

SYLLABUS FOR B.SC. (FASHION DESIGNING)

V SEMESTER

Sr. No	Paper	Paper Title	Marks			Exam Duration
			Exam	Int. Ass	Total Marks	
1	301	History of World Costumes(Th)	45	05	50	3Hrs
2	302	Apparel Manufacturing Technology(Th)	45	05	50	3Hrs
3	303	Pattern & Marker Making on computer(Prac)	90	10	100	3Hrs
4	304	Pattern Making-III(Prac)	90	10	100	3Hrs
5	305	Project report		50	50	
Total					350	

VI SEMESTER

Sr. No	Paper	Paper Title	Marks			Exam Duration
			Exam	Int. Ass	Total Marks	
1	306	Marketing and merchandising (Th) (Practical)	45	05	50	3Hrs
			45	05	50	3Hrs
2	307	Line Development (Pr)	100	100	200	3Hrs
3	308	Garment Construction – III(Prac)	90	10	100	3Hrs
4	309	Internship		50	50	3Hrs
Total					450	

301 HISTORY OF WORLD COSTUMES.

Instructions for Paper Setters:

- There will be nine questions carrying equal marks. Question No. 1 will be compulsory carrying short answer type questions, fill in the blanks or true/false.
- The remaining eight questions will be set from Section A&B. Three questions from each section. The candidate is required to attempt 5 questions in all

Objectives :

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

THEORY

Total Marks : 50
Exam : 45
Int. Ass.: 05
Time : 3 hrs.

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”.

302 APPAREL MANUFACTURING TECHNOLOGY

THEORY

Instructions for Paper Setters :

- There will be nine questions carrying equal marks. Question No. 1 will be compulsory carrying short answer type questions, fill in the blanks or true/false.
- The remaining eight questions will be set from Section A&B. Three questions from each section. The candidate is required to attempt 5 question in all.

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

THEORY

Total Marks : 50
Exam : 45
Int. Ass.: 05
Time : 3 hrs.

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.

- 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".

303 PATTERN AND MARKER MAKING ON COMPUTER

PRACTICAL

Instructions for Paper Setters :

- There will be two question in all each carrying 35 marks.
- Each question can be sub-divided into parts according to the paper setters.

Objectives :

- To apply the knowledge of pattern making software for making patterns and grading.

PRACTICAL

Total Marks : 100
Exam : 90
Int. Ass.: 10
Time : 3 hrs.

1. Sloper development for bodice – block with basic sleeve block, trouser, shirt, one piece dress, overcoat, manipulation of single dart series, seams and seams allowances.
2. Basic principles of marker making on computer (cutting and layout)
3. Cross marking and notching

4. Manipulating grain line
5. Grading
6. 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.

304 PATTERN MAKING-III(PRACTICAL)

Total Marks : 100

Exam : 90

Int. Ass.: 10

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 ,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 Margartha "Introducing Pattern Cutting, Grading and Modelling", Bastsford 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.

305 PROJECT REPORT**Int. Ass.: 50**

- Project related to any fashion Designing Topic

SEMESTER -VI**306 MARKETING AND MERCHANDISING****OBJECTIVES:**

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

THEORY**50****Total Marks:****Exam : 45****Int. Ass.: 05****Time : 3 hrs.****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

PRACTICAL

Total Marks: 50
Exam: 40
Int. Ass: 10
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", Mc Graw Hill book, 1985.
- Colbornbe Robert, " Visual Merchandising; The Business of Merchandise Presentaion", Thomson Delinar Learning, USA.

307 LINE DEVELOPMENT

Instructions :

- The assessment of the line development will be done by an Internal and External Jury.
- 150 marks for the Internal Jury. The internal jury will judge all the steps of the Design Process as shown below .
- 50 marks for External Jury. Students will present their creations on their models. The jury members will judge the presentation.
- 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.

PRACTICAL

Total Marks : 200
Internal: 100
External: 100
Time : 3 hrs.

- 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.

308 GARMENT CONSTRUCTION - III

Objectives :

- To introduce concept of advance garment construction.

PRACTICAL

Total Marks : 100
Exam : 90
Internal : 10
Time : 3 hrs.

- 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.