



CARMEL COLLEGE (AUTONOMOUS) MALA

DEGREE OF BACHELOR OF VOCATION (B.VOC)

IN

FASHION TECHNOLOGY



UNDER THE FACULTY OF SCIENCE

IN

FASHION DESIGNING

2022

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REGULATIONS

FOR THE DEGREE OF B.Voc FASHION TECHNOLOGY

1. TITLE OF THE PROGRAMME:

This programme shall be called **Bachelor of Vocational studies in Fashion Technology**

under Choice Based Credit and Semester System for Vocational Under Graduate Curriculum 2022 (CBCSSVUG2022)

2. PROGRAMME – AN OVERVIEW

Fashion Technology is considered to be a very prosperous vocational education stream not only in India but abroad as well. This is primarily because the Fashion industry has grown by leaps and bounds and that too within a decade. Fashion Technology deals with applying concepts of design, aesthetics and textile technology to clothing and its accessories. This discipline deals with the design, sketching and making of clothes and accessories.

Fashion designers ensure that the clothes and accessories they design are comfortable, aesthetic and associated with some trend. They are capable of bringing a design to life through activities such as – sketching, design, knitting, weaving and printing. Fashion industry is prone to change. It is easily influenced by time and trends. Things in fashion today won't necessarily be carried over to the next day! Come next day, some other trend will replace the existing trend. In short, fashion designers must adapt and evolve constantly. Creativity is an important part of this profession.

Fashion Designers also conduct research to understand what the audience needs. Based on their findings, they design clothing and apparel. These designs are used by the manufacturers to produce clothing and apparel for the mass market. Fashion designers also cater to the needs of individuals. This discipline not just deals with drawing and design. It also involves technical topics such as textile materials, textile technology, textile equipment, computer software (design) etc.

The present world is in need of professionals who are experts in the respective fields and hence restructuring of the curriculum should possess components as catalyst to achieve the goals. The curriculum of this programme is designed in such a way that the students are 'industry ready' at their exit point.

Broad Objectives

Upon successful completion of the programme, students will:

- Able to explore the fashion as an art form and a medium of communication and expression to meet the requirements of the Fashion industry in the country and outside.
- Acquire self and professional management skills in terms of interaction, teamwork and time constraints at a professional level.
- Demonstrate an ability to effectively communicate concepts, methods and design proposals in spoken, visual and written forms.
- Execute sophisticated rendering, design, and computer skills to illustrate concepts, communicate design development ideas, create effective presentations, and translate into technical specifications.
- Employ concepts of sustainability in global, environmental, social and economic contexts as fundamental characteristics of a comprehensive design strategies in the fashion industry.
- To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- To provide flexibility to the students by means of pre-defined entry and multiple exit points.
- To integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.
- To provide vertical mobility to students coming out of 10+2 with vocational subjects

Programme Outcomes (POs)

- PO-1 Apply various techniques of fashion designing that impact in our daily life.
- PO-2 Demonstrate innovative approaches to fashion built on knowledge and awareness of the system.
- PO-3 Forecast the style and designs that can be implemented in various textile materials and perform analysis on textile material using the different tools and methods learned.
- PO-4 Undergoing internships making the students industry background strong.
- PO-5 Entrepreneur the possibility of visual merchandising.
- PO-6 Understand the various aspects of fashion technically and thus becomes a graduate in fashion.
- PO-7 Improving the student's knowledge on fashion through practical labs.

Program Specific Outcomes (PSOs)

- PSO-1 Bachelor of Vocation (B.Voc.) Degree in Fashion Technology will acquaint students the relevant technical expertise to step into a professional world, in skills like drawing, draping, pattern making, sewing, haute couture along with training in production.
- PSO-2 Convert their designs into a garment using appropriate construction techniques.
- PSO-3 Able to know about the tools that works specific functions on textile material
- PSO-4 The programme establishes strong technical skills required to work as an innovative practicing fashion designer.
- PSO-5 Students also develop the required technical skills in custom and commercial quality garment construction as well as pattern making both manually and using computer-based design.

3. ELIGIBILITY CRITERIA FOR ADMISSION

- The admission to this programme will be as per the rules and regulations of the University for UG admissions.
- Basic eligibility for B.Voc is 10+2 and above in any stream

- 25 marks weightage in index mark shall be given to all B.Voc programmes to compute ranking of candidates who successfully completed VHSE/HSE with vocational / NSQF course general to all vocational students at Higher secondary level.
- Separate rank lists shall be drawn up for reserved seats as per the existing rules.
- Grace Marks may be awarded to a student for meritorious achievements in co-curricular activities such as Sports/ Arts/ NSS/ NCC Student Entrepreneurship.
- The eligibility criteria for admission shall be as announced by the University from time to time.

4. DURATION OF THE PROGRAMME

- **Duration** of an undergraduate programme is six semesters distributed over a period of 3 academic years.
- An **academic week** is a unit of five working days in which distribution of work is organized from Monday to Friday with six contact periods of one hour duration on eachday.
- A sequence of 18 such weeks (16 instructional weeks and 2 weeks for examination) constitutes a **semester**.

5. COURSE STRUCTURE

- **Programme** means the entire course of study and examinations for the award of a degree.
- **Courses:** Course means a segment of subject matter to be covered in a semester. This undergraduate programme includes 3 types of courses, *viz.*,
 - General Education Components (GEC):** Common course means a course that comes under the category of courses, including compulsory English and additional language courses and a set of General courses applicable for Language Reduced Pattern (LRP) programmes, the selection of which is compulsory for all students undergoing UG programmes. This programme follows the GEC of LRP (A11-A14) that comes under the Group No. 1.
 - Skill Development Components (SDC):**
 - a) This component should match the skill gap identified.
 - b) At least 50% of Skill Development Component should be allotted to practical and can grow up to 60% based on the nature of the course. The practical component can be carried out in the college and/or the industry partner premises.

iii. **Audit courses** are courses which are mandatory for a programme but not conducted for the calculation of SGPA or CGPA. There shall be one audit course each in the first 4 semesters. Audit courses are not meant for class room study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions (Question Bank). The students can also attain these credits through online courses like SWAYAM, MOOC etc (optional). The list of passed students must be sent to the University from the colleges at least before the fifth semester examination. The list of courses in each semester with credits is given below.

colleges at least before the fifth semester examination. The list of courses in each semester with credits is given below.

Semester	Courses	Credit
1	Environment Studies	4
2	Disaster Management	4
3	*Human Rights /Intellectual Property Rights /Consumer Protection	4
4	*Gender Studies/Gerontology	4

*Colleges can opt any one of the courses.

Electives: Students are permitted to take elective subjects provided along with the syllabus of the programme.

6. CREDIT

- Each course shall have certain credits. **Credit** is a unit of academic input measured in terms of weekly contact hours/course contents assigned to a course.
- A student is required to acquire a minimum of 180 credits for the completion of the UG programme which shall only be counted for SGPA and CGPA.
- The maximum credit for a course shall not exceed 5 and the minimum credit for a course is 2.
- Each subject shall have a certain number of credits assigned to it depending upon the academic load and the nature and importance of the subject.
- Audit course shall have 4 credits as per course and a total of 16 credits in the entire programme. The credit of audit course or extra credits are not counted for SGPA or CGPA.
- **Extra credits** are mandatory for the programme. Extra credits will be awarded to students who participate in activities like NCC, NSS and Swachh Bharath. Those students who could not join in any of the above activities have to undergo Calicut University Social Service Programme (CUSSP). Extra credits are not counted for SGPA or CGPA. The maximum credits acquired under extra credits shall be 4. If more Extra credit activities are done by a student that may be

7. SCHEME OF EVALUATION

The evaluation scheme for each course shall contain two parts 1) internal evaluation 2) external evaluation. 20% weight shall be given to the internal evaluation. The remaining 80% weight shall be for the external evaluation. The marks secured for internal evaluation only need to be sent to University by the colleges concerned. The internal evaluation shall be based on a predetermined transparent system involving written tests, classroom participation based on attendance in respect of theory courses and lab involvement/records attendance in respect of practical courses. Internal evaluation of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude. Components with percentage of marks of internal evaluation of theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

For practical courses - Record 60% and lab involvement 40% as far as internal is concerned. (If a fraction appears in internal marks, nearest whole number is to be taken) For the test paper marks, at least one test paper should be conducted. If more test papers are conducted, the mark of the best one should be taken. To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be notified on the notice board at least one week before the commencement of external examination. There shall not be any chance for improvement for internal marks.

The course teacher(s) shall maintain the academic record of each student registered for the course, which shall be forwarded to the University by the college Principal after obtaining the signature of both course teacher and Head of the Department. The split up of marks for Test paper and Classroom Participation (CRP) for internal evaluation are as follows.

Split up of Marks for Test paper

Range of Marks in Test paper	Out of 8 (Maximum marks is 20)	Out of 6 (Maximum marks is 15)
Less than 35%	1	1
35%- 45%	2	2
45% - 55%	3	3
55% - 65%	4	4
65% -85%	6	5
85% -100%	8	6

Split Up of Marks for Classroom Participation

Range of CRP	Out of 4 (Maximum marks is 20)	Out of 3 (Maximum marks is 15)
$50\% \leq \text{CRP} < 75\%$	1	1
$75\% \leq \text{CRP} < 85\%$	2	2
85 % and above	4	3

External Evaluation

External evaluation carries 80% of marks. All question papers shall be set by the University. The external question papers may be of uniform pattern with 80/60 marks. The courses with 2/3 credits will have an external examination of 2 hours duration with 60 marks and courses with 4/5 credits will have an external examination of 2.5 hours duration with 80 marks. The external examination in theory courses is to be conducted by the University with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners based on a well-defined scheme of valuation and answer keys shall be provided by the University. The external examination in practical courses shall be conducted by two examiners – one internal and an external, the latter appointed by the University. The project evaluation with viva also shall be conducted by two examiners – one internal and an external, the latter appointed by the University.

The model of question papers may be prepared by the concerned Board of Studies. Each question should aim at – (1) assessment of the knowledge acquired (2) standard application of knowledge (3) application of knowledge in new situations. Different **types of questions** shall possess different marks to quantify their range. A general scheme for the question paper is given below.

Question paper type 1

Scheme of Examinations:

The external QP with 80 marks and Internal examination is of 20 marks. Duration of each external examination is 2.5 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A&B. But there shall be Ceiling in each section.

Section A

Short answer type carries 2 marks each - 15 questions Ceiling – 25

Section B

Paragraph/ Problem type carries 5 marks each - 8 questions Ceiling - 35

Section C

Essay type carries 10 marks (2 out of 4)	2X10 = 20
Total	<hr/> 80

Question paper type 2

Scheme of Examinations:

The external QP with 60 marks and internal examination is of 15 marks. Duration of each external examination is 2 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A & B. But there shall be Ceiling in each section.

Section A

Short answer type carries 2 marks each - 12 questions Ceiling - 20

Section B

Paragraph/ Problem type carries 5 marks each - 7 questions Ceiling - 30

Section C

Essay type carries 10 marks (1 out of 2)	1X10 = 10
Total	<hr/> 60

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B.VOC FASHION TECHNOLOGY PROGRAMME STRUCTURE

SEMESTER I									
C. No	Course Code	Course Name	Credit	Marks			Hours		
				Int	Ext	Tot	T	P	Tot
1.1		A01 –Eng 1	3	15	60	75	3		3
1.2		A02-Eng 2	3	15	60	75	3		3
1.3		A07(3)–Hin/Mal/Arab	4	20	80	100	4		4
1.4	SDC1FT01	Basics of Textiles	4	20	80	100	4		4
1.5	SDC1FT02	Design Concepts	4	20	80	100	4		4
1.6	SDC1FT03(P)	Pattern Making- 1- lab	4	20	80	100		4	4
1.7	SDC1FT04(P)	Basics of Fashion Illustration-lab	4	20	80	100	1	4	4
1.8	SDC1FT05(P)	Garment Construction I-lab	4	20	80	100	1	4	4
1.9		Audit Course 1-Environment Studies	4						
Semester I Total			30			750	20	10	30
Job role		Assistant Fashion Designer AMH/Q1210Sampling Coordinator AMH/ Q 1801							
SEMESTER II									
C. No	Course Code	Course Name	Credit	Marks			Hours		
				Int	Ext	Tot	T	P	Tot
2.1		A03 –Eng 3	4	20	80	100	4		4
2.2		A04 –Eng 4	4	20	80	100	4		4
2.3		A08–Hin/Mal/Arab	4	20	80	100	4		4

2.4	SDC2FT06	Apparel Machinery & Equipment	4	20	80	100	4		4
2.5	SDC2FT07	History of Indian Costume	4	20	80	100	4		4
2.6	SDC2FT08(P)	Fashion Illustration- LAB	3	15	60	75		3	3
2.7	SDC2FT09(P)	Pattern making II- LAB	3	15	60	75		3	3
2.8	SDC2FT10(Pr)	Internship/ Mini project	4	20	80	100		4	4
		Audit Course 2 – Disaster Management	4						
Semester II Total			30			750	20	10	30
Job role	Packing Checker TSC/Q0501 Assistant Fashion Designer AMH/Q1210 Self- Employed Tailor AMH/Q1947								
SEMESTER III									
C. No	Course Code	Course Name	Credit	Marks			Hours		
				Int	Ext	Tot	T	P	Tot
3.1		A11 – Basic Mathematics	4	20	80	100	4		4
3.2		A12 – Professional Business Skill	4	20	80	100	4		4
3.3	SDC3FT11	History of Indian Textiles	4	20	80	100	4		4
3.4	SDC3FT12	Fashion Marketing	4	20	80	100	4		4
3.5	SDC3FT13	Textile Processing	4	20	80	100	4		4
3.6	SDC3FT14(P)	Fashion Styling and Makeup	4	20	80	100		4	4
3.7	SDC3FT15(P)	Textile Processing	3	15	60	75		3	3
3.8	SDC3FT16(P)	Garment Construction II- LAB	3	15	60	75		3	3
3.9		Audit Course 3- Human Rights Intellectual property Rights Consumer Protection	4						
Semester III Total			30	150	600	750	19	11	30

Job role	Store Manager G&J/Q8202 Garment cutter AMH/Q1501 Assistant Hair Stylist BWS/Q0201 Merchandiser AMH/Q0 901 Makeup Artist MES/Q1801
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SEMESTER IV

C. No	Course Code	Course Name	Credit	Marks			Hours		
				Int	Ext	Tot	T	P	Tot
4.1		A13-Entrepreneurship Development	4	20	80	100	4		4
4.2		A14-Banking & Insurance	4	20	80	100	4		4
4.3	SDC4FT17	Apparel Production and Quality Control	3	15	60	75	3		3
4.4	SDC4FT18	Traditional Western Costumes	4	20	80	100	4		4
4.5	SDC4FT19	World Art appreciation	4	20	80	100	4		4
4.6	SDC4FT20(P)	Draping	4	20	80	100		4	4
4.7	SDC4FT21(P)	Surface Ornamentation	3	15	60	75		3	3
4.8	SDC4FT22(Pr)	Project/Internship	4	20	80	100		4	4
4.9		Audit Course 4- Gender Studies/ Gerontology	4						
Semester IV Total			30			750	19	11	30

Job role	Hand Embroider AMH/Q1010 Measurement Checker AMH/Q0103 Quality Assessor AMH/Q1701 Production Supervisor Sewing AMH/Q210 1 Fabric checker AMH/Q0101
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SEMESTER V

C. No	Course Code	Course Name	Credit	Marks			Hours		
				Int	Ext	Tot	T	P	Tot
5.1	SDC5FT23	E1- Home Textile E2- Fashion Forecast for Indian Retail E3-Corporate Designs and Fashion Industry	4	20	80	100	4		4

5.2	SDC5FT24	Fashion Retail Management	4	20	80	100	4		4
5.3	SDC5FT25	Garment Finishing and Clothing Care	3	20	80	100	3		3
5.4	SDC5FT26	E4-Fabric Manufacturing Techniques E5-Advanced Pattern Making and Grading E6- Business Of Fashion Luxury	4	15	60	75	4		4
5.5	SDC5FT27	Environmental Textiles	4	20	80	100	4		4
5.6	SDC5FT28(P)	E4 (P)- Fabric Manufacturing Techniques E5 (P)-Pattern Making and Garment Construction IV(Adult wear) E6 (P)- Business of Fashion Luxury	3	15	60	75		3	3
5.7	SDC5FT29(P)	Computer Aided Designing (CAD)	4	20	80	100	1	3	4
5.8	SDC5FT30(P)	Portfolio Presentation	4	20	80	100		4	4
Semester V Total			30			750	20	10	30
Job role		Pattern Master AMH/Q1105 Visual Merchandiser RAS/Q0402 Retail Store Manager RAS/Q0107 Fashion Designer AMH/Q1201 Pattern Cutter LSS/Q5103 Advance Pattern Maker AMH/Q1101 Export Assistant AMH/Q 1601							
SEMESTER VI									
C. No	Course Code	Course Name	Credit	Marks			Hours		
				Int	Ext	Tot	T	P	Tot
6.1	SDC6FT31 SDC6FT32	Term paper	2	50	--	50			
		Internship & Project (900hrs.)	28						
		Internship		40	160	200		900	900
		Project		40	160	200			
Semester VI Total			30			450			900
Grand Total			180			3600			3150

Job role

Fashion Designer AMH/Q1201
Pattern Master AMH/Q1105
Visual Merchandiser RAS/Q0402
Merchandiser AMH/Q0901
Pattern Cutter LSS/Q5103
Advance Pattern Maker AMH/Q1101
Self- Employed Tailor AMH/Q1947
Sampling Tailor AMH/Q0701

SDC1FT01– Basics of Textiles

Course No: 1.4

Course Code: SDC1FT01

Course Name: Basics of Textiles

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- To create awareness regarding the variety of fibers.
- To acquire knowledge about fiber, yarn and fabric science
- Consider the importance of fiber properties
- Understanding the process of weaving and woven fabrics
- To acquire knowledge about knitting and non-woven fabrics

Course outcomes

- Gives detailed introduction on textiles fibers, their properties and structure
- Explains about the textile yarn, its classification, manufacturing process and properties
- Describes the weaving process and its types, also about Loom and its types.
- Explains about the Knitting process, its types and diagrams
- Describes about Nonwoven, its types, and manufacturing methods

Course Outline

Module 1

Introduction to textile fibers-Definition, Sources, Classification and properties of textile fibers. Natural fibers, manmade fibers, Regenerated fibers- sources and properties

15 hours

Module II

Yarn manufacturing process for short staple fibers, Spinning Process: - Ring and open end yarn spinning. Flowchart for manufacturing carded, combed yarn and folded yarn. Yarn count and Yarn twist.

15 hours

Module III

Weaving- process, types of weaves, Looms- types, General Characteristics of woven fabrics

10hours

Module IV

Introduction to Knitting – Classification, difference between warp and weft knitting, Basics of weft knitting.

10 hours

Module V

Non-woven- types, manufacturing process. Felt- properties, application, end uses

10 hours

Reference Books

- Textile fiber to fabric, Barnard P. Corbman, MacGraw - Hill International.
- Textiles Sara.J. Kadoiph and Anna L Langford, Prentice Hall.

SDC1FT02 – Design Concepts

Course No: 1.5

Course Code: SDC1FT02

Course Name: Design Concepts

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- Understanding the concepts related to the various fashion processes
- Identifying different art medias and its application
- To create an overview of elements and principles of design
- To introduce students to Fashion illustration and its importance

Course outcomes

- Describe and Identify different art medias and its application
- Describe the concepts related to the various fashion processes
- Describe the elements and principles of design
- Explain the color theory and dimensions of color
- Introduce and describe the Fashion illustration and its importance

Course Outline

Module I

Art mediums and application- pencils, color pencils, pastels, water color, acrylic color, fabric color, marker

10 hours

Module II

Elements of fashion process- Fashion origin, Evolution, Fashion cycles, fashion theories and terminologies.

15 hours

Module III

Elements of design- Line, shape, color, size, texture

Principles of design- Balance, rhythm, emphasis, harmony, proportion

Module IV

15 hours

Color theory- Prang and Munsell color system

Dimensions of color- Hue, value, intensity, color schemes, texture

10 hours

Module V

Elements of fashion illustration- Introduction to fashion illustration- History, importance, artists and illustrations of National and International repute

10 hours

Reference Books

- Elements of fashion & apparel design
- Fashion sketch book" written & illustrated by Bina Abling, Fair child publications, New York
- Inside the fashion business" 4th edition by Jeannette A Jarnow, Morianr Guerreiro& Beatrice Judelle, Mac Millan Company, New Tork.

SDC1FT03 (P) – Pattern Making -I

Course No: 1.6

Course Code: SDC1FT03 (P)

Course Name: Pattern making - I

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives:

- To provide basic skills regarding pattern drafting
- To analyze the designs and selection of pattern making principles
- Learns develop basic blocks of design
- To familiarize students with tools and methodologies of pattern making

Course outcomes

- Drafting the basic pattern set
- Describe and manipulate the darts using different methods

Course Outline

Module I

Basic Principles of flat pattern making – Tools, dress form

Model form and measurements: How to take body measurements, taking measurements on dress forms Importance and types of pattern drafting, Flat pattern drafting, draping, Standard Measurement chart

10 hours

Module II

Drafting the basic pattern set – Basic bodice front and back (Standard size US 12 or UK 12).

10 hours

Module III

Basic Trouser

5 hours

Module IV

Dart Manipulation – Using Slash and Spread technique

Single dart series – Mid shoulder dart, Center front dart, French dart, mid armhole dart and bust dart.

Double dart series: Slash and Spread Method- Waist & Side Dart, Mid Shoulder & Waist Dart, Mid Armhole & Waist Dart

20 hours

Module V

Pivotal Method

Single dart series – Mid shoulder dart, Center front dart, French dart, mid armhole dart and bust dart.

15 hours

References

- Handbook for fashion Designing, Ritu Jindal, S. Malhan, Mittal publications New Delhi
- Pleasantville (2010) – Complete guide to Sewing- The Reader’s Digest Association.Inc. – New York/Montreal,Canada

SDC1FT04 (P) -Basics of Fashion Illustration

Course No: 1.7

Course Code: SDC1FT04 (P)

Course Name: Basics of Fashion Illustration

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

On completion of this course, the student should be able to:

- To study the basics of drawing and illustration
- To learn the usage of various art mediums and color theories
- To learn the basics of fashion illustration

Course outcomes

- Gives a basic knowledge about drawing
- Learns about different mediums used for illustration
- Learns to draw fashion croquies

Course outline:

Module I

Basic line drawing- Vertical Horizontal, Diagonal, Zigzag, Dotted, Dashed

10 hours

Module II

Learning the usage of various drawing and sketching mediums- pencils, charcoal, brushes, crayons, water color and poster colors.

10 hours

Module III

Color- Color wheel, color schemes, tints and shades

15hours

Module IV

Object drawing and perspective view drawings

10hours

Module V

Basic 8 head croquie Basic 10 head croquie

Forming a fleshy figure over a stick figure.

15hours

References:

- Illustrating Fashion –Kathry McKinley, Blackwell Science
- Figure Drawing For Fashion Design – Elisabetta Drudi, The pepin.
- Julian Seaman, Foundation in fashion design and illustration

SDC1FT05 (P) – Garment Construction -I

Course No: 1.8

Course Code: SDC1FT05 (P)

Course Name: Garment Construction -I

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives:

- To enable students to avail good control over sewing machine
- To familiarize the students with, measuring, marking, cutting, sewing and finishing.
- To create an awareness of the various finishes and its application
- To teach basic construction details

Course outcomes:

- Develop stitching practice on paper and muslin
- Practice the different kinds of seams, seam finishes, hem finishes, tucks and pleats
- Practice the application of zippers, plackets and fasteners

Course Outline

Module I

Stitching practice on paper- Geometrical patterns.

Stitching practice on Muslin- Geometric patterns. (10”x10”)

15 hours

Module II

Seams: Plain, Lapped, Bound, French, Mock French, Flat fell, Turn and stitch.

Seam Finishes: Pinked, hand overcast (10”x10”)

10 hours

Module III

Hem Finishes: Hand Hemming- Visible and Invisible.

Decorative Hem- Facing, Binding.

10 hours

Module IV

Fullness: Tucks- Blind tucks, Spaced tucks, Pin tucks.

Pleats- Knife pleat, Box pleat, inverted box pleat.

Gathering, Ruffles, Godets (10”x10”)

15 hours

Module V

Plackets: Continuous placket, tailored placket, Faced Placket (10”x10”)

Fasteners: (By hand) hooks and Eye, Press Studs, Buttons and buttonholes.

Zipper application: Concealed zipper, Open ended zipper

10 hours

References

- Handbook for fashion Designing, Ritu Jindal, S. Malhan, Mittal publications New Delhi
- Pleasantville (2010) – Complete guide to Sewing- The Reader’s Digest Association.Inc. – New York/Montreal,Canada

SDC2FT06 – Apparel Machinery and Equipment

Course No: 2.4

Course Code: SDC2FT06

Course Name: Apparel Machinery and Equipments

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- To introduce students to various industrial machines
- To acquire basic skills of operating industrial sewing machines
- To provide an insight into the aspects of quality control
- To give the students an awareness regarding the equipments, their need and views in the garment industry.

Course outcomes

- Gives introduction on apparel industry and details regarding fabric spreading
- Descriptions regarding cutting machines
- Explains about the sewing machine classification and other important details
- Describes about the sewing mechanism in detail
- Explains about the stitches and seams in detail.

Course Outline

Module I

Introduction to Apparel Industry

Spreading: Types of spread, spreading equipment and tools used for spreading, spreading methods.

10 hours

Module II

Cutting Machines: Straight knife, Round knife, Band knife, Notches, Drills and Thread Makers and Dye Cutting

10 hours

Module III

Sewing machine- Classification, Basic parts of a sewing machine, presser foot types, upper and lower threading, bobbin winding

15 hours

Module IV

Sewing mechanism- Stitch mechanism and Feed mechanism, looper and spreader, needle types, bobbin and bobbin case functions

10 hours

Module V

Stitches: Properties, stitch, classes 100-600

Seams: Appearance, Performance options, Basic Sewing Machines- general sewing machine over lock-Blind

Stitching, Buttonholes-Bar tack- Button Sewing

Pressing: Introduction-Equipments

15 hours

Reference Books

- Apparel manufacturing- Sewn product Analysis, Ruth E.Glock, Grace.I Kunz
- Introduction to Clothing Manufacture- Gerry Cooklin, Om books service, New Delhi
- The Technology of Clothing Manufacture – Harold Carr and Barbara Latham, Blackwell Science (1994)
- A complete guide for sewing – Coles M Sew, Heinemann Professional Publishing, Singapore.
- Reader's digest Sewing guide, Complete Guide to Sewing 13th Edition, The Reader's Digest

SDC2FT07-History of Indian Costume

Course No: 2.5

Course Code: SDC2FT07

Course Name: History of Indian Costume

Credits: 4

Hour per week: 4

Total hours: 60

Course Objectives

- To provide the students an overview of historical costumes
- To acquaint students with different types of costumes
- To familiarize students with theory on evolution of clothing
- To enhance the student's knowledge regarding accessories and jewelry of different eras.

Course Outcomes

- Describe the origin & functions of clothing.
- Explain the Costumes of ancient Indian civilizations
- Describe the Costumes, hairstyles and headgears and jewelry of various Indian Empires

Course Outline

Module I

Origin and history of clothing

Body ornamentation-Body modification- Body scarification- Body tattooing- Body painting

Theory on Evolution of clothing :

Protection Theory (or Climate Theory)

Modesty Theory (or Shame or the Fig leaf Theory)

Adornment Theory (or Decoration Theory)

Combined need Theory

15 hours

Module II

Clothing-Functions and Importance

10 hours

Module III

Costumes of ancient Indian civilizations: Indus Valley Civilization, Vedic age and Mesopotamian

10 hours

Module IV

Costumes of various Indian Empires- Mauryan, Kushans, Guptas (Costumes, hairstyles, headgears and jewelry)

15 hours

Module V

Indian Jewellery – Jewelleries used in the period of the Pallava and Chola Period, Symbolic Jewellery of South India, Mughal period.

10 hours

References

- Aishwariya, S.,Dr. (2018). A review on the history, theories, and early forms of fashion and clothing. International journal of Engineering Sciences and Research Technology 7(7), 270-275.
- The costumes and textiles of India – Jamila Brij Bhushan, D B Taraporevala Sons & Co, Bombay ,1958.
- Indian Costume –G.S. Ghurye, Popular Prakashan Pvt Ltd, India ,1967.
- Indian Jewellery – M.L Nigam, Lustre Press Pvt Ltd ,India ,1999.
- Francois Boucher, 20,000 Years of Fashion the History of Costume and Personal Adornment
- DK Fashion: The Definitive History of Costume and Style.
- Jamila BrijBhusan Master piece of Indian jewellery, Taraporevala- Bombay,1979
- Roshen Alkazi, (2006). Ancient and Medieval Indian Costume, Vol. I and II Art Heritage

SDC2FT08 (P) –Fashion Illustration

Course No: 2.6

Course Code: SDC2FT08 (P)

Course Name: Fashion Illustration

Credits: 3

Hours per week: 3

Total hours: 45

Course Objectives:

- To strengthen the croquis and drawing skills
- To familiarize students with various fashion poses required for fashion illustration.
- To learn different garment details

Course outcomes

- Study about different perspective drawings and ornaments and accessories.
- Study on different fashion figures
- Study on various style features and silhouettes.

Course Outline

Module I

Illustrating different type of ornaments, accessories and hairstyles

5 hours

Module II

Poses of fashion figures- straight pose, side pose, back poseDeveloping figures in different body actions

10 hours

Module III

Illustrating pattern details- pockets, sleeves, yokes, skirts, trousers, tops etc. Illustrating details of ruffles, cowls, draping, gathers, pleats and flounces.

10 hours

Module IV

Basics types of silhouettes- A-line, mermaid, empire, tubular, asymmetrical and tent

10 hours

Module V

Analysis and drawing of any designer wear

10 hours

Reference book:

- Ireland Patrick John, Fashion Design Drawing & Presentation, Children, Men
- Ritu, Fashion Design illustrations
- Zeshu Takamura, Fashion Illustration Techniques: A Super Reference Book for Beginners

SDC2FT09 (P) – Pattern Making -II

Course No: 2.7

Course Code: SDC2FT09 (P)

Course Name: Pattern Making -II

Credits: 3

Hours per week: 3

Total hours: 45

Course Objectives

- To learn drafting of basic patterns
- To learn drafting of various skirts and sleeve variations

Course outcomes

- Drafting patterns of Basic Bodice
- Drafting patterns of various types of Skirts
- Drafting pattern of different types of Sleeves and collars

Course Outline

Module I

Drafting pattern of following: basic skirt and basic sleeve

10 hours

Module II

Drafting patterns of the following Skirts- A- line skirt and Gathered skirt

10 hours

Module III

Drafting patterns of the following Sleeves- Puff sleeve and Circular sleeve

5 hours

Module IV

Drafting pattern of the following Collars- Mandarin and peter pan collar

10 hours

Module V

Drafting pattern of tent dress

10 hours

Reference Books

- Armstrong H.J (2006)- Pattern Making for Fashion Design – Prentice Hall- New Jersey.
- Natalie.B (1987)- Dress Fitting – Om Books Service – New Delhi.
- Holman.G (2013) – Pattern Cutting Made Easy B.T Batsford Ltd. London.

SDC2FT10(Pr) – Internship/ Mini project

Course No: 2.8

Course Code: SDC2FT10 (Pr)

Course Name: Internship/ Mini project

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- To enhance the creativity of students
- To enhance designing skills of students
- To enable students to increase their skill in designing, drafting and constructing designs using their creativity and interest.

Course outcomes

- Design the garments by self
- Draft patterns according to designs
- Construct the garments
- Embellish the garments

Course Outline

- Design, draft and construct the following garments
 1. Skirt
 2. Top with sleeve

- Students are required to design garments (10 each) from which one will be selected
- Drafting and construction of the selected garment

SDC3FT11– History of Indian Textiles

Course No: 3.3

Course Code: SDC3FT11

Course Name: History of Indian Textiles

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives:

- To introduce students to the various traditional textiles of India and to give an understanding of their contemporary status.
- To create awareness about the different embroidery of India.
- To create awareness about the different resist dyed textiles of India.
- To create awareness about the different printed textiles of India.
- To understand the origin of technique and design with reference to colours, motifs of different hand-woven textiles.
- To study the design and constructional details of textiles & costume of India

Course Outcomes

- Describe various costumes of different states of India
- Explain traditional textiles and design techniques of India
- Explain traditional embroideries of India
- Describe regional costumes of Indian states

Course Outline

Module I

Resist Dyed Textiles - Origin – Importance- Types

Patola (Gujarat) – Bandha (Odisha) – Telia Rumal (Andhra Pradesh) – Bandhani (Gujarat) – Bandhej and Leheriya (Rajasthan) – Pochampalli Ikats.

10 hours

Module II

Printed Textiles – Introduction- Printing Process- Printing Equipments

Bagru – Sangneri – Kalamkari – Ajarakh Print – Bagh

10 hours

Module III

Hand Woven Textiles

Saris – Banaras Brocades, Baluchari Sari, Jamdani Sari, Paithani Sari, Kanjeevaram Sari, Chanderi.

Shawls – Pashmina Shawls, Kullu & Kinnaur Shawls and Naga Shawls

10 hours

Module IV

Traditional Embroideries

Kashida – Jammu & Kashmir

Phulkaari – Punjab

Kutch and Kathiawar – Gujarat

Kasuti – Karnataka

Chikankari – Lucknow

Kantha – Bengal

Chamba Rumal – Himachal Pradesh

15 hours

Module IV

Study of regional costumes of Indian states in relation to fabrics, motifs and related accessories of:

Northern (Jammu and Kashmir, Punjab, H.P)

Western (Gujarat, Rajasthan)

Eastern (Nagaland, Manipur, Meghalaya, Sikkim, West Bengal)

Central (Maharashtra, Madhya Pradesh)

Southern (Andhra Pradesh, Tamil Nadu, Karnataka, Kerala)

15 hours

Reference Book:

- Indian Textiles – by John Gillow and Nicholas Barnard, Om Books International, New Delhi
- The Sari – by Linda Lynton, Thames and Hudson Ltd. London
- Textiles and Crafts of India – Arunachal Pradesh, Assam, Manipur, National Institute of Fashion Technology, Prakash Books, New Delhi
- Indian Costume, Coiffure and Ornament – Sachidananda Sahay – Coronet Books
- Fashion Styles of Ancient India – R P Mohapatra – B R Publishing Corporation.
- Indian Costume – G S Ghurye – Popular Prakashan
- History of Indian Costume – Roshan Alkazi

SDC3FT12– Fashion Marketing

Course No: 3.4

Course Code: SDC3FT12

Course Name: Fashion Marketing

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- To increase awareness of the students regarding marketing
- To study and analyze the fashion market
- To understand the concept of marketing
- To create awareness regarding marketing management

Course outcome:

- Describes Fashion Marketing, marketing concepts, and marketing managements
- Describes marketing, marketing mix, marketing research and buying behaviour
- Explains the different kinds marketing strategies
- Describes the concepts of marketing and types
- explains fashion marketing in India

Course Outline

Module I

Introduction to marketing, objectives, scopes, importance of marketing. Buying behavior and buying process. Market segmentation and target marketing

15 hours

Module II

Marketing-types, four p's, marketing mix, marketing research, marketing purpose, marketing procedure, application

15 hours

Module III

Introduction to fashion marketing, definition, importance, elements, key aspects of fashion marketing. fashion marketing strategies.

10 hours

Module IV

Marketing management, role of a marketer, domestic market environment, export market environment. International market environment.

10 hours

Module V

History of fashion marketing, present fashion marketing scenario in India. Role of a fashion marketer.

10 hours

Reference Books

- Fashion marketing, Mike Easey, Blackwell science
- Fashion marketing and merchandising, ManmeetSoudiya
- Posner.H (2015)- Marketing Fashion – Laurence King Publishing – London.
- Fringes G.S (1999) - Fashion From Concept to Consumer –Prentice Hall –New Jersey
- Kincade.D.H,Gibson.F.Y(2010)-Merchandising of Fashion Products-Dorling Kindersley India Pvt Ltd-South Asia.

SDC3FT13 –Textile Processing

Course No: 3.5

Course Code: SDC3FT13

Course Name: Textile Processing

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- To give an understanding about the processes involved in the production of fibers, yarns and fabrics along with their dyeing and printing

Course outcomes

- Introduction on textile wet processing
- Different types of dyeing processes
- Introduction to textile printing
- Study on various textile printing methods
- Explains various textile finishing processes

Course Outline

Module I

Preparatory Process in Wet Processing:

Singeing, Desizing, scouring (Kierboiling, J box), Bleaching and Mercerization.

10hours

Module II

Dyeing: Different types used for Cellulosic, Protein and Synthetic fibers Dyeing methods of Cellulosic fiber with Reactive and Vat dyes. Dyeing of Polyester with Disperse dyes. Natural dyes.

Brief Introduction to Hank dyeing, Beam dyeing, Jigger dyeing, Winch dyeing and Padding Mangle.

15 hours

Module III

Chemical composition and properties of Wetting agents, Softeners, Detergents, Leveling agents, Carriers, Bleaching agents, Thickeners and Binders. Eco-friendly chemicals

10 hours

Module IV

Printing: Methods of textile printing

Direct Printing – Block Printing, Roller Printing, Screen Printing, Stencil Printing, Transfer Printing, Duplex Printing and Warp Printing

Resist Printing – Batik, Tie & Dye and Ikat

15 hours

Module V

Fabric and Garment Finishing: Basic and Functional Finishes. Water Repellency, Water Proofing, Flame Retardant, Anti shrinkage, Stiffening, Glazing, Embossing and Moireing.

10 hours

References

- Dyes and Dye intermediates by NIIR Board of consultants and Engineers
- Textile Finishing, W.S. Murphy, Abishek publications
- NIIR Board of Consultants & Engineers, The Complete Technology Book on Textile Spinning, Weaving, Finishing and Printing
- Natural Dyes and their Application to Textiles, Gulrajani M.L. and Gupta, D. (1982), IIT Delhi.
- Fundamental Principles of Textile Processing-Shenai. V.A. (1984); Vol. IX, I Edition, Sevak Pub.
- Evaluation of Textile Chemicals-Shenai, V.A. and Mehra, R.H. (1984); Vol. VIII, Sevak Pub
- Chemistry of Organic Textile Chemicals-Shenai, V.A. and Saraf, N.M., Sevak Pub Chemistry of Organic Textile Chemicals-Shenai, V.A. and Saraf, N.M., Sevak Pub.
- Textile Chemistry, Paters R.H, Elsevier Publishing , 1967

SDC3FT14 (P) Fashion Styling and Makeup

Course No: 3.6

Course Code: SDC3FT14 (P)

Course Name: Fashion Styling and Makeup

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- To study and explore various makeup styles
- To understand the concept of fashion styling
- To get an overview on the beauty and skincare industry
- To learn about different hair treatment

Course outcomes

- Explore various hair styling and hair dressing
- Doing makeup on the basis of a selective theme
- Explore the beauty and skin care
- Explain the Fundamentals of Makeup, Hair Styling

- Describe the Fashion styling

Course Outline

Module I

Introduction to the beauty industry. Study of Professional Hand Care, Foot Care, Skin Care

15 hours

Module II

Fundamentals of Makeup, Hair Styling, Professional Hair Dressing and Professional Makeup

15 hours

Module III

Basic hair care treatment (hot oil dandruff treatment, hair spa, henna)

10 hours

Module IV

Introduction to Fashion styling. Roles of a Stylist. Skills needed for a fashion stylist. Importance of fashion styling

10 hours

Module V

Types of styling- Editorial Fashion Styling, Commercial styling, Personal/ Celebrity styling, Fashion show styling, Merchandise styling

10 hours

Reference Books

- Encyclopedia of Fashion accessories -Phyllis Tortora Fairchild
- Fashion Sketchbook–Abling Fairchild
- Ellinwood. J G (2011)-Fashion By Design- Fairchild Books – New York
- John Peacock, " The complete 20th Century Source Book", Thames and Hudson, London, 2000
- Shoes -Fashion and Fantasies, Thames and Hudson, 1989
- Fashion Styling. Jacqueline McAssey
- Developing a Fashion Collection. Elinor Renfrew

SDC3FT15 (P) –Textile Processing

Course No: 3.7

Course Code: SDC3FT15 (P)

Course Name: Textile Processing

Credits: 3

Hours per week: 3

Total hours: 45

Course Objectives

- To enable students to carry out the various steps involved in textile wet processing

Course outcomes

- Learns to desize of cotton
- Learns to Scouring of cotton
- Learns to bleaching of cotton
- Textile dyeing using direct dyes, reactive dyes, vat dyes and sulphur dyes
- Block printing and screen printing

Course Outline

Module I

Desizing of cotton yarn/cloth 10hours

Module II

Scouring of cotton yarn/cloth 10hours

Module III

Bleaching of cotton yarn/cloth 10hours

Module IV

Dyeing with direct dyes

Dyeing with reactive dyes-cold

Dyeing with vat dyes

Dyeing with sulphur dyes 10hours

Module V

Block printing and Screen printing 5hours

Reference Books

- Arthur Courtney Hayes, Experiments in wet processing textile fibres: A laboratory manual supplementing a comprehensive course in textile chemistry
- Booth J.E. Principle of textile testing, Butter Worths, London, 1983.
- Grosicki Z.J. Watsons Advanced Textile design and colour Newness Butterworths, London, 1975.
- Watsons Textile design and colour Newness Butterworths, London, 1975

SDC3FT16 (P) –Garment Construction-II

Course No: 3.8

Course Code: SDC3FT16 (P)

Course Name: Garment Construction-II

Credits: 3

Hours per week: 3

Total hours: 45

Course Objectives

- To learn the construction of various skirts
- To learn the construction of different collars and sleeves
- To increase the student's skill in garment construction

Course outcomes

- Learns to construct various skirts
- Learns to construct different collars
- Learns to construct different sleeves

Course Outline

Module I

Construction of the following: basic skirt

10 hours

Module II

Construction of the following Skirts- A- line skirt, Gathered skirt

10 hours

Module III

Construction of the following Sleeves- Puff sleeve and Circular sleeve

5 hours

Module IV

Construction of the following Collars- Mandarin and peter pan collar

10 hours

Module V

Construction of tent dress

10 hours

Reference Books

- Armstrong H.J (2006)- Pattern Making for Fashion Design – Prentice Hall- New Jersey.
- Natalie.B (1987)- Dress Fitting – Om Books Service – New Delhi.
- Holman.G (2013) – Pattern Cutting Made Easy B.T Batsford Ltd. London.
- Pleasantville (2010) – Complete guide to Sewing- The Reader's Digest Association.Inc. – New York/Montreal,Canada.

SDC4FT17 – Apparel Production and Quality Control

Course No: 4.3

Course Code: SDC4FT17

Course Name: Apparel Production and Quality Control

Credits: 3

Hours per week: 3

Total hours: 45

Course Objectives

- To give the student an awareness regarding the various departments that function in an apparel industry
- To provide an insight into the aspects of quality control in the Industry

Course Outcomes

- Gives a detailed description on various departments of apparel industry
- Describe the process in fabric department
- Understand the terms of quality control and explain various international standards
- Explain about quality parameters of yarn and fabric and describe the term inspection
- Gives detailed description on certification in apparel industry

Course Outline

Module I

Departments of apparel industry, Apparel manufacturing process, flow chart

10hours

Module II

Fabric department – fabric checking, Fabric defects, Nature of package, Use and importance of marker, Methods of marker planning, Cutting- causes of defects in cutting, Bundling and Ticketing
Finishing department- care labelling, ironing and packaging

10hours

Module III

Quality control –quality control and quality assurance, quality department, Standards – definition and benefits of standards, various international standards.

10hours

Module IV

Quality parameters of yarn and fabrics

Textile Testing –various tests – yarn/ fiber, testing laboratories. Inspection, types of inspection, acceptable quality level.

10hours

Module V

Certification in Apparel Industry: - Social Accountability – 8000 (S.A 8000), International Standard Organization (I.S.O), World Responsible Apparel Production (WRAP), Total Quality Management (TQM).

5 hours

Reference Books

- Chuter.A.J- Introduction to Clothing Production Management- Blackwell Science Publishing Ltd- Australia.
- Mehta.P.V- An Introduction to quality Control for the apparel industry – Blackwell Science Publishing Australia.

- Cooklin.G (2006)-Introduction to Clothing Manufacture- Blackwell Publishing Ltd UK, Australia
- Cooklin.G (1997)- Garment Technology for Fashion Designers- John wiley& sons ltd, Blackwell Science publishing ltd –United Kingdom, Australia

SDC4FT18 – Traditional Western Costumes

Course No: 4.4

Course Code: SDC4FT18

Course Name: Traditional Western Costumes

Credits: 4

Hours per week: 4

Total hours: 60

Course objective:

- To provide the students an overview of history of western costume
- To enhance the student’s knowledge regarding accessories and jewelry of different eras.

Course outcome:

- Studies about various asiatic empires
- Learns about traditional costumes and accessories of different western countries

Course outline:

Module I

Costumes, Hairstyle, Footwear and Accessories Asiatic Empires – China, Japan

15 hours

Module II

Costumes and accessories of Greek and Roman

10 hours

Module III

Costumes and accessories of Egypt and Mesopotamia

10 hours

Module IV

Costumes and accessories of French - first quarter, second quarter and third quarter

10 hours

Module V

Costumes and accessories of America and Italy

15 hours

References

- Fashion in the western world – Doreen Yarwod – Trafalgar Square
- History of Fashion – Kenneth – Black and Garland
- Western World Costume – an outline history – Carolyn G Bradely – Dover Publications
- A History of Fashion – Douglas Gorsline

SDC4FT19- World Art Appreciation

Course No: 4.5

Course Code: SDC4FT19

Course Name: World Art Appreciation

Credits: 4

Hours per week: 4

Total hours: 60

Course objective:

- To give an awareness about Art
- To provide knowledge about different forms of art
- To give an awareness to the students of Indian and Western Art

Course outcome:

- identify and describe the elements and principles of art
- Explains about different kinds of Indian and western paintings
- Explains about modern art

Course outline:

Module 1

Art appreciation:

Art- definition, importance, elements and principles.

10 hours

Module II

Different forms of art: painting, literature, music, sculpture, architecture, fashion, theater and film

10 hours

Module III

Indian Cave Painting

Painting of India – Ajanta, Ellora, Bagh, Sittanvasal, Bhimbetka, Rajput Painting, Mughal Painting, Pittoro Painting, Madhubani Painting, Pahari Painting, Warli painting, Pattachitra, Mysore Painting, Tanjore Painting, Kerala Murals, and Kalamkari

15 hours

Module IV

Ancient World Painting

World Prehistoric art – Paleolithic, Egypt, Greece & Rome: ‘Classical’ art. Middle Ages

Byzantine Art & Christianity art, Islam art, Medieval European Art – Gothic and Renaissance art

15 hours

Module V

Modern Art

Neoclassicism, Romanticism, Realism, Impressionism, pointillism, Symbolism, Art Nouveau, Cubism, Futuristic, Art deco, Surrealism, Expressionism, Fauvism, Abstract art, Art Deco, Pop art, kinetic art, Op art, Graffiti, and Contemporary art.

References books:

- History of Art (sixth edition) - H.W Janson /Anthony .F.Janson - Prentice Hall College division
- One Hundred Drawings -Gustav Klimt
- Art Of The Renaissance - Peter - Thames and Hudson, UK
- Indian Painting – The Great Mural Tradition – Mira Seth – Mapin Publisher, Ahmedabad.
- Encyclopedia of Indian Painting – Rakesh Kumar – Anmol Publishing, New Delhi.
- Indian Miniature Painting – Dr.Daljeet – Brij Basi, Noida

SDC4FT20 (P) – Draping

Course No: 4.6

Course Code: SDC4FT20 (P)

Course Name: Draping

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- To give an overview on the basic principles and tools of draping
- To teach the students to interpret and analyze complex drapes.
- To enable students to create their original designs on a three-dimensional form using draping method.

Course outcomes

- Understand basic principles and tools of draping
- Interpret the basic dress foundation
- Analyse dart manipulations and explore dart equivalents
- Drape different kinds of necklines and sleeves
- Explore bodice style and skirts

Course Outline**Module I**

- Fabric characteristics and terms.
- Dress form: Preparation, Measurement and Tools.
- Draping principles and techniques.

10 hours

Module II

Basic dress foundation:

- Front and Back bodice

- Basic skirt 10 hours

Module III

- Dart manipulations 10 hours

Module IV

- Neckline variations- raised, cowl 15 hours

Module V

- Bodice styles : Classic princess drape
- Skirts: A-line, Skirt with gathered waist line. 15 hours

Reference Books

- Draping for apparel design –Helen Joseph-Armstrong
- The art of fashion draping –Connie Amaden-Crawford
- Draping for fashion design-Hilde Jaffe, NurieRelis
- Dress design-draping and flat pattern, hill house MS,Houghton Mifflin co London USA.
- Design through draping, Sheldon, Marhta Burgers Publishing company, Minneapolis, USA.

SDC4FT21 (P) – Surface Ornamentation

Course No: 4.7

Course Code: SDC4FT21 (P)

Course Name: Surface Ornamentation

Credits: 3

Hours per week: 3

Total hours: 45

Course Objectives

- To teach the students techniques of hand embroidery stitches.
- To make students aware of the basic fabric ornamentation techniques like fabric painting, sequins work, etc.
- To introduce the students to various traditional embroideries of India

Course outcomes

- Detailed study on various embroidery stitches
- Study on traditional embroideries
- Other surface ornamentation techniques like smocking, fabric painting etc

Course Outline

Preparation of samples for the following:

Basic Hand Stitches

1. Running stitch
2. Back stitch
3. Stem stitch
4. Split stitch
5. Chain stitch
6. Magic chain stitch
7. Herringbone stitch
8. Feather stitch
9. Buttonhole stitch
10. Chevron stitch
11. Satin stitch
12. Lazy daisy
13. French knots
14. Bullion knots

Traditional Embroidery:

1. Kutch embroidery of Gujarat
2. Kasuti of Karnataka
3. Chikankari of Lucknow
4. Kantha of West Bengal

Other techniques of ornamentation:

1. Smocking
2. Beadwork
3. Sequins work
4. Pearl work
5. Fabric painting

Reference Books

- Vaine. J (2011) – The Art of Elegant Hand Embroidery, Embellishment and Applique – Landauer Publishing – Urbandale, Iowa, USA
- Elliot. M – Painting Fabric – Henry Holt and Company – New York
- Shrijee – Indian Ethnic Textile Design – Shrijee’s Book International – New Delhi

SDC4FT22 (Pr) – Project /Internship

Course No: 4.8

Course Code: SDC4FT22 (Pr)

Course Name: Project /Internship

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- To equip students with the skill to design, draft and construct garments based on innovative themes.
- To enhance the brainstorming skills of students and to create innovative designs.

Course outcomes

- Gives them idea about the processes involved in designing a garment
- Learns about different boards used for designing
- Gives students an idea on actual internship
- Gaining industrial knowledge

Course Outline

- Theme based garment designing
- Creation of theme board (handmade)
- Illustration of the garment (on croquies and flat sketch)
- Drafting and construction of the selected design

SDC5FT23 (E1)- Home Textile

Course No: 5.1

Course Code: SDC5FT23(E1)

Course Name: Home Textile

Credits: 4

Hours per week: 4

Total hours: 60

Course objectives:

- To introduce students to various home furnishings
- To help them know the criteria for selection of home textiles

- To know the different types and varieties of home furnishing textiles

Course Outcome:

- Gives detailed introduction to home furnishing textiles
- Explains about different floor coverings and its uses
- Explains about different bedroom linen
- Gives a brief idea about different type of window treatments used

Course outline:

Module 1

Introduction to home textiles

Definition, types of home textiles (woven and non-woven) 10hours

Module II

Floor coverings: Definition, types- hard, soft and resilient; uses and care 10hours

Module III

Soft furnishing for bedrooms- definition, types of bedroom linens- bed spreads, blankets and blanket covers, pillow and pillow covers 15hours

Module IV

Door and window treatments- definition, curtain and draperies, materials used for curtain and draperies, type of curtains- Draw, tailored, pleated, café curtains, three tire curtains 15hours

Module V

Soft furnishing for kitchen linens- Definition, types

Soft furnishing for bathroom linens- Definition, types 10hours

Reference Books

- Cheryl Mendelson, home comforts the Art and science keeping house published by Scriber,New york.2005
- Hanly octopus, cushion and pillow- professional skills made easy, octopus publishing group-Newyork, 2001
- Magi McCornick Gordon, the ultimate sweing book 200sweing ideas for you & your home, Collins & Brown,London,2002.
- Anne van Wagner Childs Leisure Arts-Inc,swe-no-more Home Décor, Arkanas, U.S.A, 1993

SDC5FT23 (E2)-Fashion Forecast for Indian Retail

Course No: 5.1

Course Code: SDC5FT23 (E2)

Course Name: Fashion Forecast for Indian Retail

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- To understand the relevance of fashion forecast in the Fashion Business
- To understand the prevalence of fashion forecasting in Indian markets
- To comprehend fashion forecasting as a tool to understand consume behavior in the Indian scenario

Course Outcomes

- To study the growing Indian retail market in the context of fashion business
- Analyze the fashion trend with help of fashion forecasting tools
- Survey and predict the right color and material for any season
- Articulate the concepts, mood and develop color palettes

Module -I

Introduction to Retail in Indian Fashion Business- Fashion in the Indian context- How does Indian Fashion business understand 'change' in the context of fashion seasons, trends etc.- Techniques for detecting emerging trends.

15 hours

Module -II

Distribution of Consumer Group and Fashion Market Consumer Group- Psychographic- Demographic.

15 hours

Module -III

Fashion Market And Clothing Categories tools Of Fashion Forecasting- Consume Research and feedback- Trend Spotting.- Competitors style and data analysis- Sales Tracking and Analysis.- Observation posts.- Fashion media, publication and websites/blogs.- New Technology And other influences.

15 hours

Module IV

Elements Of Fashion In Forecasting In India – Colors- Fabric- Styles- Fit- Influence of media on markets- Change in different aspects e.g.: economical, lifestyle, attitude Etc.

15 hours

Reference Books

- Gwyneth Holland, Rae Jones, Fashion Trend Forecasting, Laurence King. Publishing, 2017
- Evelyn L, Brannon & Lorynn R. Divita, Fashion Forecasting, Fairchild Books, 2015
- Tsan-Ming Choi, Chi-Leung Hui & Yong YuK, Intelligent Fashion Forecasting Systems: Models and Applications, Springer, 2016
- Eundeok Kim & Ann Marie Fiore, Fashion Trends: Analysis and Forecasting, Berg Publications, 2011
- Chelsea Rousso, Fashion Forward: A Guide to Fashion Forecasting, Bloomsbury academic, 2012

SDC5FT23 (E3) - Corporate Designs and Fashion Industry

Course No: 5.1

Course Code: SDC5FT23 (E3)

Course Name: Corporate Designs and Fashion Industry

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- Introduce the role of corporate designs in fashion advertising and communication in terms of past, present and futures.
- To conceptualize innovative modes of presentation.

Course Outcomes

- Learns to design and develop logo
- Learns to develop plan and run own business
- Learns innovative modes of advertising and communication

Module-I

Introduction Of Corporate Design - Type of Logo- Letter Head of visitor. 15 hours

Module-II

Analysis of Existing Corporate Designs (example: Leading fashion brand, fashion designer or fashion house)

Company profile- -Historical Background-Brand Analysis- Logo history and relevancy of logo.

15 hours

Module- III

Designing Of Own Brand - Category of brand (Apparel, Accessory, cosmetic or corporate)- Name own brand or modify existing brand- Mini campaign for selected brand- Business plan for selected brand.

15 hours

Module IV

Research on existing corporate designs like history of logo

15 hours

Reference Books

- Michael Evamy, The Reference guide to Symbols & Logotypes , Corporate Identity Book , Branding Reference for designers and designer students, Laurence King Publishing,2015
- Alna Wheeler, Designing Brand Identity – An Essential Guide for the whole Branding Team, Wiley Publishing, 2012
- Peter C. Phillips, Managing Corporate Design- Best Practices for In-House Graphic Design

Departments. All worth Press Publishing, 2015.

- Radini Malinic, Book of Branding- A Guide to Creating Brand Identities for Startups and Beyond, Nuner Productions, LLC, Publishing, 2019.

SDC5FT24 – Fashion Retail Management

Course No: 5.2

Course Code: SDC5FT24

Course Name: Fashion Retail Management

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- To study about fashion retailmanagement and its importance
- To understand the various steps in store management
- To create awareness regarding store planning.

Course outcomes

- Explain about fashion retailing
- Give an explanation to Retailing
- Describe various steps in Store Management and its types, objectives
- Explain Store Design and Display
- Describe retail market strategy

Course Outline

MODULE 1

introduction to fashion retailing, Fashion retailing definition scope, fashion retail management, key roles in retail management. , types of retail management Role of retailing in merchandising, Retail environment. Importance of fashion retailing in India.

15hours

MODULE II

Introduction and Perspectives on Retailing - World of Retailing, Retail management, introduction, meaning, characteristics - Types of Retailers (Retail Formats, role of retailing, trends in retailing Problems of Indian Retailing - Current Scenario The concept of retailing) - Multichannel Retailing store channel, Catalogue channel, Internet channel

15 hours

MODULE III

Store Management: Introduction, Objectives, Location of a Store, Types of retail locations, Planning a Store Layout, Various Types of Store Layouts, Grid layout, Forced-path layout, Free-form layout, Boutique layout, Combined layout, Store Space Allocation.

10 hours

MODULE IV

Retail Market Strategy - Financial Strategy - Site & Locations (Size and space allocation, location strategy, factors Affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design.)

10 hours

MODULE V

Retail Pricing: Factors influencing retail pricing, Retail pricing strategies, Retail promotion Strategies. different retail operations. Functions performed by a retailer. Role of retailing in merchandising

Reference Books

- Swati Bhalla & AnuraagSingha fashion retailing
- Retailing Management. Michael Levy, Barton Weitz, Dhruv Grewal
- Retail Management | Thirteenth Edition | By Pearson
- Gibson, G. Vedomani, Retail Management, Jaico Publishing House, Bangalore
- Brenda Sternquist, International Retailing, Fairchild Publication, Ne
- Retail Management | Thirteenth Edition | By Pearson

SDC5FT25 – Garment Finishing and Clothing Care

Course No: 5.3

Course Code: SDC5FT25

Course Name: Garment Finishing and Clothing Care

Credits: 3

Hours per week: 3

Total hours: 45

Course Objectives

- To get an overview on care of various types of garments
- To study the types of treatments and processes involved in garment care

Course outcomes

- Study on the hardness & softness of water and regarding the soaps & detergents
- Explains about the various stiffening agents.
- Study on various laundry & ironing equipment

- Describes about the washing process and washing equipment
- Study on special laundry items and stains

Course Outline

Module I

Water- hard and soft water, methods of softening water. Laundry soaps – Manufacture of soap (Hot process, cold process), composition of soap, types of soap, detergent manufacture, advantages of detergents.

10 hours

Module II

Finishes – Stiffening Agents – Starch (cold water and hot water), preparation of starch. Laundry blues, their application.

5 hours

Module III

Laundry equipment – for storage, for steeping and Washing – Wash board, suction washer, wash boiler, washing machine. Drying equipment's – outdoor and indoor types. Irons and ironing board – types of iron (box, flat, automatic, steam iron). Ironing board – different types.

10 hours

Module IV

Principles of Washing – suction washing, washing by kneading and squeezing, washing by machine - Process details and machine details.

10 hours

Module V

Dry cleaning – using absorbents, using grease solvents.

Stain removal – food stains, lead pencil, lipstick, mildew, nose drops, paint, perfume, perspiration / mildew, tar, turmeric and kum- kum.

Care labels – washing, bleaching, Drying, ironing and different placements of label in garments.

10 hours

Reference Books

- Singer Sewing, Clothing Care and Repair (Singer Sewing Reference Library)
- Fabric care, NoemiaD'souza, New Delhi
- Textile Finishing, W.S.Murphy, Abishek publications

SDC5FT26 (E4) – Fabric Manufacturing Techniques

Course No: 5.4

Course Code: SDC5FT26 (E4)

Course Name: Fabric Manufacturing Techniques

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- To enable the students to gain knowledge of different weaving machines and weaving mechanism
- To enable the students to analyze different types of weavpatterns
- To learn to set the sample looms and weave different samples
- To acquire knowledge of the different types of fabric structures and designs and be able to prepare woven designs with suitable draft and peg plan

Course outcomes

- Gives knowledge about different types of weave structure
- Learns to set sample looms and weave

Course outline

Module I

Elements of woven design - Weaving- Idea of cloth formation on loom- Brief introduction to working of different types of loom. Basic operations in weaving.

10hours

Module II

Idea of fabric structure- Methods of fabric representation; repeat of weave; drafts; requirements of drawing in; weaving plan; lifting plan. Relationship between weave; draft and lifting plan. Construction of weaving plan from a given weave; construction of weave from a given draft and lifting plan; construction of draft from a given lifting plan and weave.

15hours

Module III

Construction of elementary weaves- General characteristics of plain weave, twill weaves, satin and sateen weaves; irregular sateen and satins.

10hours

Module IV

Development of weave from elementary basis:

Weaves constructed on plain base-Introduction, warp and weft ribs, hopsack and mat or basket weaves

Weaves constructed on twill basis- Introduction, balance and unbalance twill, angle of twill, herringbone twill,

Broken twill, transposed twill, elongated twill, diamond twill and waved twill.

Weaves constructed on satin or sateen bases: - simple developments; extension of sateen weaves.

15hours

Module V

Other weaves – Diamond and Diapers, Crepe, Honeycomb, Huckaback, Mockleno, Bedford cord, Welts and Pique.

10hours

Reference Books

1. Watson Textile Design and Colour – Grosiki, Z.J, Newness Butter Worths.
2. Advance Textile Design – William Watson, Longmans Green and Co.Ltd.
3. Weaving Mechanisms – K.T Aswani Mahajan Book Distributors, Ahmedabad.
4. Weaving Calculations – R. Sengupta, Taraporewale Sons and Co., Bombay
5. Woven Cloth Construction – Robinson and Mark, Butter Worth and Co.Ltd, London.
6. Elements of weaving – Thorpe, Azaba, Doubleday and Co.New York.
7. Weaving Technology – Kulkarni M.M., Virinda, Publications, Jalgaon.
8. Handloom Weaving – Amalsar D.M.
9. Fabric Structure and Cloth Analysis – Amalsar D.M.
10. Textiles – Fibre to Fabric – B.P. Corbman

SDC5FT26 (E5) – Advanced Pattern Making & Grading

Course No: 5.4

Course Code: SDC5FT26 (E5)

Course Name: Advanced Pattern Making and Grading

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- To introduce advanced pattern making techniques
- To provide more advanced and complex concepts to the pattern-making discipline.
- To teach industrial methods of pattern grading.

Course Outcomes

- Learns to develop advanced pattern and grading techniques
- Understand the basic principles of grading
- Explains about different types of manual grading

- Explains about fitting and alterations

Course Outline

Module- I

Introduction to advanced pattern making techniques and grading

15hours

Module-II

History of Grading, sizing survey of the market (Anthropometrical Research), body analysis, grading terminology. Principles of Grading, Working methods, Introduction to Nest or Stack grade method

15hours

Module III

Manual grading- Introduction to manual grading- grading concepts, zero point, type of grading methods.

15hours

Module IV

Fitting & alterations- Definition, Basic principles of fitting techniques, causes of poor fit, principles of pattern alterations, alteration of pattern for irregular figures

15hour

Reference Books

1. Patternmaking for fashion design : Armstrong, Helen Joseph, Harper& RowPublications
2. Grading for the fashion Industry – Patrick.J.Taylor& Martin Shobhen, Neson Thomas Pattern Grading for women’s clothes – Gerry cooklin, Black wellscience
3. Pattern Grading for men’s clothes – Gerry cookion, Black wellscience
4. Pattern grading for children’s clothes – Gerry cooklin, Black wellscience
5. Handbook of fashion designing, Ritu Jindal, S. Malhan, Mittal publications, NewDelhi

SDC5FT26 (E6) – Business of Fashion Luxury

Course No: 5.4

Course Code: SDC5FT26 (E6)

Course Name: Business of Fashion Luxury

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- To introduce the students to various national and international luxury brands.
- To give an overview of the business of luxury – India & International
- To define the concept of luxury products and consumer.

- To highlight the difference between old and new luxury

Course Outcomes

- Understanding the creation and positioning of brands.
- Understanding the marketing and promotion policies of brands
- An understanding of the phenomenon of luxury and the socio, economic and cultural aspects associated with it.
- Understanding the psyche and motivations of the luxury consumer.
- Interrelationship of different facets of the luxury Industry.

Course Outline

Module I

Introduction To The Concept Of Luxury -Understanding Dynamics of the Image making Industry

Concept of Luxury

Luxury products- High net worth individuals- Luxury Segments High net worth individuals- Luxury Segments.

15hours

Module -II

Relation Between Luxury And Economical Development - Real versus the imaginary-Material versus the symbolic Social versus the self- Desire versus satisfaction-Relationality versus irrelationality- Materialism versus spiritualism.

15hours

Module -III

International And National Luxury Market - Real versus the imaginary- International Trends- Indian Trends-Indian Consumer- Indian Market.

15hours

Module-IV

SWOT ANALYSIS OF LUXURY BUSINESS - Case Study of existing brand

15hours

Reference Books

- Radha Chadha & Paul Husband, The Cult of The Luxury Brand, 2006
- The Fashion Book, Phaidon Press, 1998
- A Century of Fashion, Francois Baudot, 1999
- Fashion Today, Colin McDowell, 2000
- Valerie Mendes & Amy de la Haye, 20th Century Fashion,
- World Distribution of Swiss Watch Exports, "2005", Federation of SWI FH, 2005
- Pierre Bourdieu, Distinction: A Social Critique of the Judgment of Taste, 1986
- Earnest and Young, China: The New Lap of Luxury, 2005

SDC5FT27– Environmental Textiles

Course No: 5.5

Course Code: SDC4FT27

Course Name: Environmental Textiles

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- To understand the environmental effects of the textile industry
- To understand about various ecofriendly fibers and other ecological aspects related to fashion
- To develop an Ecofriendly attitude towards fashion and product development

Course outcomes

- Study on Indian textile industry
- Study of environmental impacts on various sectors of textile industry
- Detailed study on ecofriendly textile fibres
- Explains about role of bio technology in textile sector
- Study on eco labeling

Course Outline

Module I

Indian textile industry-introduction, economic growth, over view

10 hours

Module II

Environmental impacts- production, processing, transportation, use and care, child labour. Eco factors, ethical issues

10 hours

Module III

Ecofriendly fibers (hemp, jute, ramie, bamboo, pineapple, mulberry, banana, novel fibers – spider silk, bacterial cellulose, corn fibers, fortrel, eco spun).

15 hours

Module IV

Organic cotton- production, significance, difference between organic and conventional cotton, market potential, limitations. Fabric care- Ecofriendly practices

15 hours

Module V

Eco labeling-introduction, types, aims, criteria, eco- labelling and international scenario, types of eco- labels.

10 hours

Reference Books

- Marie O' Mahoney, Advanced Textiles for Health and Wellbeing
- Allen, Carlson (2001) - Environmental Aesthetics, The Rutledge Companion to Aesthetics – Routledge, London
- Cunningham, W.P.Cooper, T.H.Gorhani, E & Hepworth, M.T.2001 Environmental Encyclopedia, Jaico Publ. House. Mumbai.

SDC5FT28E4 (P) – Fabric Manufacturing Techniques

Course No: 5.6

Course Code: SDC5FT28E4 (P)

Course Name: Fabric Manufacturing Techniques

Credits: 3

Hours per week: 3

Total hours: 45

Course Objectives

- To enable the students to gain knowledge of different weaving machines and weaving mechanism
- To enable the students to analyze different types of weave patterns
- To learn to set the sample looms and weave different samples
- To acquire knowledge of the different types of fabric structures and designs and be able to prepare woven designs with suitable draft and peg plan

Course outcomes

- Gives knowledge about different types of weave structure
- Learns to set sample looms and weave

Module I

Construction of Plain Weave

Weaves constructed on plain base- Warp and Weft ribs, Hopsack and Mat or Basket weaves

10hours

Module II

Construction of Twill Weave

Weaves constructed on twill basis- Balance and Unbalance twill, Angle of twill, Herringbone twill, Broken twill, Transposed twill, Elongated twill, Diamond twill and Waved twill.

15hours

Module III

Construction of Satin and Sateen Weave

Weaves constructed on satin or sateen bases: - simple developments; extension of sateen weaves.

10hours

Module IV

Construction of other types of weaves – Diamond Diapers, Honeycomb, Huckaback, Mock leno and Bedford

10hours

Related Experience

Analysis of different woven samples studied in theory for design, repeat, draft, peg plan and other details on inch graph paper.

Reference Books

1. Watson Textile Design and Colour – Grosiki, Z.J, Newness Butter Worths.
2. Advance Textile Design – William Watson, Longmans Green and Co.Ltd.
3. Weaving Mechanisms – K.T Aswani Mahajan Book Distributors, Ahmedabad.
4. Weaving Calculations – R. Sengupta, Taraporewale Sons and Co., Bombay
5. Woven Cloth Construction – Robinson and Mark, Butter Worth and Co.Ltd, London.
6. Elements of weaving – Thorpe, Azaba, Doubleday and Co.New York.
7. Weaving Technology – Kulkarni M.M., Virinda, Publications, Jalgaon.
8. Handloom Weaving – Amalsar D.M.
9. Fabric Structure and Cloth Analysis – Amalsar D.M.
10. Textiles – Fibre to Fabric – B.P. Corbman

SDC5FT28E5 (P) – Pattern Making and Garment Construction- IV (Adult wear)

Course No: 5.6

Course Code: SDC5FT28E5 (P)

Course Name: Pattern Making and Garment Construction -IV (Adult wear)

Credits: 3

Hours per week: 3

Total hours: 45

Course Objectives

- To help students to create patterns for adult wear category of clothing including both men's wear and women's wear
- To construct garments based on the drafted patterns

Course outcomes

- Learn to drafting and Construction of Skirt variations
- Learn to drafting and Construction of Basic Kameez, Salwar, Churidar, Choli
- Learn to drafting and Construction of a dress variation

Course Outline

Module I

Pattern drafting and Construction of Skirt variations- Circular skirt/ style variation, Panel skirt

5 hours

Module II

Pattern drafting and Construction of Basic Kameez (Straight cut or A-line)

Pattern drafting and construction of Salwar

10 hours

Module III

Pattern drafting and Construction of Churidar

Pattern drafting and Construction of Pyjama with elastic /tape attached waist

10 hours

Module IV

Pattern drafting and Construction of bodice variations- Halter Neck / off-shoulder

10 hours

Module V

Pattern drafting and Construction of Basic Choli (Blouse) - front open with waist band at front with sleeve

10 hours

Reference Books

- Zarapkaaar “System of cutting” Navneet Publications (India) Ltd., 1999.
- Sodhia.M (2007)- Garment Construction – Kalyani Publishers – Ludhiana Punjab
- Armstrong H.J (2006) - Pattern Making for Fashion Design – Prentice Hall- New Jersey.

SDC5FT28E6 (P) – Business of Fashion Luxury

Course No: 5.6

Course Code: SDC5FT28E6 (P)

Course Name: Business of Fashion Luxury

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- To introduce the students to various national and international luxury brands.

Course Outcomes

- Understanding the creation and positioning of brands.
- Understanding the marketing and promotion policies of brands.

ANALYTICAL STUDY OF TRADING UP TO NEW

List of new luxury brands for apparel and accessories

Process of brand creation

Role of celebrities in promotion of luxury brands

Research and compilation of at least six luxury brands of apparel and accessories.

Make a final report based on the Research for the same and final presentation to a jury

Scrap book and final document of brand creation

SDC5FT29 (P) – Computer Aided Designing (CAD)

Course No: 5.7

Course Code: SDC5FT29 (P)

Course Name: Computer Aided Designing (CAD)

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- To teach the students software skills essential for their design needs

Course outcomes

- Practice to Create mood board and color board
- Enable to create Flat sketch an Specification sheet
- Practice to create various textile print
- Enable to create Draping garments on croquis
- Practice to create Accessory designing

Course Outline

Module I

Creating theme board, mood board and color board

10hours

Module II

Flat sketch

Specification sheet

10hours

Module III

Textile print creation- Floral, geometrical, African and comic

10hours

Module IV

Draping garments on croquis with color rendering and background changing- Casual wear, Party wear, Formal wear

Adding Fabric swatches to Garments

15hours

Module V

Accessory designing- Footwear/ Bag/ Jewelry

15hours

Reference Books

- Computer aided design and manufacture, Bezant C.E, Ellis Horwood, England, 1983.
- CAD in clothing and textiles, Winfred Aldrich, Blackwel science, 1994.
- Computers in fashion industry, Taylor P, Heinemann publications 1990.
- Computer aided drafting and design –concept and application, Veinsinet DO, 1987.

SDC5FT30 (P) – Portfolio Presentation

Course No: 5.8

Course Code: SDC5FT30 (P)

Course Name: Portfolio Presentation

Credits: 4

Hours per week: 4

Total hours: 60

Course Objectives

- To make students understand the importance and significance of portfolios and presentations
- To help students to prepare a creative portfolio which include the best of their skills and talents.

Course outcomes

- Thematic collection of 5 garments including Theme board, mood board etc.
- Best presentable works done throughout the course

Course Outline

- A theme based portfolio presentation.
- The portfolio should have thematic collection of 5 garments and should include development of Theme board, Mood board, Color board, Logo, Illustrations and Flat sketches.
- The students also have to document all their best presentable works done throughout the course of study that portray their individual area of interest.
- The creativity of students will be judged based on the selection of theme, Portfolio preparation, Contents of portfolio, presentation skills and Material management.
- The students are required to submit the portfolio as a bound record during the external evaluation.

MODEL QUESTION PAPER
SDC1FT01- BASICS OF TEXTILES

Duration: 2.5 hours

Maximum marks: 80

Part- A

Short Answer Type Carries 2 marks each - 15 questions (Ceiling 25) (15x2 = 30)

1. Give a brief description on Animal fiber?
2. Explain any four properties of Wool fiber
3. Draw a neat diagram of L.S and C.S of Polyester fiber
4. What is a yarn?
5. What is carding?
6. What is combing?
7. What is Plain weave?
8. What is Twill weave?
9. Draw the weave structure of Plain weave
10. Describe warp knitting
11. Describe weft knitting
12. What are the types of needles used in knitting?
13. List out any four end uses of non-woven fabric
14. Which are the main 3 stages of non-woven production?
15. What are the advantages of Felt?

Part- B

Paragraph Type Carries 5 marks each - 8 questions (Ceiling 35) (8x5 =40)

1. What are the properties and end uses of non-woven?
2. What is felt, explain briefly
3. What are the differences between warp knitting and weft knitting?
4. What do you mean by weft knitting? Explain the types
5. What are the basic types of weaves, explain
6. What are the fabrics comes under Twill weave, explain
7. Draw the flow chart of combed yarn manufacturing
8. Compare between ring spinning and open end yarn spinning

Part-C

Essay Type Carries 10 marks each - Answer any TWO questions (2X 10 =20)

1. Explain the classification of yarn in detail with the help of a flow chart
2. What are the different fibre properties? Explain
3. What do you mean by a Loom, Explain the types
4. Explain the classification of knitting in detail with the help of a flow chart

SDC1FT02-DESIGN CONCEPTS

Duration: 2.5 hours

Maximum marks: 80

Part- A

Short Answer Type Carries 2 marks each - 15 questions (Ceiling 25) (15x2 = 30)

1. What are importances of the elements of design?
2. What is the difference between artist's quality and student's quality art mediums?
3. Briefly explain any two dry art mediums?
4. Describe color as an element of design?
5. How are lines incorporated in garments?
6. What are the principles of design?
7. Differentiate between tints and shades?
8. Differentiate between style and trend.
9. Give four reasons why consumers become fashion followers?
10. Describe any two stages of the fashion cycle?
11. What is the importance of fashion adoption theories?
12. 'Paper comes in a variety of sizes and qualities.' Elaborate.
13. Briefly explain classics based on its fashion cycle?
14. Describe fashion victims?
15. How does Munsell define value? What are tints and shades?

Part- B

Paragraph Type Carries 5 marks each - 8 questions (Ceiling 35) (8x5 =40) (8x5 =40)

1. What are the characteristics of water colour?
2. Differentiate between Trickle up and trickledown theory?
3. Define the following terms and give suitable examples:
(a) Classic (b) Style (c) Designer (d) Brandname
4. Elaborate on the importance of colour and texture of a design as elements of design?
5. Explain Munsell colour theory?
6. Explain the origin of colour wheel?
7. Explain the application of emphasis?
8. What is the importance of marker as an art medium? Elaborate on the types and advantages of markers

Part-C

Essay Type Carries 10 marks each - Answer any TWO questions (2x10=20)

1. Explain the importance, advantages, disadvantages and manufacturing process of pencils.
2. Elaborate on fashion cycle and its classifications?
3. Explain the elements of design?
4. Discuss on color, colour combinations, colour mixing and colour theory

SDC4FT17 – APPAREL PRODUCTION AND QUALITY CONTROL

Duration: 2 Hours

Marks : 60

Maximum marks: 60

Part – A

Short Answer Type Carries 2 marks each - 12 questions (Ceiling 20)

(12x2 = 24)

1. What is quality control?
2. Define Total Quality Management (TQM).
3. List out the international standards
4. What are the levels of standards?
5. Define tearing strength?
6. What is irregularity U%?
7. What are the quality parameters of knitted fabric?
8. List out the departments in an apparel industry?
9. Explain apparel merchandising.
10. Define spreading.
11. What is textile testing?
12. Define bundling.

Part – B

Paragraph Type Carries 5 marks each - 8 questions (Ceiling 30)

(7x5 =35)

1. Explain quality assurance in detail.
2. Write a note on ASTM?
3. Describe defects and the 3 categories.
4. Explain the quality parameters of yarn.
5. What are the principles of TQM in apparel industry?
6. What is SA 8000?
7. Explain the role of apparel merchandiser in apparel industry?
8. What are the different methods of marker planning?

Part – C

Essay Type Carries 10 marks each - Answer any

TWO questions (2x10=20)

1. Explain various international standards in detail.
2. Explain WRAP and S.A 8000 in detail.
3. What are the 4 systems used for the inspection of fabric. Explain.
4. Explain the departments in apparel industry with a flow chart