

**KURUKSHETRA
UNIVERSITY KURUKSHETRA**



**Syllabus
(5th & 6th Semester)
for
Under-Graduate
Programme
Bachelor of Vocation in
Fashion Technology
Interdisciplinary Scheme-D
Under Multiple Entry-Exit
Internship and CBCS-LOCF in
accordance to NEP-2020
w.e.f. 2025-26
Department of Home Science**

Session: 2025-26			
Part A - Introduction			
Subject	Bachelor of Vocation in Fashion Technology		
Semester	V		
Name of the Course	Fashion Forecasting		
Course Code	B23-VFT-501		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A5		
Level of the course (As per Annexure-I)	300-399		
Pre-requisite for the course (if any)	Senior Secondary (10+2)		
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: 1. Understand basic concepts of Fashion and Trend Forecasting 2. Understand the Research Process in Forecasting 3. Know about the Fashion forecasting agencies 4. Understand the Selection theme based forecasting _____ 5*. Gain practical knowledge about Fashion, Characteristics of Innovation, Fashion Movement, Dimensions of the Color Story, Fashion in Fiber and Fabric, The Fashion Geography, Fashion Brands etc.		
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Max. Marks:100 Internal Assessment Marks:20(T)+10(P)=30 End Term Exam Marks:50(T)+20(P)=70		Time:3hrs (T) 4hrs (P)	
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set nine questions in all, selecting two questions from each unit and one compulsory.			

Instructions for the Candidate: The candidates will attempt five questions in all, selecting one question from each unit and the compulsory question as well.

Unit	Topics	Contact Hours
I	Introduction to Fashion and Trend Forecasting • Meaning of Fashion & Forecast • Role of forecaster • Precision of the forecast • Fashion industry components • Structure of the fashion industry	10
II	Research Process in Forecasting • Primary Sources, Secondary Sources, Tertiary Sources, Tracking Sales, Competition, Demographics • Value and Lifestyle, Publication, Forecasting Services, Plethora Influences, Observation posts • New Technology, Fashion of involvement, New uses of Products, Old neighborhoods, Related Industries	11
III	Fashion forecasting agencies • Forecasting Agencies & their functions • Seasons collection • Interpreting the forecast into the theme • Color Forecasting, Direction of Fashion change	12
IV	Selection theme based forecasting • Consumer Research, Steps in Developing a Forecast, Research theme • Explain keywords, Work on Indian market (casual, formal, party, leisure) • Inspiration board, Mood board, Sales Forecasting • Seasonal trend analysis color, silhouettes and detailing, material and textures, print and graphics, accessories in trend	12
V*	• Introduction to Fashion; Fashion Trends; Fashion Forecasting; Forecasting in Apparel Planning and Scheduling. • Dimensions of the Color Story; Color in Marketing; Consumers and the Psychology of Color; the Language of Color; Color Names; Forecasting with Color Cycles; Color Research; Sources for Color Ideas and Palettes. • Fashion in Fiber and Fabric; Sources of Innovation in Textile Development; Fabric Fairs and Trade Shows; Fabric Libraries. • The Fashion Geography; Collections on the Runway; Different Designers with the Same Design Concept. • Fashion Brands; Retail Formats: Emergence of Catalogs, TV Shopping and Online Shopping.	30
Suggested Evaluation Methods		

Internal Assessment: ➤ Theory • Class Participation: 05 • Seminar/presentation/assignment/quiz/class test etc.:05 • Mid-Term Exam: 10 ➤ Practicum • Class Participation: 00 • Seminar/Demonstration/Viva-voce/Lab records etc.:10 • Mid-Term Exam: NA	End Term Examination: 50 20
Part C-Learning Resources	
• Recommended Books/e-resources/LMS: • Brannon Evelyn L., “Fashion Forecasting”, Fairchild Books, New York, 3rd Edition, 2010 • Perna Rita, “Fashion Forecasting”, Fairchild Books, New York, 1992 • McKelvey Kathryn and Munslow Janine, “Fashion Forecasting”, Wiley-Blckwell, 2008 • Raymond Martin, “The Trend Forecasters Handbook”, Laurence King, UK, 2010 • Nirupama, Pundir, Fashion Technology-Today and Tommorow, Mittal publications, New Delhi, 2007. • Fashion buying, Helen Goworek, Wiley-Blackwell. • Fashion art for the Fashion Industry, Rita Gersten, Fairchild Books. • Fashion Forecasting: a Mystery or a Method? Rita Perna, Images Publishing Group. • The Fashion Design Manual, Pamela Stecker, Macmillan Education.	

Session: 2025-26			
Part A - Introduction			
Subject	Bachelor of Vocation in Fashion Technology		
Semester	V		
Name of the Course	Line Development		
Course Code	B23-VFT-502		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B5		
Level of the course (As per Annexure-I	300-399		
Pre-requisite for the course (if any)	Senior Secondary(10+2)		
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: 1. Understand Introduction to line development and Process of line development 2. Understand mood board, theme board, story board and its functions 3. Know about Fashion forecasting, types, purpose and its steps 4. Understand the Tech pack and its importance _____ 5*. Gain practical knowledge about Developing complimenting accessories to the design collection, fashion styling to create look book by fashion photo shoot and updating of e-portfolio		
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Max. Marks:100 Internal Assessment Marks:20(T)+10(P)=30 End Term Exam Marks:50(T)+20(P)=70		Time:3hrs (T) 4hrs (P)	
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set nine questions in all, selecting two questions from each unit and one compulsory.			
Instructions for the Candidate: The candidates will attempt five questions in all, selecting one question from each unit and the compulsory question as well.			

Unit	Topics	Contact Hours
I	- Introduction to line development and Process of line development - Market Research and its methods - Definition & Brief introduction: Research, Inspiration, Theme, Client Study, - Design brief, Development of theme and range, Market Survey, Fabric & Trim Development and Sourcing, Swatch, Fashion Illustration, Flat sketches, Spec sheet & Cost sheet	10
II	- Definition and function of mood board, theme board, story board - Exhibition and its types - Mind Mapping and its steps	11
III	- Fashion forecasting, types, purpose and its steps - Role of fashion forecaster in fashion designing - Styling Reading and its types	12
IV	- Definition and importance of Teck pack - Definition of Prototype, Difference between Prototype and sample - Fashion show and its types	12
V*	- Development of design collection Sportswear / Eveningwear / Ethnic / Fusion/Avant Garde- focusing on women's wear & kid's wear. - Development of theme and range, Market Survey, Fabric and trim Development and Sourcing, Swatch, trim board, Fashion Illustration, Flat sketches, tech pack, Spec sheet and Cost sheet - Developing patterns for the final five selected design, muslin test fit and final garment construction. - Developing complimenting accessories to the design collection, fashion styling to create look book by fashion photo shoot and updating of e-portfolio	30
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory - Class Participation: 05 - Seminar/presentation/assignment/quiz/class test etc.:05 - Mid-Term Exam: 10 ➤ Practicum - Class Participation: 00 - Seminar/Demonstration/Viva-voce/Lab records etc.:10 - Mid-Term Exam: NA		End Term Examination: 50 20
Part C-Learning Resources		

Recommended Books/e-resources/LMS:

- Claire Shaeffer, Sewing for the apparel industry, 2013, 2nd edition, Pearson, UK
- Betsy Hosegood, The Complete Book of Sewing, 2011, reprint, Dorling Kindersley Limited, London
- Reader's Digest, "The new complete guide to sewing: step-by-step techniques for making clothes and home accessories", Reader's Digest, 2010

Session: 2025-26			
Part A - Introduction			
Subject	Bachelor of Vocation in Fashion Technology		
Semester	V		
Name of the Course	Traditional Costumes		
Course Code	B23-VFT-503		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C5		
Level of the course (As per Annexure-I)	300-399		
Pre-requisite for the course (if any)	Senior Secondary(10+2)		
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: 1. Understand the basic Study of Indian Costumes during different periods like Indus Valley etc 2. Understand the Indian Costumes during different periods like Gupta period. 3. Know the costume of different periods like Babylonia etc. 4. To understand the costume of different periods like Benzantine etc. 5*. Gain practical knowledge about Designing and construction of fashion show garment.		
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Max. Marks:100 Internal Assessment Marks:20(T)+10(P)=30 End Term Exam Marks:50(T)+20(P)=70		Time:3hrs (T) 4hrs (P)	
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set nine questions in all, selecting two questions from each unit and one compulsory.			
Instructions for the Candidate: The candidates will attempt five questions in all, selecting one question from each unit and the compulsory question as well.			

Unit	Topics	Contact Hours
I	Study of Indian Costumes during following periods - Indus Valley Period - Vedic Period - Kushan Period	10
II	Study of Indian Costumes during following periods - Gupta Period - Mughal Period - Mauryan & Sunga Period	11
III	Study of World Costumes during following periods - Babylonia - Greek - Egyptian	12
IV	Study of World Costumes during following periods - Byzantine - Roman - Crete	12
V*	Construction of the following garments:- - Corset dress, halters, wraps, off shoulder dress (any two) - Evening gown - One piece dress (Three different elements combination) Designing and construction of any one fashion show garment from the following:- - Ethnic wear - Western wear Project Report Presentation of Costumes of different periods Visit to Museum	30
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory - Class Participation: 05 - Seminar/presentation/assignment/quiz/class test etc.:05 - Mid-Term Exam: 10 ➤ Practicum - Class Participation: 00 - Seminar/Demonstration/Viva-voce/Lab records etc.:10 - Mid-Term Exam: NA		End Term Examination: 50 20
Part C-Learning Resources		

Recommended Books/e-resources/LMS:

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

Session: 2025-26			
Part A - Introduction			
Subject	Bachelor of Vocation in Fashion Technology		
Semester	VI		
Name of the Course	Boutique Management		
Course Code	B23-VFT-601		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A6		
Level of the course (As per Annexure-I	300-399		
Pre-requisite for the course (if any)	Senior Secondary(10+2)		
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: 1. Understand basic Introduction to Boutique management, fashion Retailing and its types. 2. Understand the Business options and plans for boutique, costing and funding agencies. 3. Know about Boutique management – types of Boutique, planning, layout and storing 4. Understand Inventory control – definition, types, importance, remedies. _____ 5*. Gain practical knowledge about Construction of Dresses		
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Max. Marks:100 Internal Assessment Marks:20(T)+10(P)=30 End Term Exam Marks:50(T)+20(P)=70		Time:3hrs (T) 4hrs (P)	
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set nine questions in all, selecting two questions from each unit and one compulsory.			

Instructions for the Candidate: The candidates will attempt five questions in all, selecting one question from each unit and the compulsory question as well.

Unit	Topics	Contact Hours
I	• Introduction to Boutique management and terminologies. • Fashion Retailing – History, Scope, Importance. • Techniques and types of retailing (Domestic & International) • Boutique market place and its role.	10
II	• Business options and plans for boutique, costing and funding agencies. • Boutique display, Exterior of Boutique, Illumination, Masking and Proscenia, Mannequins and 3D Dressing. • Props & promotions on floor. • Visual merchandising and color pallets.	11
III	• Boutique interior planning – Boutique interiors and display locations • Fixture & dressings, purchase display systems for boutique interior planning • Boutique management – types of Boutique, planning, layout and storing	12
IV	• Inventory control – definition, types, importance, remedies. • Buying for boutique, Pricing merchandise and hiring. • Effective Sales techniques, Boutique operations, Brand Building, Competitive strategies and survey, market research, trade shows, Exhibitions, Fashion shows, Trade organizations.	12
V*	Construct at least 5 garments in the Boutique using following steps: • Designing • Sourcing • Marking • Cutting • Stitching • Finishing • Cost sheet	30

Suggested Evaluation Methods

Internal Assessment: ➤ Theory • Class Participation: 05 • Seminar/presentation/assignment/quiz/class test etc.:05 • Mid-Term Exam: 10 ➤ Practicum • Class Participation: 00 • Seminar/Demonstration/Viva-voce/Lab records etc.:10 • Mid-Term Exam: NA	End Term Examination: 50 20
---	---

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- LAURA I BLISS, Guide Visual Merchandising and Display III Edition, 1995 Fairchild Publications.
- Fashion marketing and merchandizing Manmeet Sodhia 81-272-1184-2
- Gastelino. M. Fashion Kaleidoscope, Rupa & Co. 1994.
- Gibson. G. Vedomani, Retail Management, Jaico Publishing House, Bangalore
- Elaine Stone, The Dynamics of Fashion, Fairchild Publication
- Brenda Sternquist International Retailing, Fairchild Publication, New York
- Martin. M. Pegler, Store Window No.14, No 12, Visual Reference Publishers, New York.
- Jonny Tuckers, "Retail Desire" Rotovision SA UK.
- Natalie Bray. Dress Fitting - Basic Principles and Practice, BSP Professional Book Publishers, 2nd Edition, 1991.
- Armstrong Helen Joseph. Pattern Making for Fashion Design, 3rd edition, Prentice Hall, 1999.
- Gavin Waddell. How Fashion Works. Blackwell Publishing, 2005.
- Cooklin G. Garment Technology for Fashion Designers. Blackwell Publishing, 1977.
- Encyclopedia of Sewing.
- Thomas Anna Jacob. The Art of Sewing, USB Publishers, New Delhi, 1994.
- Verma G. Cutting & Tailoring Theory, Asian Publishers, New Delhi, 1999.

Session: 2025-26			
Part A - Introduction			
Subject	Bachelor of Vocation in Fashion Technology		
Semester	VI		
Name of the Course	Fashion Merchandising & Retailing		
Course Code	B23-VFT-602		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B6		
Level of the course (As per Annexure-I	300-399		
Pre-requisite for the course (if any)	Senior Secondary(10+2)		
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: 1. Understand basic Introduction to merchandising 2. Understand working with vendor 3. Know about the Merchandise planning 4. Understand Retailing and retailing operations 5*. Gain practical knowledge about fashion markets and its segments to understand the production line and merchandising process		
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Max. Marks:100 Internal Assessment Marks:20(T)+10(P)=30 End Term Exam Marks:50(T)+20(P)=70		Time:3hrs (T) 4hrs(P)	
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set nine questions in all, selecting two questions from each unit and one compulsory.			
Instructions for the Candidate: The candidates will attempt five questions in all, selecting one question from each unit and the compulsory question as well.			
Unit	Topics		Contact Hours
I	Introduction to merchandising		10

	• Evolution of merchandising in apparel industry • Merchandising- definition and terms • Role and responsibilities of fashion buyer and merchandiser • Market center industry trend	
II	Working with vendor • Different types of buyers • Communication with buyers • Awareness of current market trends • Working with vendor & understanding vendoring concept • Organizing buying/selling activity	11
III	Merchandise planning • Importance of merchandise planning and sourcing • Importance of seasons in merchandising with respect of fabric sampling, packaging, tech pack and product development • Selection of merchandise assortment • Analyzing merchandising environment in terms of market trends, economic condition, technological advancements, competition & revolutions	12
IV	Retailing • Retail Organizational structure store; Buying, Selling, Line and • Customer identification, Customer, Planning and role of Buyer • Retail store chains –National (Ebony, Fabindia, Ritu Wears, Shoppers Stop) and International (Tommy Hilfiger, Espirit) • Store Operations, Store merchandise, Stores management, Fashion supply changes –store retailing, non store retailing	12
V*	• Study of fashion markets and its segments to understand the production line and merchandising process. • Understanding working sketches • Spec sheet • Preparation of a Prototype • Sourcing of raw materials • Sampling Garment analysis • Costing – construction of garments • Communication with clients • Inventory management	30
Suggested Evaluation Methods		

Internal Assessment: ➤ Theory ● Class Participation: 05 ● Seminar/presentation/assignment/quiz/class test etc.:05 ● Mid-Term Exam: 10 ➤ Practicum ● Class Participation: 00 ● Seminar/Demonstration/Viva-voce/Lab records etc.:10 ● Mid-Term Exam: NA	End Term Examination: 50 20
Part C-Learning Resources	
Recommended Books/e-resources/LMS: ● Chatley, Pooja., Fashion Marketing and Merchandising, Kalyani Publishers. ● Gowerk, Helen., Fashion Buying, Blackwell Science Ltd, London. ● Burns, Leslie. Davis & Bryant., Nancy. O., The Business of Fashion, Fairchild Publication, New York 2005. ● Nosenav, Jeremy. A., Apparel Merchandising: The line starts here, Fair Child, New York. ● Grren wood, Fashion marketing communication, John wiley and sons Pvt Ltd, 2013. ● Gowerk, Helen., Fashion Buying, Blackwell Science Ltd, London. ● Levy, Michael, Retailing Management, Tata Mc Graw Hill, 2008 ● Krishnakumar, M., Apparel Merchandising: An integrated approach, Abhishek publication, Chandigarh, 2010. ● Easey, Mike., Fashion Marketing, Blackwell Science Ltd, London 1995. ● Stephens, Gini, Frings, Fashion from Concept to Consumers, 6th ed. Prentice Hall, New Jersey, 1999. ● Jackson, Tim & Shaw, David, Fashion buying and merchandising management, Palgrave Macmillan publisher, London, 2008. ● Donnellan, John, Merchandise buying & management, Fairchild publication, New York, 1999.	

Session: 2025-26			
Part A - Introduction			
Subject	Bachelor of Vocation in Fashion Technology		
Semester	VI		
Name of the Course	Portfolio Development		
Course Code	B23-VFT-603		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C6		
Level of the course (As per Annexure-I)	300-399		
Pre-requisite for the course (if any)	Senior Secondary(10+2)		
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: 1. Understand basic concepts of Portfolio and of Portfolio and Types Varied Number of Portfolio. 2. Understand the Personal Philosophy and Philosophy of your education. 3. Acknowledge about client and Portfolio for job prospective 4. Understand the Portfolio Uniqueness and creativity in making a portfolio and a portfolio case. 5*. Gain practical knowledge about portfolio development and presentation.		
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Max. Marks:100 Internal Assessment Marks:20(T)+10(P)=30 End Term Exam Marks:50(T)+20(P)=70		Time:3hrs (T) 4hrs (P)	
Part B- Contents of the Course			
Instructions for Paper- Setter : The examiner will set nine questions in all, selecting two questions from each unit and one compulsory.			
Instructions for the Candidate: The candidates will attempt five questions in all, selecting one question from each unit and the compulsory question as well.			
Unit	Topics		Contact Hours

I	- Portfolio: Purpose and Scope of a Portfolio - Types of Portfolio; Varied Number of Portfolios - Process flow in fashion portfolio development	10
II	- Definition of Resume, Process of resume making - Design philosophy: Clarification of attitude towards fashion - Contents of Resume; Cover/ Title page of a portfolio; Brief information and descriptions of work; Thumbnails; Snapshots of self	11
III	- Purpose of Portfolio: Portfolio for client and Portfolio for a prospective job interview (Best looking portfolio at the interview) - Portfolio tips and tools. - Growing role of computer-aided design in the fashion industry.	12
IV	- Portfolio methodology: Sorting out the best work; placing work in logical order; Conscious choices on layout; scrapbook, magazine, small postcard samples. - Exercise imagination: Uniqueness and creativity in making a portfolio and a portfolio case; Designing a Personal Book; Separate portfolios for Illustrations, Designs etc.	12
V*	The portfolio must include. - Page of contents - Bio-data/ Resume - Each separate project should include inspiration sheet/story board and color chart with appropriate swatches. - Design collection concept - Give a name/theme to each project - Flat working drawings, detailed magnification and specification sheets, Line planning, fabric consumption. - Internship project is absolutely mandatory. It is very important to show designs applicability for the craft. - Any other creative graphic work, photography done, should be included. Make a CD:- A digital version of portfolio, PDF file.	30
Suggested Evaluation Methods		

Internal Assessment: ➤ Theory ● Class Participation: 05 ● Seminar/presentation/assignment/quiz/class test etc.:05 ● Mid-Term Exam: 10 ➤ Practicum ● Class Participation: 00 ● Seminar/Demonstration/Viva-voce/Lab records etc.:10 ● Mid-Term Exam: NA	End Term Examination: 50 20
---	--

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Julia. “Highlight your skills with a Fashion Portfolio”. September 18, 2013. Accessed 12 August 2017 <https://www.craftsy.com/blog/2013/09/creating-a-fashion-portfolio/>
- Griffith College. “Fashion Portfolio Examples and tips for Design Courses at College”. November 25, 2014. Accessed 12 August 2017 <https://www.griffith.ie/blog/portfolio-tips-fashion-and-design-courses-college>
- Griffith College “Portfolio Brief”. Accessed 12 August 2017
- https://www.griffith.ie/sites/default/files/storage/uploads/GCD_Portfolio_Brief_2016.pdf
- De Montfort University. “Contour Fashion application portfolio advice – Your portfolio”. Accessed 12 August 2017 <http://www.dmu.ac.uk/study/courses/undergraduate-courses/contour-fashion-ba-degree/contour-fashion-ba-degree-application-portfolio-advice.aspx>
- Sarkar, S. “The Design process in fashion product development”. Accessed 12 August 2017 <http://www.fibre2fashion.com/industry-article/5723/the-design-process-in-fashion-product-development?page=2>
- Wikihow. “How to prepare a Fashion Design Portfolio”. Accessed 12 August 2017 <http://www.wikihow.com/Prepare-a-Fashion-Design-Portfolio>
- Tran, L. “Fashion Sketchbook with fashion design drawings & fabric samples; fashion designer’s process”. Fashion International Journal. Accessed 13 August 2017 <https://in.pinterest.com/pin/469500329875415402/>
- Huxtable, A. “Fashion Design Explore – Research A”. February 3, 2011. Accessed 13 August 2017

Session: 2025-26			
Part A - Introduction			
Subject	Bachelor of Vocation in Fashion Technology		
Semester	VI		
Name of the Course	Media and Communication		
Course Code	B23-VFT-604		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M6		
Level of the course (As per Annexure-I	300-399		
Pre-requisite for the course (if any)	Senior Secondary(10+2)		
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: 1. Understand basic concept of One way and two way communication 2. Understand the Written communication 3. Know about Visual communication 4. Understand Communication in practice 5*. Gain practical knowledge about preparation of oral presentation and business letters		
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Max. Marks:100 Internal Assessment Marks:20(T)+10(P)=30 End Term Exam Marks:50(T)+20(P)=70		Time:3hrs (T) 4hrs (P)	
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set nine questions in all, selecting two questions from each unit and one compulsory.			
Instructions for the Candidate: The candidates will attempt five questions in all, selecting one question from each unit and the compulsory question as well.			

Unit	Topics	Contact Hours
I	One way and two way communication • Essential of good Communication, • Methods of Communication, Types of Communication, • Barriers of Communication Fashion and the communication process • Theories of fashion adoption need for promotion of fashion • Need for the communication process and communication through different media.	10
II	Written communication • Fashion writing • Creative writing • Business letters • Reporting features • Editing and printing techniques • Image management and advertising • Public relation, press laws and media ethics	11
III	Visual communication • Visual merchandising and display • Fashion photographs • Fashion shows • Multimedia.	12
IV	Communication in practice • Scripting shows • Conducting interview and reporting events • Fashion critics • Planning Public Relations campaigns • Formulating case studies • Designing catalogues ad brochure • Layout for stands in exhibition • Visualization of decor ambience, introduction to preparing short films and audio visuals, choreography of fashion event.	12
V*	Oral presentation: • Preparing a speech, delivery techniques, using the visual aids, overcoming errors in public speaking, group discussion. Interviews: • Types, stages, skills for interviewer and interviewee, interview follow-up	30

	letters and letters of acceptance and refusal. Visual communication: Planning, Recording and reporting of: • Visual merchandising and display • fashion photographs • fashion shows and multimedia Communication in practice: • Scripting shows, conducting interviews of designer's, reporting events for fashion shows, fashion critics, Introduction to preparing short films and audio visuals • Textile craft • Designers work • Event related to the field Designing & Developing messages/ advertisement for Fashion • E-mails • SMS • Local News Paper • Local T.V. • Billboards & Hoardings • Blogs or Web-Pages • Visit to media agency	
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory • Class Participation: 05 • Seminar/presentation/assignment/quiz/class test etc.:05 • Mid-Term Exam: 10 ➤ Practicum • Class Participation: 00 • Seminar/Demonstration/Viva-voce/Lab records etc.:10 • Mid-Term Exam: NA		End Term Examination: 50 20
Part C-Learning Resources		

Recommended Books/e-resources/LMS:

- Rao M. Feature Writing PHI Learning Private Ltd. New Delhi, 2009.
- Theaker A, The Public Relations Handbook, Routledge & Kegan Paul 2001.
- Meera, R., Feature Writing PHI Learning Private Ltd. New Delhi, 2009
- Theaker A, The Public Relations Handbook, Routledge & Kegan Paul 2001
- Sharam, Diwakar., Mass communication theory and practice in the 21st century, deep and deep publications, 2004.
- Matharu, Gurmit, What is Fashion Design?, Rotovision SA, Switzerland, 2010.