

RANCHI WOMEN'S COLLEGE

RANCHI

(Autonomous College)



Constituent Unit

of

Ranchi University, Ranchi

PG Syllabus of Fashion Designing

VOCATIONAL EDUCATION

Under Choice Based Credit System (CBCS)

2021-23

**Department of Fashion Designing,
Ranchi Women's College, Ranchi.**

A virtual meeting of Board of Studies of Department of Fashion Designing was held on 27th June 2021 at 11.30 am, through Google Meet Video call link <https://meet.google.com/cje-ryar-ggp> with following members present in the meeting,

1. Chairperson, Coordinator - Dr. Shipra Kumari
2. University Member - Dr. Manju Kumari
3. External Expert - Ms. Manisha Tirkey
4. External Expert - Ms. Khyati Munjal
5. External Expert - Mr. Mehboob Alam
6. Member Teacher - Mrs. Ratna Singh
7. Member Teacher - Mrs. Harshita Sinha
8. Member Alumni - Mrs. Amrita Kumari Pritam
9. Member Student (PG) - Ms. Swetlana Sinha
10. Member Student (UG) - Ms. Mili Sahay

Agenda- To review and approve changes in existing M. A. Fashion Designing syllabus under Choice Based Credit System, which will be implemented from July 2021- 2023 session.

Resolution- The existing syllabus of M. A. Fashion Designing under Choice Based Credit System was reviewed and following changes made were approved by members of Board of Studies.

- a. Discipline Specific Outcome, Program Outcome of Undergraduate in Fashion Designing (H) and Course Outcome has been added.
- b. Intellectual Property Right and Related Issues has been added in Research Methodology course paper no FDCC-7 offered in Semester III.
- c. The Course Number has been rearranged for convenience to exam department.
- d. The new syllabus will be implemented from July 2021- 2023 session under semester system.

1. Chairperson, Coordinator - Dr. Shipra Kumari
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SYLLABUS OF FASHION DESIGNING: Course Framework

Semester	Subject Code	Paper Name	Teach Hrs Per Week Credit	Paper Code	Total Marks.	Internal	End Sem.
SEM-1	FC	Fundamentals of Design	5	FDFC	100	30	70
	CC-1	Textile (Weaving & Knitting)	5	FDCC101	100	30	70
	CC-2	History of Fashion	5	FDCC102	100	30	70
	CC-3P	Practical Based on CC-1 & CC-2	5	FDCC103 Pr.	100	-	100
SEM-2	CC-4	World Costumes	5	FDCC204	100	30	70
	CC-5	Pattern Making & Grading	5	FDCC205	100	30	70
	CC-6P	Practical Based on CC-4, CC-5&EC-1	5	FDCC206 Pr.	100	-	100
	EC-1-A	A) Advanced Fashion Illustration (Computer)	5	FDEC201 A	100	30	70
	EC-1-B	B) International trade	5	FDEC201 B	100	30	70
SEM-3	CC-7	Research Methodology and Statistics	5	FDCC307	100	30	70
	CC-8	Textile Processing Technique	5	FDCC308	100	30	70
	CC-9P	Practical Based on CC-7 & CC-8 EC-2	5	FDCC309 Pr	100	-	100
	EC-2-A	A)Film and Theatre Costumes	5	FDEC302 A	100	30	70
	EC-2-B	B) Merchandising	5	FDEC302 B	100	30	70
SEM-4	CC10	Fashion Marketing	5	FDCC410	100	30	70
	EC-3-A	A)Boutique Management	5	FDEC403 A	100	30	70
	EC-3-B	B)Visual Merchandising	5	FDEC403 B	100	30	70
	EC-4P	Seminar and Internship (Fashion Show)	5	FDEC404 Pr	100	-	100
	FD Project	Project	5	Project	100	-	100
	Total		80		1600		

COURSE STRUCTURE OF FD (CBCS)

FIRST SEMESTER

Paper	SUBJECT CODE	NAME	NO OF CREDITS	Paper
1	FDFC-1	Fundamentals of Design	5	FDFC
2	FDCC-1	Textile (Weaving & Knitting)	5	FDCC101
3	FDCC-2	History of Fashion	5	FDCC102
4	FDCC-3P	Practical Based on FC1, CC-1 & CC-2	5	FDCC103Pr.

SECOND SEMESTER

PAPER	SUBJECT CODE	NAME	NO OF CREDITS	PAPER CODE
5	FDCC-4	World Costumes	5	FDCC204
6	FDCC-5	Pattern Making & Grading	5	FDCC205
7	FDCC-6P	Practical Based on EC-1, CC-4 & CC-5	5	FDCC206Pr.
8	FDEC-1-A	A)Advanced Fashion Illustration(Computer)	5	FDEC201A
	FDEC-1-B	B) International Trade	5	FDEC201B

THIRD SEMESTER

PAPER	SUBJECT CODE	NAME	NO OF CREDITS	PAPER
9	FDCC-7	Research Methodology and Statistics	5	FDCC307
10	FDCC-8	Textile Processing Technique	5	FDCC308
11	FDCC-9P	Practical Based on CC-7, CC-8 & EC-2	5	FDCC309Pr
12	FDEC-2-A	A)Film and Theatre Costumes	5	FDEC302A
	FDEC-2-B	B) Merchandising	5	FDEC302B

FOURTH SEMESTER

PAPER	SUBJECT CODE	NAME	NO OF CREDITS	PAPER
13	FDCC10	Fashion Marketing	5	FDCC410
14	FDEC-3-A	A) Boutique Management	5	FDEC403A
	FDEC-3-A	B) Visual Merchandising	5	FDEC403B
15	FDEC-4P	Seminar and Internship (Fashion Show)	5	FDEC404Pr
16	FD PROJECT	Project	5	Project

SPECIALIZATION PAPER

To select any one of following two sets.

Elective- A	Apparel Design	Elective B	Merchandising
FDEC-1-A	A)Advanced Fashion Illustration(Computer)	FDEC-1-B	International Trade
FDEC-2-A	A)Film and Theatre Costumes	FDEC-2-B	Merchandising
FDEC-3-A	A) Boutique Management	FDEC-3-B	Visual Merchandising
Project	Project of Apparel	Project	Project of Merchandising

* Presently Department will offer Elective A

* Elective B will be offered in due course of time.

DEPARTMENT OF FASHION DESIGNING
M.A (FASHION DESIGNING)

Programme Specific Outcome

- This subject aims to inculcate technical and creative skills required for handcraft tailoring, couture-inspired fashion and contemporary design for the modern wardrobe. Tradition and technology both play an equal part in the course.
- Identify and discuss concepts related to the historical background of textiles and fashion.
- This course enables the students to present their design ideas to their clients or in an industry by gaining knowledge about Design thinking, Fashion categories.
- Gather, analyze, assess and present knowledge gained through research, in a form of the portfolio.
- The student will develop their free hand stylized illustration for kids, male and female using the 2D and 3D artworks.
- Enhances the techniques information about the fabrics and draping process.

Programme outcome

- Identify and discuss concepts related to the historical background of textiles and fashion
- Identify and discuss concepts related to the design, production and evaluation of textile and apparel products.
- Identify and discuss concepts related to the management, marketing, and/or consumption of textile and apparel products.
- Identify and discuss concepts related to the cultural, social, and psychological aspects of textiles, dress and appearance.
- Understand the limitations of one's own knowledge base.
- Understand the textile machineries through industrial visit and practice industry knowledge through internship way.
- Updated knowledge has been given for students through audio and video classes, presentation, etc.
- This course enables the student to learn about different haute couture fabrics as well as their embellishment techniques, helps the student to develop the project introduced in "World Costumes and Textiles"

SEMESTER -1

Objectives:-

- For fashion design students, it is very helpful to understand branding, styling, social media marketing of companies.
- Students should know all about the fundamentals of designing. This is the key element of fashion designing.
- The fashion communication program encompasses integrated course study relating to the areas of visual marketing, styling, graphic design, advertisement, journalism, creative writing, photography, interaction designing and new media design, specific to the fashion and lifestyle industry.

Course outcome:-

- This subject combines technical expertise with conceptual thinking, students learn through a variety of media, considering both the creative core and the progressive peripheries of fashion.
- Students understands all about the fundamentals of designing, as this is the key element of fashion designing.
- They gain basic knowledge about colours, their uses, attributes and psychology of colours.
- Complete idea about mood board, client board , theme board and story board.
- Elementary idea of illustration, different poses, body parts, accessories and details

Instruction to the Question Setter:-

- There should be two groups (A and B) in the question paper. (Total Marks **70**)
- Group A will be compulsory to answer consisting Two questions.
 - a. Question one will comprise of 5 objective type questions of one mark each. **(05)**
 - b. Second question will be one short answering type of 5 marks to be answered from two given options. **(05)**In group B there will be 6 long answer questions of 15 marks each (From all the units), out of which 4 questions has to be attempted. **15X4=60**

Course Content

UNIT -1 14

- Elements of design, Principles of design, silhouettes, Planning a Colour story
- Detail study of human body parts –man, woman & child.
- Define collage- types of collage.
- Textures-types of textures.

UNIT -2 14

- Colour Contrast and Attributes: interaction, harmony, psychology, mood, culture and expression.
- Basic colour schemes- achromatic, analogues, monochromatic, complimentary, and neutral. Rendering & its types.

- Design Presentation Sheets-mood board, theme board, client board, swatch board, fabric and colour sheet

UNIT -3 **12**

- Normal figure and fashion figures
- Fashion block figures with all kinds of poses
- Basic croquet drawing all sizes.
- Fleshing of block figures
- Draping of garments on fashion
- Figures, Define design concept.

UNIT -4 **14**

- Yokes, sleeves, skirts, trousers, necklines, collars, waistlines, cuffs, pockets, etc. Classic and innovative fashion details-
- Technical illustration, Stylized illustrations
- Illustration of garments- based on any five contemporary themes.
- Accessories

UNIT -5 **12**

- Create designs using colour schemes.
- Rendering techniques.
- Face analysis.
- Figure analysis

Book Recommended

1. Bride M Whelan, " Colour Harmony" Rockford Publishers, 1992
2. Chijiwa, Hideaki, " Colour Harmony", Rockfort publishers, USA, 10111 edition
3. Piper, David, —The Joy of Artl, – Mitchell Beazley Publishers, 1984.
4. Gold Stein and Gold Stein, "Art in everyday life", Calcutta- IBH Publishing 1972
5. Stanyer, Peter, —The Complete Book of Drawing Techniquesl – Arcturus Publishing Limited

SEMESTER-1

PAPER -2 (FDCC-1)

TEXTILE (WEAVING & KNITTING)

Credit-5

Full marks-100(30I+70E)

Objectives:-

- To gain the basic knowledge of textiles.
- To learn the properties and manufacturing of different fibers.
- To learn the yarn spinning process.
- To enable the students to know about basic manufacturing fabrics.
- To study about elements of knitting and principles of knitting technology.
- To know the characteristics of knitted goods and its applications in industries.
- To know the uses of non-woven

Course outcome: -

- Identify the basic textile fibers its classification and types
- Comparison of e natural and manmade fibers.
- Explain the methods of fabric formation of Knitting. Classify the types of weaves and knitting.
- Demonstrate the Knitting and functions, Interpret the knitting terms and machine functions.
- Discover the techniques for preparing non-woven and uses of non-woven.

Instruction to the Question Setter:-

- There should be two groups (A and B) in the question paper. (Total Marks **70**)
- Group A will be compulsory to answer consisting Two questions.
 - c. Question one will comprise of 5 objective type questions of one mark each. **(05)**
 - d. Second question will be one short answering type of 5 marks to be answered from two given options. **(05)**
- 2. In group B there will be 6 long answer questions of 15 marks each (From all the units), out of which 4 questions has to be attempted. **15X4=60**

Course Content

UNIT---I

12

- Classification of fibres -Natural and Man Made, their origin and source.
- Properties and uses of natural (vegetable and animal) fibres - cotton, silk, wool, linen,
- Properties and uses of manmade fibres.-Rayon, Acetate, Nylon, polyester, acrylic, modacrylic, etc.
- Flow chart for production processes of Natural and Manmade fibres
- Identification of Fibres -Microscopic structure, burning test, chemical test.
- Fibre quality requirement for suitability of fabrics.

UNIT II

12

- Flow chart of conversion of fibre to yarn with details of process like mixing, blending, opening, cleaning, carding, combing, drawing, roving, spinning, yarn twisting etc.
- Brief introduction to pre-preparatory process for dyeing and printing

UNIT III**14**

- Essential properties of fabric.
- Elementary idea of the use of Dobby , Jacquard for derivatives of fundamental weave designs, Decorative fabric
- Properties and uses of all type of weaves.
- Study of normal defects in fabric and role of quality control.
- Non - woven - classification, punching the web, finishing.
- Characteristics and uses of non woven fabrics.
- Decorative fabric construction- braiding, netting, lace making etc.
- Elementary idea of machinery used in woven, knitted and non woven fabrics.

UNIT IV**14**

- Knitted garments-introduction
- Difference between woven and knitted structures
- Classification of knitting
- Weft knitted fabrics- plain, rib, purl, etc.
- Warp knitted fabrics- tricot, kitten Rachel , crochet, Milanese knit, simplex
- Other knitted constructions- jacquard, pile, fleece, high pile, terry knit, velour knit.

UNIT V**12**

- Fully cut knitted garments-knit type, uses
- Integral knitted garments- knit types, uses
- Cut stitch shaped knitted garments - knit type, uses, processes involved.
- Seam and stitches used in knitting
- Quality control
- Effects in knitted fabric

Book Recommended

1. Corbmann, B.P Textiles : Fibre to fabric‘ Mcgraw Hill Inc. Singapore 1986
2. Grosicki, Z.J. —Watson’s Textile Design & Colour, Publication.
3. Murphy, W.S. —Handbook of weaving, Abhishek publication.
4. Murphy, W.S. —Textile weaving & Design, Abhishek publication, 2003.
5. Pizzuto, J.J —Fabric Science, 6th edition, Fairchild publications.
6. Spencer D.J. —Knitting Technology‘ Pergamon Press, Oxford 1982

Other Reading Material

1. Bhardwaj, S.K. and Mehta, P.V., Managing Quality in the Apparel Industry, New Delhi, New Age International, 1998
2. Brackenbury, T., Knitting Clothing Technology, Blackwell Science Publishers, 2005. Express Textile Journal
3. Field, A., The Ashford Book of Weaving, Shoal Bay Press, 19915.
7. Grayson, M., Encyclopedia of Textile, Fiber and Nonwoving Fabrics. New York: John Wiley & Sons, 1984
5. Hallett, C., and Johnston, A., Fabric for Fashion, The Swatch book, Laurence King Publishing, London, 2010

6. Hollen, N. & Saddler, J., Textiles (6th Ed.), New York: Macmillan, 1988
7. Horrock & Anand, Handbook of Technical Textiles, Woodhead Publishers, 2000
8. Hupphirs, M., Fabric Reference, 4th Edition, Pearson Education, Inc, 2009
9. Joseph, M.L., Essentials of Textiles, 6th edition, Holt, Rinehart and Winston Inc., Florida, 1988
10. Kothari, V.K., Behera, B.K., Quality Control in Textiles and Apparel Industry- A& B, Delhi, Department of Textile Technology, IIT – Proceedings of Workshop- 3-5 October, 1996
11. Marjory, L. J., Essentials of Textiles, New York, 1976
12. Marjory, L. J., Introductory Textile Science (3rd Ed.) New York, 1977
13. Murphy W.S., Handbook of weaving, Abhishekh Publications, 2000
14. Seiler, A., Textiles Classification of Techniques, Craweford House Press, 1994
15. Sekhri, S., Textbook of Fabric Science: Fundamentals to Finishing, PHI Learning, Delhi, 2011
16. Shaikh, I. A., Pocket Weaving Expert- A practical handbook on textile weaving, Lahore, Pakistan

Web Sources

1. <http://www.scribd.com/doc/15570324/Textile-Fibres-Classificationppt>
2. <http://www.swicofil.com/soybeanproteinfiberproperties.html>
3. http://en.wikipedia.org/wiki/Synthetic_fiber
4. http://www.excellup.com/Notes/8_Science_SyntheticFibres.pdf
5. [http://en.wikipedia.org/wiki/Warp \(weaving\)](http://en.wikipedia.org/wiki/Warp_(weaving))

SEMESTER-1

PAPER -3 (FDCC-2)

Credit- 5

History of Fashion

Full marks-100(30I+70E)

Objectives:-

- In this subject the student will be encouraged to look back into the past in order to shape the future, by researching into a historical genre of draping, accessorizing and beautification of the body.
- To know the development of textiles in various fields.
- To orient students to the field of technical textiles.
- To enable them to learn the developments in technical textiles.

Course outcome:-

- The course outline enables to know about the various decorative finishes, futuristic fabrics, trends and forecast and even the latest technologies making them eligible to work in the professional environment.
- Understand the difference between conventional and technical textiles.
- Identify and discuss concepts related to the historical background of textiles

Instruction to the Question Setter:-

- There should be two groups (A and B) in the question paper. (Total Marks 70)
- Group A will be compulsory to answer consisting Two questions.
 - a. Question one will comprise of 5 objective type questions of one mark each. (05)
 - b. Second question will be one short answering type of 5 marks to be answered from two given options. (05)
- 3. In group B there will be 6 long answer questions of 15 marks each (From all the units), out of which 4 questions has to be attempted. 15X4=60

Course Content

UNIT I

14

- Fashion : Terminology, Cycle influence, Elements of fashion design, history of fashion
- Fashion flow chart
- Principles of fashion, Classification of fashion ,Theories of Fashion, Fashion shows, Designer trunk shows, Department fashion shows, Formal fashion shows, Informal fashion shows

UNIT II

12

Indian Fashion history:

- Changing scenario of Indian costumes
- Influence of British rule on Indian fashion in 1920
- 1930's fashion of long flared skirts in the west and its influence in India
- Independence movement and its influence in using in khadi

UNIT-III

14

- Traditional Textiles of India –Kanchipuram, Pochampalli, Bandhani, Patola, Paithani, Irkali, Kalamkari, Bhagru, Sangneri, Madhubani, Worli.,Banarasi Brocade, Maheshwari, Kasava, Sambalpuri, Baluchari, Jamdani & Chanderi.
- Traditional Embroideries of India- Chikankari, Kantha, Phulkari, Chamba, Kathiawar, Kantha, Kasheeda, Kasuti

UNIT-IV

12

- Indian Traditional costumes of different states - Punjab, Rajasthan Gujarat Madhya Pradesh, Uttar Pradesh, Maharashtra, West Bengal, North-East, Kerala, Tamil nadu, Andhra Pradesh, Goa, Karnataka, Orissa, Bihar, Jharkhand, Kashmir & Pahari.

UNIT-V-

14

- Fashion designers - American, European & others ,Fashion centres of world
- Fashion Produces- What is Couture and haute couture?
- Fashion Direction and Fashion Editors
- Define the basic functions of Line & Knockoffs

Books Recommended

1. Costumes of Indian and Pakistan, Das S N, D B TaraporevaIa Sons & Co, Bombay (1958)
2. Historic Costume, Chas A, 'Bernard and Co, Illinois (1961)
3. Costume through the Ages, Laver, James Simon and Schuster, New York (1968).
4. Costumes throughout the Ages, Eoan C C, J B Limancott
5. The History of Costume; Kemper, Rachel H

SEMESTER-1

Paper –4 FDCC-3P
Credit-5

Practical FC-1, CC-1&CC-2
Full marks-100 (E)

Objectives:-

- Students should know all about the fundamentals of designing. This is the key element of fashion designing.
- To enable them to learn the developments in technical textiles
- In this subject the student will be encouraged to look back into the past in order to shape the future, by researching into a historical genre of draping, accessorizing and beautification of the body.

Course outcome:-

- Students should know all about the fundamentals of designing. This is the key element of fashion designing.
- To enable them to learn the developments in technical textiles
- In this subject the student will be encouraged to look back into the past in order to shape the future, by researching into a historical genre of draping, accessorizing and beautification of the body.
- Elementary idea of Indian Traditional costumes of different states.

UNIT I

12

Project work based on

- Elements of fashion design, Principles of fashion, Classification of fashion, Theories of Fashion, Fashion shows, Formal fashion shows, Designer trunk shows, Department fashion shows, Informal fashion shows
- Fashion designers - American, European & others , Fashion centres of world
- Fashion Producer- What is Couture and haute couture?
- Fashion Direction and Fashion Editors
- Define the basic functions of Line & Knockoffs

UNIT II

12

Indian Fashion history:

- Changing scenario of Indian costumes
- Indian Traditional costumes of different states - Jharkhand, Bihar, Assam, Punjab, Rajasthan Gujarat Madhya Pradesh, Uttar Pradesh, Maharashtra, West Bengal, North-East, Kerla, Tamilnadu, AndhraPradesh, Goa, Karnataka, Orisa, & Pahari.

UNIT-III

12

- Traditional Textiles of India – Kanchipuram, Pochampalli, Bandhani, Patola, Paithani, Irkali, Kalamkari, Bhagru, Sanganeri, Madhubani, Worli., Banarasi Brocade, Chikankari, Kantha, Phulkari, Chamba, Kathiawar, Maheshwari, Kasava, Sambalpuri, Baluchari, Jamdani & Chanderi.

UNIT-IV

12

- Suggested Assignments Find a list of three movies where the costumes have been influenced by any given period in the Indian history and make a presentation of visuals from the movies depicting the same.
- Collect pictures (at least eight) and make a catalogue of different lifestyle products – furniture, daily use articles, kitchen utensils, mirrors, hookahs, panda's, fans, bolsters and pillows, canopies, mosquito nets, candle stands, oil lamps etc. from various periods of Indian history

UNIT- V

- Design apparel for wearing in present times inspired from the historical styles of costumes of medieval men/women.
- Suggested Movies For better visual understanding of the costumes of earlier periods, the students should be shown at least five of the following (or similar kind) movies: Siddhartha Amrapali, Utsav, Agnivarsha, Mughal-e-azam, Umrao jaan, Pakeezah, Razia sultan, Chaudhvi ka chand, Gandhi, Shatranj ke khiladi, Lagan, Mangal pandey etc.
- TV Serials Bharat ek khoj Chanakya Chandragupta Maurya

Suggested Visits

Visits are to be made under faculty guidance.

Illustrated report to be submitted after each visit

Costume section of any local museums

Dolls Museum, New Delhi

Educational tour to a museum of a bigger city

Books Recommended

1. Brijbhushan, J., The Costumes and Textiles of India, D.B. Taraporewala Sons & Co. Pvt. Ltd., 1958
2. Mohapatra, Ramesh Prasad, Fashion Styles of Ancient India, B.R. Publishing Corporation, 1992
3. Chandra Moti, Costumes, Textiles, Cosmetics and Coiffure in Ancient and Medieval India, Delhi
4. Biawas, A., Indian Costumes, Publications Division, Ministry of Information and Broadcasting, Government of India, 2003
5. Marshal, J., Mohanjo-Daro and the Indus Civilization, Vol-III, London, 1993
6. Treasure of Indian Textiles History, Marg Publications, Mumbai
7. Fabri, Charles Louis, Indian Dress : A Brief History, Disha Books, 1994
8. Bhatnagar, P., Traditional Indian Costumes and Textiles, Abhishek Publications, Chandigarh
9. Tortora, Phyllis G. and Eubank, Keith, Survey of Historic Costumes – Fifth Edition, Fairchild Books, New York, 2010

10. Bhavnani, Enakshi, Decorative Designs And Craftsmanship of India, D.B. Taraporevala Sons & Company, 1974

Textbooks

1. Pathak, Anamika, Indian Costumes, Roli Books, 2006
2. Alkazi, Roshan, Ancient Indian Costumes, Art Heritage Book Publications, New Delhi, 2006
3. Alkazi, Roshan, Medieval Indian Costumes : India and Central Asia, Art Heritage Book Publications, New Delhi, 2008

SEMESTER -2

**Paper-6 FDCC-4
Credit-5**

**World Costume
Full marks-100(30I+70E)**

Objectives:-

- To know the various costume innovation around the world.
- To study the different features and trends in the world level costumes.
- To know the recent trend and influences of costumes in all over the countries.
- To know the costume change in civilization period.

Course outcome:-

- Identify historical periods of clothing and describe how the themes of social issues, culture, technology and geography impact society and influence fashion development.
- Analyze fashion trends recurring throughout the world fashion cycles.
- Identify styles of apparel and accessories from Egyptian culture through the present day.
- Evaluate and identify costumes of various periods for authenticity, fit and appearance on a body in motion when viewing historic/period.
- Understand and discuss the fabric, style color, and fashion terminology used to identify characteristics of fashion in past and present.

Instruction to the Question Setter:-

- There should be two groups (A and B) in the question paper. (Total Marks **70**)
- Group A will be compulsory to answer consisting Two questions.
 - a. Question one will comprise of 5 objective type questions of one mark each. **(05)**
 - b. Second question will be one short answering type of 5 marks to be answered from two given options. **(05)**
- 4. In group B there will be 6 long answer questions of 15 marks each (From all the units), out of which 4 questions has to be attempted. **15X4=60**

Course Content

UNIT – I	12
<ul style="list-style-type: none">• Costumes of European countries• Egypt, Greece, Roman, Sweden, Germany, Poland.	
UNIT – II	12
<ul style="list-style-type: none">• Costumes of Far Eastern Countries – India, Japan, Hong Kong, Korea, Srilanka, Pakistan, Malaysia, China, Burma, Thailand & Philippines.	
UNIT - III	12
<ul style="list-style-type: none">• Costumes of Africa –North, West, South & East,	
UNIT – IV	14

- American Costumes – North and Central America – men, & women costumes of difference states of America.

UNIT -V

14

- Costumes of India-- Famous Embroideries of India & world.

Books Recommended

1. Costumes of India and Pakistan, Das S. N, DB Taraporevala sons & Co, Mumbai 1958.
2. Costumes through the ages lever, Jamession and Schuster, Newyork, 1968.
3. Traditional Indian textiles, Gillow or Barnard, Thames and Hudson, London, 1994.
4. History of Fashion, Anderson Black J, orbis publishing Ltd, USA 1985.
5. Costumes & textiles of Royal India, Ritu kumar, Christies Book Ltd, London 1999.

SEMESTER-2

Paper-7 FDCC-5

Pattern making & Grading

Objectives:-

- To understand the knowledge about pattern grading.
- To study the methods of pattern making and its alternation.
- To gain knowledge in drafting, draping and flat pattern techniques.
- To learn the techniques of dart manipulation.
- To explain the types of layout and its advantages

Course outcome:-

- Demonstrate the grading, types, principles and importance of grading
- Explain about the principles of fitting & pattern alteration techniques
- Interpret the theoretical knowledge about draping
- List out the techniques of dart manipulation.
- Analyze the types layout planning & discuss the advantages of layout

Instruction to the Question Setter:-

- There should be two groups (A and B) in the question paper. (Total Marks **70**)
- Group A will be compulsory to answer consisting Two questions.
 - a. Question one will comprise of 5 objective type questions of one mark each. **(05)**
 - b. Second question will be one short answering type of 5 marks to be answered from two given options. **(05)**
- 5. In group B there will be 6 long answer questions of 15 marks each (From all the units), out of which 4 questions has to be attempted. **15X4=60**

Course Content**Pattern making**

UNIT- I	14
<ul style="list-style-type: none"> • Anatomy: proportion and disproportion of human figure types and variations- Standard body measurements for children, ladies and gents. • Figure types and sizes of ready to wear garments. • Methods of Pattern making, • Drafting- Introduction to Drafting, Terminology used in Drafting & Pattern • Flat Pattern- Principles and Rules Developing Commercial Paper Pattern • Draping- Preparation of dress form and draping fabric for various garments, Advantages of draping 	
UNIT II	14
<ul style="list-style-type: none"> • Fitting problems, principles of a good fit, Alterations of paper pattern. • Creation of a bodice block and a sleeve block for a child & adult • Sleeves – Plain, puff, cap, bell, umbrella, flared, leg-o- mutton, magyar and raglan. • Basic skirt block & its adaptation to different types • Collars, Set-in collars and collar variations-band collars, Peter pan, sailor, gent's shirt collar -one piece and two-piece collar, convertible collar 	
UNIT III	12

- Dart manipulation-Principles, designing, style lines, added fullness
- Methods: Slash and spread method, pivot method.
- Importance of notches: balance marks and grain lines.
- Designing with tucks, dart, pleat, flare, gather, yoke, flange, collar & cowl
- Pattern making for bias cut dresses

UNIT IV

12

Pattern Grading

- Concept and Principles of Pattern Grading
- Basic Size Charts –Studding size charts, identify growth areas, size increments and their application for grading.
- Grading Terminology – zero point, cardinal points, cardinal lines, suppression grading, three dimensional and two dimensional grading.
- Techniques of pattern grading ;
- The draft or multisite or Nested grade The track single size grade, advantages and disadvantages of these technique.
- Children’s Basic Blocks – Bodice, sleeve
- Women’s Basic Blocks – Bodice sleeve, skirt
- Men’s Basic Blocks – Bodice, sleeve, trousers, collar

UNIT V

12

Commercial pattern envelope

- Envelope front – illustration front and profile view of garments, pattern name, pattern number type of size.
- Envelope back – illustration of back view of garments, suggested fabric, yardage charts, size charts, notions and trimmings. Inside the envelope – construction, guide sheet graded pattern sheets (tissue pattern).
- Calculation of material required
- Create prints, texture, repeats, colour ways using own label.
- Fashion accessories like hand bags, footwear’s jewellery etc.
- Developing patterns by adopting basic blocks with variation in garments details
- Children’s wear, Women’s wear Two garments each, Men’s wear
- Layout and lay making for evolved garments with different Textured Fabric and different Printed Fabric.
- Calculation of material required.

Books Recommended

- 1) Bane Allyne, Flat pattern design, McGraw Hill publication, USA
- 2) Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991
- 3) Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994
- 4) Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall
- 5) Patric Taylor et.al. Grading for the fashion industry, Stanely Thomes ltd., 1990
- 6) Winfred Aldrich.. Metric Pattern Cutting.. Blackwell Science, UK press, 19

SEMESTER -2

Objectives:-

- To understand the knowledge about pattern grading.
- To study the methods of pattern making and its alternation.
- To gain knowledge in drafting, draping and flat pattern techniques.
- To learn the techniques of dart manipulation.
- To explain the types of layout and its advantages

Course outcome:-

- Demonstrate the grading, types, principles and importance of grading
- Explain about the principles of fitting & pattern alteration techniques
- Interpret the theoretical knowledge about draping
- List out the techniques of dart manipulation.
- Analyze the types layout planning & discuss the advantages of layout

UNIT- I

14

PATTERN MAKING

- Anatomy: proportion and disproportion of human figure types and variations- Standard body measurements for children, ladies and gents.
- Figure types and sizes of ready to wear garments
- Methods of Pattern making,
- Drafting- Introduction to Drafting Terminology used in Drafting & Pattern
- Making: Flat Pattern- Principles and Rules Developing Commercial Paper Pattern
- Draping- Preparation of dress form and draping fabric for various garments ,Advantages of draping

UNIT II

12

- Fitting problems, principles of a good fit, Alterations of paper pattern.
- Creation of a bodice block and a sleeve block for a child & adult
- Sleeves – Plain, puff, cap, bell, umbrella, flared, leg-o-mutton, magyar and raglan.
- Basic skirt block & its adaptation to different types
- Collars- Set-in collars and collar variations-band collars, Peterman, sailor, gent's shirt collar -one piece and two-piece collar, convertible collar

UNIT III

10

- Dart manipulation-Principles, designing, style lines, added fullness
- Methods: Slash and spread method, pivot method.
- Importance of notches: balance marks and grain lines.
- Designing with tucks, dart, pleat, flare, gather, yoke, flange, collar & cowl
- Pattern making for bias cut dresses

UNIT IV

14

Pattern Grading

- Concept and Principles of Pattern Grading

- Basic Size Charts-Studying size charts, identify growth areas, size increments and their application for grading.
- Grading Terminology –zero point, cardinal points, cardinal lines, suppression grading, three dimensional and two dimensional grading, techniques of pattern grading.
- The draft or multisided or Nested grade
- The track single size grade advantages and disadvantages of these technique.
- Children’s Basic Blocks–Bodice, sleeve Women’s Basic Blocks – Bodice sleeve, skirt
- Men’s Basic Blocks – Bodice, sleeve, trousers, collar

UNIT V

14

Commercial pattern envelope

- Envelope front – illustration front and profile view of garments, pattern name, pattern number, type of size.
- Envelope back – illustration of back view of garments, suggested fabric, yardage chart, size charts, notions and trimmings. Inside the envelope – construction, guide sheet graded pattern sheets (tissue pattern).
- Sequence of taking body measurements for various age groups .standardisation of body.
- Figure types and sizes of ready to wear garments
- Evaluating the figure • Methods of figure evaluation
- Standard, ideal, symmetrical figure
- Symmetrical variations from the standard figure
- The asymmetrical figure
- Posture evaluation

Books Recommended

- 1) Bane Allyne, Flat pattern design, McGrawHill1 pub... USA
- 2) Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991
- 3) Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 994
- 4) Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall
- 5) Patric Taylor et.al., Grading for the fashion industry, StanelyThomes ltd., 1990 6.
- 6) Aldrich.. Metric Pattern Cutting.. Blackwell Science, UK press, 1980

SEMESTER -2

Paper-5 FDEC-1A
Credit -5

Advanced Fashion Illustration(computer)
Full marks-100(30I+70E)

Objectives:-

- To understand the methods and techniques used to analyze the accessories design and develop the mood board using computer.
- To improve creativity in designing of garments using CAD software.
- To teach students to create images of apparel and accessories for fashion advertisements, campaigns, magazines and other fashion media.
- Course emphasizes drawing methods, such as proportion, colour, texture and composition on CAD.

Course outcome:-

- Demonstrate the methods and techniques to illustrate the designs using CAD software
- Develop the variety of accessories designs using CAD
- Create different styles of garment and mood board based on theme using computer aided designing
- Explain the drafting, grading techniques for woven and knitted garments by using CAD
- Develop lay planning for woven and knitted garments by using computer

Instruction to the Question Setter:-

- There should be two groups (A and B) in the question paper. (Total Marks 70)
- Group A will be compulsory to answer consisting Two questions.
 - a. Question one will comprise of 5 objective type questions of one mark each. (05)
 - b. Second question will be one short answering type of 5 marks to be answered from two given options. (05)
- 6. In group B there will be 6 long answer questions of 15 marks each (From all the units), out of which 4 questions has to be attempted. 15X4=60

Course Content

UNIT I

12

- Study in detail the different tools of Corel draw, Photoshop, Adobe illustrator Draw stylized fashion figures and design different type of silhouettes.
- Colour/ textures/ prints on dress.
- Draw fashion details in garments like collars, cuffs, sleeves, Stitch lines, Trims etc

UNIT II

12

- Create theme based background.
- Design a mood/story board according to the selected theme.
- Design a logo and create a brochure for your own label.
- Create prints, texture, repeats, colour ways using own label.
- Fashion accessories like hand bags, footwear's jewellery etc.

UNIT III

14

- Creating pattern and design sample for children's wear using Corel Draw.
- Creating Pattern and design samples for women's wear using Corel Draw.
- Creating Pattern and design sample for men's wear using Corel Draw.
- Adobe Photoshop
- Various tools and operations for Drawing and designing with.

- Creating Designs
- Application of Colours
- Importing the Silhouette illustrations from Adobe illustrator.
- Application of garment and textile design.

UNIT IV

14

A: Technical illustration:

- Students would be taught to flat and specs of their illustrations. Men's, women's and kids Wear would be covered by the teacher.
- Pattern creation of Children's, women's and men's garments.
- Marker efficiency
- Lay Planning Fashion Studio –Utility and tools.
- Children's, women's and men's garment

UNIT V

12

B: Stylized illustration:

- This specialist course offers highly creative students a unique opportunity to explore the relationship between innovative design and contemporary technology concept, context and realization. Fashion Illustration students work with fashion products, and their contexts, as a source and potential partner. this unit is underpinned by drawing, but is enhanced with contemporary digital technology, moving images and animation.
- Illustrating front page for fashion magazine, books, brochure, pamphlets, leaflets,
- Adobe illustrator-working in illustrator
- Using drawing tools ,selection and curves,
- Handling text in illustrator, working with line and brushes
- Using styles effect, and filters
- Corel draw-Introduction, basic platform and tools working with line and brushes, using drawing tools
Selection, layouts and views

Books Recommended

1. CAD/CAM computer aided design and manufacture, Grover MP and E.W.Zinimmers, prentic hall, India 1984.
2. Computers in fashion industry, Taylor P, Heinemann publications 1990.
3. Computer aided design and manufacture, Bezant C.E, Ellis Horwood, England,1983.
4. CAD in clothing and textiles, Winfred Aldrich, Blackwel science, 1994.
5. Computer aided drafting and design –concept and application, Veinsinet DO, 1987.
6. Computer Fundamentals – P K Sinha , BPB Publications, Delhi (1992)
7. Pattern Grading for Women's Cloths The Technology of sizing – Gerry Cooklin, Blackwell Science Ltd (1990)
8. Allen and Seaman, "Fashion drawing- The Basic Principles", B. T Batsford, London, 1994
9. Drake and Ireland, Patrick John, "Fashion Design Drawing and Presentation", B. T, Batsford, London,
10. Nicholas, "Fashion Illustrations", Thames and Hudson. London, J 994

11. Seamn, Julian, "Professional Fashion Illustration". B. T. Batsford, London, 1995

SEMESTER-2

Paper- 5 FDEC-1B
Credit-5

International Trade
(Full Marks-30I+70E)

Objectives:-

- To provide hands-on experience using a set of complex technologies found in industry today to build prototypical solutions to solve current needs.
- To provide experience in responding to market opportunities with creative and innovative products that integrate a set of academic disciplines such as textile materials, design fundamentals, business fundamentals, sourcing, data mining of market information, and new developments in material science and engineering.
- To understand the international trade in garment industry.
- To gain knowledge about recent developments in foreign trade

Course outcome:-

- Explain about globalization, International trade in garment industry
- Analyze the International trade documents in textile industry
- Interpret the export and import documentation and procedures
- Demonstrate the trade regulations, nature of foreign exchange market
- Show the recent developments in foreign trade

Instruction to the Question Setter:-

- There should be two groups (A and B) in the question paper. (Total Marks **70**)
- Group A will be compulsory to answer consisting Two questions.
 - a. Question one will comprise of 5 objective type questions of one mark each. **(05)**
 - b. Second question will be one short answering type of 5 marks to be answered from two given options. **(05)**
- 7. In group B there will be 6 long answer questions of 15 marks each (From all the units), out of which 4 questions has to be attempted. **15X4=60**

Course Content

UNIT -I

12

- Introduction to International Trade, global scene, prospects for Indian apparel and overseas market globalization

UNIT –II

12

- GATT and WTO
- Origin trade documents need, types of documents, related to goods, invoice to goods, invoice packaging note and list certificate relating to shipment – shipping bill, caret ticket, out off measurement.
- Bill of lading , airway bill ,documents related to payment, letter of credit ,
- Bill of Exchange, bank certificate for payment, documents related to inspection.

UNIT -III

14

- Import procedure and shipment. Import license Procedure- special scheme replishment license, advance license, split up license, spare for after sales service license

UNIT –IV**14**

- Export procedure and recent policies of the government.
- Customs- meaning, definition, types, exercise and customs, character OS export cargo,
- Shipment of goods and post procedure claiming duty drawbacks and benefits

UNIT –IV**12**

- Code Number bill entry , Reshipment inspections and quality control, post shipment formalities and procedure

SEMESTER -3**Paper- 10 FDCC-7****Research Methodology and Statistics****Credit -5****Full marks-100(30I+70E)****Objectives:-**

- To understand the fundamental principles and techniques of methodology concerning

research.

- To apply statistical procedure to analyze numerical data and draw inferences.
- To provide a details about sampling and scaling techniques.
- To gain knowledge about data collection and its methods for research study.
- To study about importance of statistics for research.

Course outcome:-

- Explain the fundamental principles and techniques of methodology concerning research
- Analyze the statistical procedure, numerical data and draw inferences
- Demonstrate the knowledge about sampling and scaling techniques for the research study
- Interpret the knowledge in data collection methods for research study
- Show the importance of measure of tendency, dispersion and correlation for the research study

Instruction to the Question Setter:-

- There should be two groups (A and B) in the question paper. (Total Marks **70**)
- Group A will be compulsory to answer consisting Two questions.
 - a. Question one will comprise of 5 objective type questions of one mark each. (05)
 - b. Second question will be one short answering type of 5 marks to be answered from two given options. (05)
- 8. In group B there will be 6 long answer questions of 15 marks each (From all the units), out of which 4 questions has to be attempted. 15X4=60

Course Content

UNIT-I: 14

- Introduction: Meaning & Objectives of research, types of research: basic, applied action, approaches to research; research methods, research process; criteria for good research, common problem, nature and significance of research problems, qualitative & quantitative research methods.
- Selection of Research Topic: Selection of research problem, literature review, evaluation of research problem, research design; meaning, concept & features of research design, experimental design, plan of research work.

UNIT – II : 14

Methods & Tools of Research

- Reliability and validity of research tool, Qualitative and quantitative studies, Primary & Secondary data collection method, preparing questionnaire and opinionnaire, identification of sources of information, searching and classifying information; organization of data collection, processing & analyzing of data & information Limitation & Sources of error.

UNIT-III: 12

Preparing a research proposal

- Format of research proposals; finding related literature, Individual & Institutional research proposals, submitting research proposal to funding agencies.
- The Research Report/Report writing

- Style manuals, format of research report, The thesis or dissertation, style of writing, typing the report, reference form, pagination, tables, figures, evaluating a research report, summary, references.

UNIT-IV

12

Applied Statistics

- Descriptive Statistics: Classification of variable, measures of central tendency Interquartile range, variance, standard deviation, Properties of sample variance and standard deviation, Graphic representation of data.
- Estimation and Hypothesis testing: Null Hypothesis, confidence level, Point, & interval estimation, concept of hypothesis testing & types of error, Student ‘t’ test, Chi-Square test, F test (NOVA)

UNIT V

12

- Data gathering instrument- questionnaire, interview, observation, scaling methods reliability and validity of measuring instruments sampling – types of samples, selection of samples, benefits of sampling, evaluating a sample. Analysis of the data- categorization, coding, tabulation and statistical testing. Presentation and interpretation of test data. Conclusion and recommendations. Report writing.

UNIT II:

Intellectual Property Rights: An Introduction

- 1) Definition and Scope of Intellectual Property Rights (IPR)
- 2) Types of Intellectual Property Rights: Copyright, Patent, Trademark, Design, Geographical Indication
- 3) Copyright:
 - 3.1) Concept of copyright as a protection under the IPR
 - 3.2) The Idea and Expression Dichotomy
 - 3.3) Copyright in Original and Derivative works
 - 3.4) Moral Rights
 - 3.5) Concept of Ownership, Authorship and Joint Authorship of Copyright
 - 3.6) Assignment, License and Registration
- 4) Types of Plagiarism and tools to check Plagiarism

Books Recommended

- 1) Gupta S.P. Statistical methods. Sultan chand & Co, New Delhi 1994.
- 2) Snedocor G.W. and Cochram W.G. Statistical methods, Oxford and IBH 1967.
- 3) Bert J.W. Research in education. Prentice hall. New Delhi 1983.
- 4) Philyis B.S, Social research strategy and tactics. Macmillian, 1977.
- 5) Young. P.V and Sehmil C.F. scientific social survey and research, Prentice hall, New Delhi 1968.

SEMESTER -3

Paper -11 FDCC-8
Credit-5

Textile Processing Technique
(Full Marks -30I+70E)

Objectives:-

- To gain knowledge about traditional prints and dyes.
- To provide a details about eco-friendly preparatory process for fabric.
- To exhibit the recent trends in dyeing

- To gain the knowledge on basic finishes for fabrics.
- To ensure the knowledge on functional finishes and its uses.
- To know about finishing techniques for fabrics.

Course outcome:-

- Identify a specific embroidery style of India on the basis of colours, motifs, layouts.
- Interpret the knowledge about conventional pre treatment and eco-friendly pretreatments for textiles
- Show the recent trends in dyeing and its importance in textiles
- Explain the need of basic finishes of textiles
- Discuss about functional finishes and its importance for textiles
- Discover the finishing techniques in textile industries

Instruction to the Question Setter:-

- There should be two groups (A and B) in the question paper. (Total Marks **70**)
- Group A will be compulsory to answer consisting Two questions.
 - a. Question one will comprise of 5 objective type questions of one mark each. **(05)**
 - b. Second question will be one short answering type of 5 marks to be answered from two given options. **(05)**
- 9. In group B there will be 6 long answer questions of 15 marks each (From all the units), out of which 4 questions has to be attempted. **15X4=60**

Course Content

UNIT-I	10
<ul style="list-style-type: none"> • Printing- objects- styles- direct style- resist style- discharge style of printing. Ingredients used in printing preparation of grey fabric for printing –desiring – scouring – bleaching - mercerization. Degumming of silk. 	
UNIT-II	10
<ul style="list-style-type: none"> • Screen printing - brief history, preparation of design and screen, Screen printing process -table screen printing. Flat screen and Rotary screen printing Block printing - preparation of blocks -preparation of colour pads - printing process. 	
UNIT-III	10
<ul style="list-style-type: none"> • Stencil printing -preparation of stencils –Printing Process. Printing styles positive negative Spraying sponging pushing. 	
UNIT-IV	10
<ul style="list-style-type: none"> • Resist printing Brief history, Batik printing wax used, Equipments required, process sequence and techniques used .Tie and dye –Brief history, Equipments required, process sequence and techniques used, method of tying-dyeing method. Batik Other printing methods Ink jet printing, Heat transfer printing , photo printing 	
UNIT-V	10

- Ribbon Embroidery, Bead work, Cut Work, Crewel Embroidery, Net Embroidery, Badla Work, Flower Work, Convent work, Canvas Embroidery

UNIT-VI

12

- Eco Textiles & Green Textiles: Fibre & Fabric –Meaning, definition, application, importance, Classification, need, factors and areas of uses
- Eco-friendly textiles processing :- Enzyme technology, Foam, technology, Super critical carbon-dioxide dyeing, Plasma Technology, Water and its role in sustainable Eco finishing
- Textile processing chemicals, its uses in processing and hazardous effect on environment
- New Innovations:
 - Fibre-Bamboo, corn fibre, soy bean fibres, pineapple fibres, banana leaf fibres, black demand fibres, local,
 - Processing- Finishes and dyeing
 - Eco Fashion

Books Recommended

- 1) Textile printing- Dr.V.A.Shenai, Shevak publications, Mahajan book distributors.
- 2) Textile printing- S.Udayamarthandam, SSM ITT Co-operative stores, Komarapalayam.
- 3) Printing and dyeing of fabrics and plastics, James Ronald, Aahajan book distributors, 1996.

SEMESTER -3

Paper- 12 FDCC-9P
Credit-5

Practical Based on CC-7, CC-8 & EC2
Full Marks- 100

Objectives:-

- To gain knowledge about traditional prints and dyes.

- To provide a details about eco-friendly preparatory process for fabric
- To understand the fundamental principles and techniques of methodology concerning research.
- To apply statistical procedure to analyze numerical data and draw inferences

Course outcome:-

- Identify a specific embroidery style of India on the basis of colours, motifs, layouts.
- Interpret the knowledge about conventional pre treatment and eco-friendly pretreatments for textiles
- Show the recent trends in dyeing and its importance in textiles
- Explain the need of basic finishes of textiles
- Interpret the knowledge in data collection methods for research study
- Show the importance of measure of tendency, dispersion and correlation for the research study

UNIT_I

12

Research Projects

- Selection of topics: choosing an interesting topic is your first challenge
- Background information of topic, refinement of topic, why did you choose the topic? Who are the information providers on this topic? What are the major questions for the topics? Why is your topics important?
- Research methodology: Methods and tools of research.
- preparing a research proposal on approve topic
- Field study based on the selected topics.
- Submission of Report
- Viva Voca

UNIT-II

12

- Printing- objects- styles- direct style- resist style- discharge style of printing. Ingredients used in printing preparation of grey fabric for printing –desiring – scouring – bleaching - mercerization. Degumming of silk.
- Screen printing - brief history, preparation of design and screen, Screen printing process -table screen printing. Flat screen and Rotary screen printing Block printing - preparation of blocks -preparation of colour pads - printing process.

UNIT-III

12

- Stencil printing -preparation of stencils –Printing Process. Printing styles positive negative Spraying sponging pushing.

UNIT-IV

12

- Resist printing Brief history, Batik printing wax used, Equipments required, process sequence and techniques used .Tie and dye –Brief history, Equipments required, process sequence and techniques used, method of tying-dyeing method. Batik Other printing methods Ink jet printing, Heat transfer printing , photo printing

UNIT-V**12**

- Ribbon Embroidery, Bead work, Cut Work, Crewel Embroidery, Net Embroidery, Badla Work, Flower Work, Convent work, Canvas Embroidery

SEMESTER -3

Paper- 9 FDEC-2 -A
Costumes
Credi-5

Film and Theatre

Full marks-100(30+70E)

Objectives:-

To enable the students to take up costume for the movie, theatre and advertisement industry.

- Study of selected theatre costumes around the world- Greek, Roman, India, Egyptian, Elizabethan Theatre, Halian Theatre, Chinese Theatre, 19th Century Theatre, Japanese Theatre
- Sketch and colour: Costume, Mask, Footwear's, Accessories and Jewellery of the following 13 theatres. Greek, Egypt, Roman, China, Japanese and 19th century. (One Each) The difference in theatre costume from that of everyday costume/ Fashion costume.
- Study and preparation of any one variety of theatre costume based on Movie or book.

Course outcome:-

- Designers can easily see the proportion, fit, balance and style lines of a design, exactly as it will look on the bodice is the prime purpose of teaching draping the budding designers.
- Working with costumes/garment on actual materials will give them a greater inspiration and a better indication to the flow and performance of a fabric.
- Students will also be highlighted over the principles applicable to the development of draped costumes/garments towards accurate and professional production To enable the students to take up costume for the movie, theatre and advertisement industry

Instruction to the Question Setter:-

- There should be two groups (A and B) in the question paper. (Total Marks 70)
- Group A will be compulsory to answer consisting Two questions.
 - a. Question one will comprise of 5 objective type questions of one mark each.

(05)
 - b. Second question will be one short answering type of 5 marks to be answered from two given options.

(05)

In group B there will be 6 long answer questions of 15 marks each (From all the units), out of which 4 questions has to be attempted. **15X4=60**

Course Content

UNIT I

14

- Study of Film & TV Costume Design provides a comprehensive view of a field with its own distinct tradition and creative challenges. It offers students a chance to explore those qualities that make film and television an exceptional choice for the designer. The development of a broad frame of cinematic reference, the interaction with working professionals, and the opportunity to make practical and creative decisions within the time frame of a production, will provide the student with the knowledge and skill necessary to launch a career in the global entertainment field.
- Theatre Costume specialization prepares the exceptional student to enter the rigorous field of costuming for theatre, film, television, video, and spectacle.

UNIT II

12

COSTUME DESIGN

- History of Fashion and Dress
- Costume Design of film & Theatre

- From ancient time to present time by studying films & Theatre (European, Indian, American)
- Designing a collection-Different characters of film

UNIT III **12**

TYPES OF DESIGN

- Trimming and Decoration
- Fashion Accessories in Film Theatre
- Footwear -Design and product development
- Handbags
- Design and product development
- Hats
- Design and product development

UNIT IV **14**

Film Costume Design

- Study of Film Costume Design and their analysis ,Students would see the film and make a report of it as well as illustrate garments in their reports.
- Analysis of films such as Mughale Azam Pakeeza, Utsav, Ashoka, Gandhi, Rudali, Devdas, Jodha Akbar, Amrapali , Elezabeth, Memores of Ghiesa, Seven Samorize, Titanic, Gladiator

UNIT IV (B) **14**

Theatre Costume Design

- In this unit students are to understand Theatre Costume as an intense, concentrated program designed to encompass the many aspects of costuming from the legitimate stage to television, film, and video. The student studies costume crafts, costume design, costume construction, wardrobing, rendering, script analysis, breakdown, and the history of costume and décor. The Analysis of Famous Plays such as Romeo & Juliet, Hamlet, Juliet Ceaser, King Henery the IVth, Pigmalian by George Bernard Shaw, Shakespeare s plays Tughlak by Girish Karnad, Janata Raja, Ashad ka ek din by Mohan Rakesh, Shakuntala
- study of Stage make up of different characters

UNIT -V

Sessionals-

Demonstrations of different type of makeup of film ,theater & TV Making a portfolio of collection of different costumes used in film ,theater & TV

Book Recommended –

1. Kaleidoscope by Meher castelino (Rupa & company)
2. Indian fashion by Hindol SenGupta (Pearson education)
3. History of world costume

SEMESTER-3

Objectives:-

- To enable students to select design and draft patterns for various garment based on body measurements.
- To gain experience in handling of different fabrics and advanced construction techniques.
- To develop understanding of the relation of the pattern and garment to the body measurement

Course outcome:-

- The various topics covers the fashion business in logical sequence with complete and realistic information. Students will learn the complete process of fashion business operation with an added advantage of absorbing the contents for later use.
- Right from the basic terms of fashion marketing its process involved methods to carry out the various tasks of promotion to forecasting the trends as well as setting up a brand or label will be taught systematically targeting the current National and International fashion market.
- Emphasis in teaching will be given on the principals, detailing, management and planning for the tools of the marketing, which will enable the students to adopt a suitable policy when they enter this vast and every changing field.

Instruction to the Question Setter:-

- There should be two groups (A and B) in the question paper. (Total Marks 70)
- Group A will be compulsory to answer consisting Two questions.
 - c. Question one will comprise of 5 objective type questions of one mark each. (05)
 - d. Second question will be one short answering type of 5 marks to be answered from two given options. (05)
- 10. In group B there will be 6 long answer questions of 15 marks each (From all the units), out of which 4 questions has to be attempted. 15X4=60

Course Content

UNIT- I	12
<ul style="list-style-type: none"> • Types of merchandising, concepts, merchandise planning, sampling- Importance, counter sample. 	
UNIT- II	12
<ul style="list-style-type: none"> • Brand building-Introduction, strategies, image building, brand expansion, global trends 	
UNIT- III	12
<ul style="list-style-type: none"> • Visual Merchandising-Interior, exterior window display, store planning and layout-fixtures, location, lighting, dressing, props and promotions, masking and proscenia, mannequins and three dimensional dressing 	
UNIT- IV	14

- Introduction to customer relationship management, measuring customer relationship management, customer response, satisfaction, loyalty, customer relation and complaint management.

UNIT- V

14

- Retail merchandiser, concept, quick response, Just –in-Time, merchandiser calendar, trend analysis, forecast analysis, concepts of apparel product line, planning, directing, coordinating and controlling

Books Recommended

1. Laura L Bliss, Study Guide Visual Merchandising and Display III edition, Fairchild Publications, 1995
2. Castelino, M. Fashion Kaleidoscope, Rupa & Co. 1994.
3. Gibson, G. Vedomani, Retail Management, Jaico Publishing House, Bangalore
4. Elaine Stone, The Dynamics of Fashion, Fair Child Publication, 1999
5. Brenda Sternquist, International Retailing, Fairchild Publication, New York
5. Martin. M. Pegler, Store Window No.14, No 12, Visual reference Publishers, NewYork, 2004

SEMESTER -4

**Paper-13 FDCC 10
Credit-5**

**Fashion Marketing
(FullMarks-30I+70E)**

Objectives:-

- Fashion marketing process involved methods to carry out the various tasks of promotion to forecasting the trends as well as setting up a brand or label will be taught systematically targeting the current National and International fashion market.
- Emphasis in teaching will be given on the principals, detailing, management and planning for the tools of the marketing, which will enable the students to adopt a suitable policy when they enter this vast and every changing field.
- To know the apparel product planning and its development.
- To understand the knowledge about strategies in apparel marketing.

Course outcome:-

- Show the information and techniques for production and marketing of apparels
- Analyze the apparel product planning and its development
- Interpret the importance of apparel advertising and its departments and agencies
- Demonstrate about distribution strategies in apparel marketing

Instruction to the Question Setter:-

- There should be two groups (A and B) in the question paper. (Total Marks **70**)
- Group A will be compulsory to answer consisting Two questions.
 - a. Question one will comprise of 5 objective type questions of one mark each. **(05)**
 - b. Second question will be one short answering type of 5 marks to be answered from two given options. **(05)**

In group B there will be 6 long answer questions of 15 marks each (From all the units), out of which 4 questions has to be attempted. **15X4=60**

Course Content

- | | |
|--|-----------|
| UNIT- 1 | 14 |
| <ul style="list-style-type: none"> • Meaning and classification of marketing, fashion marketing, fashion market, size and structure, marketing • Marketing Environment, micro marketing environment and macro marketing environment • Trends in marketing management • Marketing functions – definition and classification product planning and development, importance of fashion products, nature of fashion products. • The fashion industry and new product development product mix and range planning ,product line policies • Fashion and related life cycle | |
| UNIT- II | 14 |
| <ul style="list-style-type: none"> • Fashion advertising and preparation of advertising for apparel market. • Advertising media used in apparel marketing. Advertising department, advertising agencies. A survey on analysis of customers fashion preference & international advertising. | |

- Fashion sales promotional programme for apparel marketing, communication and promotion, personal selling, point of purchase, sales promotion objectives, consumer sales promotion.-Exhibition ,Fashion shows, Fashion PR

UNIT- III

12

- Marketing research –definition scope and importance of market research in new product development.
- Pricing policies and strategies for apparel products. Importance of price policies. Functions of pricing. Factor influencing price decisions. Methods of -selling prices. International pricing policy, export pricing. Management skills-Concept principals & characteristics

UNIT- IV

12

- Global market and its participants in international marketing – Importance, growth and benefits – international market place- goods and services multinational
- Corporations banks and insures trading companies – implications for marketing management- GATT.
- Present export and import details.
- Merchandizing: Functions of merchandizing. Programming accessories, arrangement, approvals, Pattern approvals, size set approval, buyer communication reporting, record maintenance.
- Estimating and their aim, Costing and their aims, difference between costing and estimating, types of estimates, elements of cost, material cost, advertisement cost

UNIT- V

12

- Cost Learn, fitting and construction in the industry.
- Export procedure Import /Export Documentation.
- Merchandizing: Functions of merchandizing. Programming accessories, arrangement, approvals Pattern approvals, size set approval -buyer communication, reporting, record maintenance.
- Estimating and their aim, Costing and their aims difference between costing and estimating, types of estimates, elements of cost, material cost, Advertisement cost.
- Cost Learn, fitting and construction in the industry.
- Export procedure: Import/Export Documentation.

Books Recommended

- 1) Fashion Marketing, Mike Easey 1995, Oxford University press to Wynford Drive, Don Mills, Ontario.
- 2) Introduction to Fashion Design, Patrick John Ireland, 1992, B.T Batsford Ltd., 583,
- 3) Fullham Road, London.
- 4) Fashion Design & Product development, Haroldcars/ John Pomeroy, 1992, Black
- 5) Well Science, Inc., 238, Main Street, Cambridge.

- 6) Fashion Marketing, Mike Easey 1995, Oxford University press to Wynford Drive, Don Mills, Ontario.
- 7) Introduction to Fashion Design, Patrick John Ireland, 1992, B.T Batsford Ltd., 583,
- 8) Fullham Road, London.
- 9) Fashion Design & Product development, Haroldcars/ John Pomeroy, 1992, Black
- 10) Well Science, Inc., 238, Main Street, Cambridge.
- 11) Jeannette Jarnow, Dickerson, Inside the Fashion Business, Prentice hall, USA, 22
- 12) Richard Hill, Ralph & James, Industrial Marketing, AITBS pub., 1998
- 13) Dickerson, Textiles & Apparel ,in the Global economy, Prentice Hall, 3rded, 1998"
- 14) Darlie Koshy, Effective export marketing of Apparel, Global business press,1996.
- 15) Merchandise buying and management: Fairchild pub

SEMESTER -4

Paper-14 FDEC-3A	Boutique Management
Credit -5	Full Markes-100(30I+70E)

Objectives:-

- **To manage** the details of Inventory, Customers, **Boutique**, Sales, Products.
- **To manages** all the information about Inventory, Clothes, Products, Inventory.
- It tracks all the details about the **Boutique**, Sales, Products inventory.

Course outcome:-

- It is an additional dimension and teaches how to manage small scale business establishment.
- Students are put through a course syllabus comprised of studies in fabrics, ornamentation and garment construction along with the implementation of design and marketing their brands.
- . Comparison of the different boutique and its features

Instruction to the Question Setter:-

- There should be two groups (A and B) in the question paper. (Total Marks **70**)
- Group A will be compulsory to answer consisting Two questions.
 - c. Question one will comprise of 5 objective type questions of one mark each. **(05)**
 - d. Second question will be one short answering type of 5 marks to be answered from two given options. **(05)**
- 11. In group B there will be 6 long answer questions of 15 marks each (From all the units), out of which 4 questions has to be attempted. **15X4=60**

Course Content

UNIT – I

14

- Establishment of Boutique Raw material resource, availability, Materials and technology used for production, production structure, End product, Costumer profile, Environmental aspects
Study of existing designs Design, Cost etc, Scope for intervention Processes involved, Production technique, Production centres, Place of sale/ Sale Appropriate material selection Cost Sourcing- exhaustive study of all feasible market areas, Handling of material Innovation, Substitution Target market, Distribution channel

UNIT – II

14

- Schedules – Seasons, Promotions, special sales. Themes type of displays – Window display, Interior displays - Elements of display – merchandise, forms, props, signage, lighting Common problems in display The Store window – Mannequins and Display settings – exterior of the store – window display – masking – mannequins and alternatives – 3D dressing - Elements of visual Merchandising.

UNIT- III

12

- Props, Promotion and Signage – Attention getting devices and familiar symbols – Visual Merchandising planning and colour plates – furniture as props and signage display – sale ideas and setting display shop

UNIT-IV

12

- Store interior planning – store planning and design – store interiors and display locations – fixtures and dressings – store planning systems – 25 pointing purchase display – exhibit –trade show design industrial display – fashion shows – trade organization and sources.

UNIT-V

12

- Layout, Spreading & Cutting- Spreading-(objectives, process, types, modes, parameters, lay planning, Marker making (Manual & Machine), Cutting-Objective, cutting parameters, cutting types.
- Advertising media used in apparel marketing. Advertising department, advertising agencies. A survey on analysis of customers fashion preference & international advertising.
- Packaging and E-billing

Books Recommended:

- ❖ Castelino,. Fashion Kaleidoscope, Rup & Co.1994 .
- ❖ Kathryn Mikelvey, Fashion Source, Blackwell Science Publication, Oxford, England.2000.
- ❖ Laura L Bliss, Study Guide Visual Mechandising and Display third edition, 1955Fairchild’s Publication Newyork1997
- ❖ Martin M Pegler (S V M) Visual Mechandising and Display third edition, 1955
a. Fairchild’s Publication Newyork.1997
- ❖ Jetwany J N Advertising, (1999)

SEMESTER -4

Paper-14 FDEC-3-B
Credit-5

Visual Merchandising
Full Marks-100(30I+70E)

Objectives:-

- To provide the basic working tools and skills related to visual merchandising
- To know the role of visual merchandising in retail shops.
- To know about store planning, circulation plan and presentation of products.
- To know the quality and process in visual merchandising.
- To encourage the students to become an entrepreneur.

Course outcome:-

- Understand, define and grasp key terms and principles involved in the components of Visual Merchandising and Obtain a broad understanding of display and be able to employ strategies for making timely and attractive, profitable display decisions within retailing.
- Learn processes and techniques used in the retail industry.
- Collaborate with the fashion industry to implement the coordination, sourcing and construction of visual window displays
- Discuss about Different Methods of Floor planning and fixtures
- Discuss about the Merchandise presentation and its principle
- Classify various types of Window display

Instruction to the Question Setter:-

- There should be two groups (A and B) in the question paper. (Total Marks **70**)
- Group A will be compulsory to answer consisting Two questions.
 - a. Question one will comprise of 5 objective type questions of one mark each.

(05)

- b. Second question will be one short answering type of 5 marks to be answered from two given options.

(05)

In group B there will be 6 long answer questions of 15 marks each (From all the units), out of which 4 questions has to be attempted. **15X4=60**

Course Content

UNIT-I

12

- Introduction to Visual Merchandising Visual merchandising and display; Purpose of visual merchandising; Store image; Target customers; Seasonal visual merchandise; Windows

UNIT-II

12

- Display and Display Settings Types of display; Promotion vs. institutional display; Type of display setting Attention drawing devices: Colour; Lighting; Line and composition; Scale; Contrast; Repetition; Humour; Surprise and shock;

UNIT- III

12

- Inspection and its types – Testing – Check points before cutting - Pilot run or trial run and its importance – Approvals - Types of approvals – Shipping marks – Final inspection procedures – Self, Second and Third party inspection - Effective expedition procedures.

UNIT- IV

14

- Order sheet and its contents – Packing list and its contents – Document formats: order sheet, packing list, invoice, inspection and testing reports etc., Assortment and its types. Documents recording and maintenance – Claims and reasons for claims - Factory audits – Buyer’s code of conducts.

UNIT V

14

- Advertising- scope, importance, types, merits & demerits; sales promotion, personal selling. Retail management. Export associations – Apparel Export Promotion Council Journals and magazines related to apparel and textiles –Trade shows and Fairs – Participation in trade shows – Advantages of trade shows and fairs - Apparel & Textile Trade shows and fairs in India.

Books Recommended

Jeannette Jarnow, Dickerson, Inside the Fashion Business, Prentice hall, USA

Darlie Koshy, Effective export marketing of Apparel, Global business press, 1996.3.

Fashion Merchandising, Elian Stone,

Apparel Merchandising, An integrated Approach, Krishnakumar, M, 2010, Abishek Publications

Apparel Merchandising, Robin Mathew, Book Enclave Publishers, Jaipur4. Martin M Pegler (S V M) Visual Merchandising and Display third edition, 1955 – Fairchild’s Publication Newyork.1997

Jetwany J N Advertising, (1999)

Roundy N & Maid D, Strategies for technical communication 1985, little Brown & Company., Boston

SEMESTER -4

Paper- 15 FDEC-4P
Credit-5

Seminar and Internship(Fashion Show)
Full Marks-100

Objectives:-

- To develop managerial and the Fashion presentation skills of the students.
- To enable students to take up consultations for fashion shows.
- To gain knowledge in management opportunities of apparel industries
- One month internship in the Garment Industry, textile mill , textile and garment printing unit, cottage industry, boutique, studio or production unit of a fashion designer, a retail outlet for garment or a brand of a garment or a brand of a garment and embroidery unit. The organization can be government, Semi government, Government Limited, public sector or a private firm.
- Detailed report of the internship along with organizations working nature, different departments its personnel, job undertaken, reference, observation, precaution, the products being manufactured, marketing, raw material and clients etc. The report should also include the work done by the student during her internship with special emphasis on skills learnt during the period The report should be accompanied with photographs and a certificate from the head of the organization.

Course outcome:-

- To plan a perfect staging of fashion.
- To convey a unified picture in which customers, bloggers, media representatives evoke corresponding emotions.
- To offer creation, organization, moderation, music editing, showoptimized, model booking, arrival and departure plan, check fitting, rehearsal , choreography, contracts, customer arrangements, dress rehearsal, etc.
- To learn how to manage shows to propagate fashion brand or business.
- The student will give seminar on current researches related to different areas of Fashion. The students are expected to research and find suitable topics for the seminar. These will be presented to and approved by the department faculty The selection of topics must be guided by current trends in theory, research and application of appropriate design and technology.
- The presentations will be followed by discussions. Subsequent to this, the student is expected to submit a final report on the seminar topic along with references.

UNIT -1

12

Seminars

- Seminar and fashion shows
- Fashion shows based on themes: What are theme based fashion shows? How to sketch for theme based show
- Entrepreneurship Development
- regional textiles & costumes of India- north, east, west & south

UNIT -II

12

Designing on themes (Based for the benefit of society)

- Zodiac Signs
- Eco friendly dresses
- Save Girl Child

- Save Water
- Green and clean Jharkhand
- Art and culture of Jharkhand
- Retro, punk, hip hop, hippie, traditional and bridal.

UNIT -III

12

Internship Protocol

- Students are required to take up an internship /hands-on training for a minimum of 5 weeks with 40 hours per week on either of the following textile/ fashion apparel related industries. A report to be submitted for evaluation.(Internship with any garment based industry or company for a minimum period of 30 days). A report to be submitted for evaluation.

UNIT -IV

12

- Visit to Government Private Textile Testing and Research Laboratories •
- Visit toGO/NGO for Textile related activities •

UNIT –V

12

- Textile Industry - Export or Domestic • Fashion Industry- Export or Domestic- Boutique or Fashion houses • Apparel Industry- Export or Domestic • Fashion Photography/ Fashion Journalism • Retail Industry • Textile Craft centres • Any other related Industries
- At the end of internship students are required to submit a soft copy and hard-bound report to the college and have to make a presentation. -Internship will be graded by the supervisor at the place of internship on completion of the internship. - Alternatively, students can also take up an entrepreneurial activity of equal weight age as per the discretion of the department (Subject to approval of the Department Head)

SEMESTER -4

**Paper-16 FDEC-4P
Credit-5**

**Project
Full marks- 100**

Course outcome:-

- To gain quality research and presentation skills

Objectives:-

- More in-depth knowledge of the major subject/field of study, including deeper insight into current research and development work.
- Capability to contribute to research and development work.
- Students are required to work on any approved topic within their course content in the form of a detailed project/ thesis and submit it in the form of written report for external evaluation.

Guidelines for Project Report

1. All students shall prepare and submit project report as part of the programme. The project has to be undertaken on an individual basis.
2. The general guidelines shall apply for both Internal and External Evaluations of Project Report.
3. The Project shall be done under the supervision and guidance of faculty of the department. The project work shall commence at least by third semester. Students shall submit the report in the prescribed format at least two weeks before the commencement of end semester examination of the fourth semester or time frame prescribed by the University for viva voce, whichever is earlier.
4. The area of project shall be related to fashion /textiles and may be closely associated to the area of specialization. Topics shall also be selected with the help of linkages with industry or any NGO's.
5. The student shall submit copies of project report, either printed or typed in A4 papers. There shall be a minimum of 75 pages and a maximum of 150 pages. The report may be hard bound the printing can be single sided. A softcopy of the report may also be submitted to the department.
6. The report shall contain the following: Title page with topic, details of the student with
 - register number
 - supervisor details and
 - month and year of submission.
 - Certificate from Supervising teacher and counter signed by the Head of the Department with department seal.
 - Declaration by the student which shall include plagiarism details also.
 - The relevant guidelines issued be adhered to.
 - ❖ Acknowledgement
 - ❖ Contents
 - ❖ Abstract
 - ❖ Chapters with Chapter 1 presenting Introduction and Methodology, Chapter 2 Review of Literature, Chapter 3 Materials and Methods, Chapter 4 Results and Discussion and Chapter 5 Conclusion, Suggestions etc.

Appendix (Questionnaire/Schedule, Statistical calculation details etc
Bibliography. (References may be presented in APA style)

The Internal Evaluation of the project shall be done at the department level and the component presentation/viva shall be based on open presentation by the student, preferably with the help of audio visual aids, in the form of a defence of the project. 8. It is the responsibility of the student to put earnest effort for the completion of project. The consequences of plagiarism beyond permissible level in project work may result in failure of the course, in addition to other consequences.