NO. 311

Duration of exam: 3 hrs
M.M.: 50
Practical Exam: 50

- Introduction to accessory design: - various types of shoes, handbags, hats and gloves etc.
- Collection of materials related to the accessories based on different themes: - tribal, ethnic, contemporary, traditional, and fusion (file work with theory, picture sample).
- Collection and presentation of materials related to the accessories based on different themes: - tribal, ethnic, contemporary, traditional, and fusion (file work with articles).
- To create accessories from each theme (head dress, foot wears, handbags, jewelry, belts, gloves etc).

REFERENCES

Text books:

- Jay Diamond, Ellen Diamond. .Fashion Apparel and Accessories.
- France Borel. The Splendor of Ethnic Jewelry. NJ Abram Inc, New York.
- Mookherjee Ajit. 5000 Designs and Motifs from India. Dover Publications Inc., 1996.
- Judith Rasband. Strategies for Women. Delmar Publishers London.
- Mc Jimsey and Harriet. Art and Clothing Selection. Iowa State University Press, Jowa.
- Jacob Solinger. Apparel Manufacturers Handbook.

**B. Sc. Fashion and Textile Design
Semester – VI
Portfolio Development
(Practical)**

PAPER NO. 312

**Duration of exam: 3 hrs
M.M.: 50
Practical Exam: 50**

Unit-I

- **Developing portfolio for mass production**
 1. Male –
 - Casual wear
 - Formal wear
 - Party wear
 - Sportswear
 - Power wear
 - Preparation of -spec sheet, swatch sheet, flat sketch sheet
 2. Kids –
 - Casual wear
 - Formal wear
 - Party wear
 - Sportswear
 - Power wear
 - Preparation of -spec sheet, swatch sheet, flat sketch sheet

Unit-II

- **Developing portfolio for High Fashion**
 1. Mood board preparation for male:- Preparation of Inspiration sheet, Theme sheet, Forecast color sheet, Client profile sheet, Design Preparation sheet, construction of any one garment with spec sheet.
 2. Mood board preparation for kids:- Preparation of Inspiration sheet, Theme sheet, Forecast color sheet, Client profile sheet, Design Preparation sheet, construction of any one garment with spec sheet.

REFERENCES

Text books:

- Bina Abling. Fashion Illustration.
- Harold Carr. Fashion Design & Product Development.
- Marian L. Davis. Visual Design & Dress.
- Linda Tain. Portfolio Presentation for Fashion Designers, 2nd Edition.

Magazines/ Journals:

- Global Apparel
- Image Business of Fashion.
- INDIA Vogue/INTERNATIONAL VOGUE
- Fashion ELLE
- In touch with fashion
- Hi-blitz
- Moda
- Glad rags
- Brides Now

**B. Sc. Fashion and Textile Design
Semester – VI
Design Studio Preparations & Fashion Show
(Practical)**

PAPER NO. 313**Duration of exam: 3 hrs****M.M.: 50****Practical Exam: 50**

- Selection and evaluation of designs for different groups (male/female/child) according to theme.
- Construction of selected designs.
- Design presentation through Fashion Show.
- Exhibition-cum-sale of prepared garments and accessories.
- Fashion photography: - principles, types, application, history.
- Light and light sensitive materials, films, techniques of recordings.
- Camera: - types, accessories, uses and essential parts of camera.
- Assignment on indoor and outdoor shoots.
- Visit to a studio.

REFERENCES**Text books:**

- Billy Pegram. Fashion Model Photography by
- Cathy Joseph. Outdoor Lightning-Fashion and Glamour. AVA Publishing, 2003.
- Catwalking, Harriot Quick.
- Catwalk, Snadra Moir, Supermodel.
- Fruits, Phaidon.

Magazines/ Journals:

- Global Apparel
- Image Business of Fashion.
- INDIA Vogue/INTERNATIONAL VOGUE

- Fashion ELLE
- Moda