

# **SHIVAJI UNIVERSITY, KOLHAPUR.**



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CHOICE BASED CREDIT SYSTEM

Syllabus For

**B. A. (DMFC) Part – III CBCS**

**Dress Making & Fashion Coordination  
(Entire)**

**SEMESTER V AND VI**

(Syllabus to be implemented from June, 2021 onwards.)



**SHIVAJI UNIVERSITY, KOLHAPUR**  
**SYLLABUS (SEMESTER PATTERN) FOR**  
**B.A. (Dress Making & Fashion Coordination) Part III**  
**CBCS PATTERN**

1. TITLE : B.A. (Dress Making & Fashion Coordination) Part III Under Faculty of Interdisciplinary Studies
2. YEAR OF : New Syllabus (CBCS Pattern) (Semester Pattern) will  
IMPLEMENTATION be implemented from June 2021 onwards.
3. DURATION : B.A. (DMFC) III – Two Semester (One Year)
4. PATTERN OF : Semester (CBCS Pattern)  
EXAMINATION Practical will be conducted at the end of VI Semester along with Term work/ internal assessment and external assessment
5. MEDIUM OF : English  
INSTRUCTION
6. STRUCTURE OF : B.A. (DMFC) Part III - Two Semesters (Eighteen Papers)  
COURSE

## COURSE STRUCTURE B.A. (DMFC) SEM-V

SR.NO	SUBJECTS	TEACHING SCHEME					
		THEORY			PRACTICAL		
		CREDITS	WORK LOAD	HOURS	CREDITS	WORK LOAD	HOURS
DSC DFC E1	World Costumes -I	2	03	2.4	---	---	---
DSC DFC E2	Fashion Merchandising-I	2	04	3.2	---	---	---
DSC DFC E3	Apparel Production & Quality Control-I	2	04	3.2	---	---	---
DSC DFC E4	Management & Entrepreneurship Skills-I	2	03	2.4	---	---	---
DSC DFC E5	Apparel Designing-I	2	03	2.4	2	04	3.2
DSC DFC E6	Computer Aided Designing-I	2	03	2.4	2	04	3.2
DSC DFC E7	Garment Construction-I	---	---	---	2	04	3.2
CGE DFC E8	Fashion Reading & Pattern Grading-I	---	---	---	2	04	3.2
CGE DFC E9	Internship Report/Project/ Assignment/ Displays	---	---	---	2	04	3.2
	<b>TOTAL</b>	12	20	16	10	20	16
	<b>TOTAL CREDITS</b>	22					
	<b>TOTAL HOURS</b>	32					

DSC – Discipline Specific Core Course

CGE – Compulsory Generic Elective

## COURSE STRUCTURE B.A. (DMFC) SEM-VI

SR.NO	SUBJECTS	TEACHING SCHEME					
		THEORY			PRACTICAL		
		CREDITS	WORK LOAD	HOURS	CREDITS	WORK LOAD	HOURS
<b>DSC DFC F1</b>	World Costumes -II	2	03	2.4	---	---	---
<b>DSC DFC F2</b>	Fashion Merchandising-II	2	04	3.2	---	---	---
<b>DSC DFC F3</b>	Apparel Production & Quality Control-II	2	04	3.2	---	---	---
<b>DSC DFC F4</b>	Management & Entrepreneurship Skills-II	2	03	2.4	---	---	---
<b>DSC DFC F5</b>	Apparel Designing-II	2	03	2.4	2	04	3.2
<b>DSC DFC F6</b>	Computer Aided Designing-II	2	03	2.4	2	04	3.2
<b>DSC DFC F7</b>	Garment Construction-II	---	---	---	2	04	3.2
<b>CGE DFC F8</b>	Fashion Reading & Pattern Grading-II	---	---	---	2	04	3.2
<b>CGE DFC F9</b>	Internship Report/Project/ Assignment/ Displays	---	---	---	2	04	3.2
	<b>TOTAL</b>	12	20	16	10	20	16
	<b>TOTAL CREDITS</b>	22					
	<b>TOTAL HOURS</b>	32					

DSC – Discipline Specific Core Course

CGE – Compulsory Generic Elective

**EXAMINATION SCHEME - B.A. (DMFC)- I SEM-V**

Sr. No.	Semester	Title of the Paper and Course	Discipline – Code	Theory			Practical			Termwork		Total Marks	Credits		
				Exam. Hrs	Total Marks	Min Marks	Exam. Hrs	Total Marks	Min Marks	Total Marks	Min Marks		Theory	Practical	Total
1	V	World Costumes-I	DSC DFC E1	2	50	20	-	-	-	-	-	50	2	-	2
2	V	Fashion Merchandising-I	DSC DFC E2	2	50	20	-	-	-	-	-	50	2	-	2
3	V	Apparel Production & Quality Control-I	DSC DFC E3	2	50	20	-	-	-	-	-	50	2	-	2
4	V	Management & Entrepreneurship Skills-I	DSC DFC E4	2	50	20	-	-	-	-	-	50	2	-	2
5	V	Apparel Designing-I	DSC DFC E5	2	50	20	-	-	-	-	-	50	2	2	4
6	V	Computer Aided Designing-I	DSC DFC E6	2	50	20	-	-	-	-	-	50	2	2	4
7	V	Garment Construction-I	DSC DFC E7	--	-	-	-	-	-	-	-	-	-	2	2
8	V	Fashion Reading & Pattern Grading-I	CGE DFC E8	--	-	-	-	-	-	-	-	-	-	2	2
9	V	Internship Report/Project/ Assignment/ Displays	CGE DFC E9	--	-	-	-	-	-	-	-	-	-	2	2
		Total										300	12	10	22

**EXAMINATION SCHEME - B.A. (DMFC)- I SEM-VI**

Sr. No.	Sem ester	Title of the Paper and Course	Discipline – Code	Theory			Practical			Termwork		Total Marks	Credits		
				Exam . Hrs	Total Marks	Min Marks	Exam . Hrs	Total Marks	Min Marks	Total Marks	Min Marks		Theor y	Practical	Total
1	VI	World Costumes-II	DSC DFC F1	2	50	20	-	-	-	-	-	50	2	-	2
2	VI	Fashion Merchandising-II	DSC DFC F2	2	50	20	-	-	-	50	20	100	2	-	2
3	VI	Apparel Production & Quality Control-II	DSC DFC F3	2	50	20	-	-	-	-	-	50	2	-	2
4	VI	Management & Entrepreneurship Skills-II	DSC DFC F4	2	50	20	-	-	-	-	-	50	2	-	2
5	VI	Apparel Designing-II	DSC DFC F5	2	50	20	3	50	20	50	20	150	2	2	4
6	VI	Computer Aided Designing-II	DSC DFC F6	2	50	20	3	50	20	50	20	150	2	2	4
7	VI	Garment Construction-II	DSC DFC F7	--	-	-	6	50	20	50	20	100	-	2	2
8	VI	Fashion Reading & Pattern Grading-II	CGE DFC F8	--	-	-	-	-	-	50	20	50	-	2	2
9	VI	Internship Report/Project/ Assignment/ Displays	CGE DFC F9	--	-	-	-	100	40	100	40	200	-	2	2
		Total										900	12	10	22

## Scheme of Examination Examination Pattern

Sr No	Examination	Marks Distribution	Marks	Total marks
1	Theory			50
		<b>Written Exam</b>	<b>50</b>	
		1) Objective type of Questions like - Fill in The blanks - Match The following - True or false - Answer in one sentence. - Multiple choice questions	5x1=5	
		2) Answer in Brief - Any 3 out of 4	5x3=15	
		3) Descriptive type questions - Any 3 out of 4	10x3=30	
2	Practical			50
		<b>External Assessment</b>	<b>15</b>	
		Folder/ Assignments/Record -10 Viva-Voce -5		
		<b>Practical Exam</b>	<b>35</b>	
		1) Question No 1	10x1=10	
		2) Question No 2	10x1=10	
		3) Question No 3	15x1=15	
3	Internship Report			200
		1) Internal assessment of Report -	100	
		2) External assessment of Report -	50	
		3) External Viva-Voce -	50	

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**SYLLABUS**  
**Choice Based Credit System**  
**B.A. (DMFC) Part III Semester V**  
**June 2021 onwards**  
**DSC DFC-E 1 – WORLD COSTUMES –I (Theory)**  
**SEMESTER V**

**Preamble:**

Study of Costumes of various countries and regions helps to gain knowledge of the clothing that are worn in various regions of India and world. It will help Apparel designers to conceptualize, design, create as well as understand various types of clothes for males, females, jewelry and accessories used by males and females of various Indian and International origin. Therefore, the students pursuing course in world costumes will have promising career in the Fashion world.

**Course Outcome:** After completion of the course students will be able to:

- i. understand the various types of garment worn by the people in different regions of India.
- ii. gain knowledge about difference in costume and jewellery used by the people from the old age.
- iii. create styles inspired from the Indian and western costumes for given design requirement.
- iv. use elements, styles and accessories pertaining to various states of India.
- v. to develop the skills to create designs for costumes of British raj and colonial period.

**Total Credits: 2**  
**Theory: 2 Credits**  
**Theory: 50 marks**

**Workload: 3 Lectures per week**  
**Total Marks : 50**

**Theory**

**Module 1:-** Study of Indian Costumes – North Indian Costumes (Kashmir, Punjab, UP and Bihar)

- 1.1 Kashmir & Punjab – Male Costume, Female Costume and Jewelry
- 1.2 Uttar Pradesh & Bihar – Male Costume, Female Costume and Jewelry
- 1.3 Costumes of Rajasthan – Male Costume, Female Costume and Jewelry
- 1.4 Costumes of Gujarat – Male Costume, Female Costume and Jewelry

**Module 2:-** Eastern Region Costumes – (Bengal and Orissa, Assam, Manipur)  
Southern Region Costumes – (Maharashtra, Karnataka, Kerala)

- 2.1 Bengal & Orissa – Male Costume, Female Costume and Jewelry
- 2.2 Assam & Manipur – Male Costume, Female Costume and Jewelry
- 2.3 Maharashtra– Male Costume, Female Costume and Jewelry
- 2.4 Karnataka & Kerala – Male Costume, Female Costume and Jewelry

**Module 3:-** Study of Costumes during Islamic Sultanate and during Post Mughal Era.

- 3.1 Islamic Sultanate – Changes in social structure
- 3.2 Islamic Sultanate – Male Costume, Female Costume
- 3.3 Post Mughal Era – Changes in social structure
- 3.4 Post Mughal Era – Male Costume, Female Costume

**Module 4 :-** Study of Costumes during British Raj and during Colonial Period.

- 4.1 British Raj – Changes in social structure
- 4.2 British Raj – Male Costume, Female Costume
- 4.3 Colonial Period – Changes in social structure
- 4.4 Colonial Period – Male Costume, Female Costume



**References:**

- 1) Doreen Yarwood. The Encyclopedia of World Costume, First edition. Mercury Books London. 1978.
- 2) Vandana Bhandari. Costumes, Textiles & Jewellery of India (Traditions in Rajasthan), First edition. Prakash Books India Pvt. Ltd. 2005.
- 3) R.K. Banerjee & Usha Bhatia, Indian Costumes, First Edition, D.S. Mehta, 1993.
- 4) James Laver. Costume and Fashion a Concise History, 4<sup>th</sup> edition, Thames & Hudson Ltd, London, 2002.
- 5) Charlotte Nicklas & Annabella Pollen, Dress History (New directions in Theory & Practice), 1<sup>st</sup> edition, Bloomsbury. 2015.
- 6) Manmeet Sodhia. Dress Designing, 1<sup>st</sup> edition, Kalyani Publishers. 2012.
- 7) Valerie Cumming, C.W. Cunningham & P.E. Cunningham. 1<sup>st</sup> edition, Berg Publishers, 2010.
- 8) Akiko Fukai, Chief Curator, The Kyoto Costume Institute, Fashion (A History from 18<sup>th</sup> to 20<sup>th</sup> century), Special Edition. Taschen, 2006.
- 9) The Peplin Press Visual Encyclopedia, 1<sup>st</sup> Edition, The Peplin Press BV, 2005

**Journals:**

1. Asian Journal Of Home Science. An International Referred research Journal.
2. International Journal of Textile and Fashion Technology. Trans Stellar.
3. International Journal of Family and Home Science.

**Weblinks:** [https://en.wikipedia.org/wiki/Clothing\\_in\\_India](https://en.wikipedia.org/wiki/Clothing_in_India)

<https://www.innfinity.in/limitless/29-states-of-india-and-their-dresses-which-are-simply-stunning/>

<https://vintageindianclothing.com/category/british-raj/>

<https://www.britannica.com/topic/dress-clothing/Colonial-America>

**Magazines:**

1. Apparel
2. Grazia
3. Verve
4. Elle

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**SYLLABUS**  
**Choice Based Credit System**  
**B.A. (DMFC) Part III Semester V**  
**June 2021 onwards**  
**DSC DFC-E 2 – FASHION MERCHANDISING –I (Theory)**  
**SEMESTER V**

**Preamble:**

The course is simple to be an innovative, challenging and inspiring subject for those who want to be future leaders in fashion merchandise management and the fashion industry.. It aims to progress your understanding of contemporary visual merchandise practice and teach you how to manage the wider requirements of the fashion retail industry.

**Course Outcome-** After completion of the course the student will be able to:

- i. acquire the basic knowledge of a fashion merchandiser.
- ii. understand the fashion industry cycle from product development to consumer.
- iii. know the significance of fashion designers and merchandising in apparel industry
- iv. gain the knowledge and skills required to be in fashion merchandiser.
- v. discuss how a student can prepare for a career in fashion industry

**Total Credits: 2**

**Theory: 2 Credits**

**Workload: 4 Lectures per week**

**Total Marks : 75**

**Theory: 50 marks**

**Term Work: 25 Marks**

**Theory**

**Module 1:- Fashion merchandising, Importance, Scope, Qualities And Responsibilities .**

- 1.1 Concept of term merchandising, its importance from buying house perspective and manufacturers perspective,
- 1.2 Advantages and disadvantages of merchandiser
- 1.3 Scope of fashion merchandising product merchandising, retail merchandising, factory merchandising, visual merchandising
- 1.4 Qualities and Responsibilities of senior merchandiser.

**Module 2 :- Categories of Apparel Merchandising**

- 2.1 Apparel fashion Merchandising – Fashion forecasting, Design Development, Product Specification, Merchandising Planning
- 2.2 Costumes Apparel Export\Production Merchandising – Process flow chart, Organization of Fashion Merchandising
- 2.3 Apparel Retail Merchandising - Function of Retailer
- 2.4 Sourcing Strategies and process

**Module 3 :- Apparel fashion Merchandising**

- 3.1 Buying in foreign and Domestic Market
- 3.2 Target Market
- 3.3 Market Knowledge – production planning and control, elements of production planning and control
- 3.4 Market Segmentation,

**Module 4 :- Merchandising filing**

- 4.1 Market Research
- 4.2 Marketing Mix, Importance of Marketing Mix i.e 4P Of marketing Product, Price, Place and Promotion

4.3 Merchandising File

4.4 Mass Marketing, Target Marget

**References:**

- 1) Dr. R. Rathinamoorthy,R. Surjit, Apparel Merchandising ,1<sup>st</sup> edition , Woodhead Publishing India Pvt. Ltd. 2018.
- 2) Elaine Stone/ Jean A. Samples , Fashion Merchandising, 5<sup>th</sup> edition, Macmillan/ McGraw Hill NewYork, 1993.
- 3) Gini Stephen Frings , Fashion from Concept to Consumer, 4<sup>th</sup> edition, Prentice Hall Career & Technology, New Jersey, 1994
- 4) M. Krishna Kumar, Apparel Costing , 1<sup>st</sup> edition , Abhishek Publication Chandigarh, 2011.
- 5) M. Krishna Kumar, Apparel Merchandising (An Integrated Approach), 1<sup>st</sup> edition , Abhishek Publication Chandigarh, 2010.
- 6) Grace I. Kunz , Merchandising Theory, Principles and Practice, 1<sup>st</sup> edition , Fairchild Books NewYork, 1998.
- 7) Martin M. Pegler, Visual Merchandising, 5<sup>th</sup> edition, Fairchild Books NewYork, 2006.

**Journals:**

- 1) Asian Journal of Home Science. An International Referred research Journal.
- 2) International Journal of Textile and Fashion Technology. Trans Stellar.
- 3) International Journal of Family and Home Science.

**Weblinks:** <https://ncert.nic.in/textbook/pdf/lehe202.pdf>

[https://www.brainkart.com/article/Categories-of-Apparel-Merchandising\\_37531/](https://www.brainkart.com/article/Categories-of-Apparel-Merchandising_37531/)

[https://en.wikipedia.org/wiki/Fashion\\_merchandising](https://en.wikipedia.org/wiki/Fashion_merchandising)

<https://textilemerchandising.com/maintain-merchandising-files/>

**Magazines:**

- 1) Apparel
- 2) Grazia
- 3) Verve
- 4) Elle

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**SYLLABUS**  
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**B.A. (DMFC) Part III Semester V**  
**June 2021 onwards**  
**DSC DFC-E 3 – Apparel Production and Quality Control –I( Theory)**  
**SEMESTER V**

**Preamble:**

In the apparel industry, we depend on a good quality control system to maximise the production of goods within the specified requirements, doing so the first attempt. Hence this course will help the students to achieve knowledge of quality control. Its important to know the Design quality. Stylistic approach. colours etc.

**Course Outcome:** After completion of the course the student will be able to:

- i. understand the manufacturing process in apparel industry
- ii. gain knowledge regarding the industrial sewing machines.
- iii. learn about various machineries and process involved in cutting and spreading.
- iv. acquaint to the different operations in garment industry.
- v. know the various activities carried out in sewing room.

**Total Credits: 2**

**Total Marks 50**

**Workload: 4 Lectures per week**

**Theory: 4 Lectures per week**

**Theory**

**Module 1:-** Introduction to Apparel Technology

- 1.1 Brief history of apparel technology,
- 1.2 Sewing Machine, Difference between domestic and industrial sewing machine
- 1.3 Different parts and its functions of Industrial sewing machine.
- 1.4 Different types of sewing machines

**Module 2 :-** Sewing Needles and Stitches

- 2.1 Sewing needle and different types
- 2.2 Sizes of sewing needle.
- 2.3 Beds of sewing machine,
- 2.4 Different types of material feed system,

**Module 3:-** Stitches and Seams used in Apparel Manufacturing

- 3.1 Stitches- Classification of stitches
- 3.2 Difference between Lock stitch and chain stitch
- 3.3 Visual presentation of how lock stitch and chain stitch is formed
- 3.4 Classification of seam

**Module 4:-** Different departments and operations carried out in garment production unit

- 4.1 Flow chart showing
- 4.2 Marker or lay .1.Lay plan making ( marker making), Requirements of marker, Different types of lay or marker, marker efficiency, Consumption calculation for woven as well as knitted tubular fabric Terminology in marker like lay length, lay height, end allowance, edge allowance, cutting loss, marker length
- 4.3 Spreading - Requirements of spreading, Types of lay, Types of fabric and its effect on spreading, Forms of spreading, Methods of spreading 3. Cutting Objective of cutting, Methods of cutting, Cutting room management or cut order planning.
- 4.4 Definitions Production, Productivity, Lead Time, Inventory, WIP, Throughput time, effect of WIP on Throughput, Manufacturing Systems - Make Through - Assembly Line - Progressive Bundle System - Modular Manufacturing - UPS etc

**References:**

1. Ruth E. Glock Grace I. Kunz 'Apparel Manufacturing and sewn production analysis' 4<sup>th</sup> Edition, Pearson publication, 2004.
2. A.J. Chuter 'Introduction to clothing production management' 2<sup>nd</sup> edition, Wiley- Blackwell, 1995
3. David J Tailor 'Material management in clothing and production' John wiley & sons,1991.
4. Gerry Cooklin 'Introduction to clothing manufacture' 2<sup>nd</sup> Edition, Wiley- Blackwell, 2006
5. Dr Subrata Das 'Quality Characterisation of apparel' Woodhead publishing India Textiles, 2009.
6. Pradip V.' Mehta An introduction to quality controll for apparel industry' CRC press, 1992.

**Weblinks:** <https://leanmanufacturingtools.org/>  
<https://www.yamato-sewing.com/en/product/industrial-sewing-machine/>  
<https://www.juki.co.jp/en/products/industrial/>

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**SYLLABUS**  
**Choice Based Credit System**  
**B.A. (DMFC) Part III Semester V**  
**DSC DFC-E4 - Management and Entrepreneurship Skills –I**  
**Semester-V**

**Preamble:**

Entrepreneurs are the innovators responsible for job growth, economic growth. The purpose of exposing the students to entrepreneurship is to motivate them to become entrepreneur. Entrepreneurs require a foundation in several key areas in order to be successful. This course will focus on multiple topics including: opportunities and challenges for new ventures, benefits/drawbacks of entrepreneurship, strategic management and forms of business ownership, marketing strategies, venture finance and human resource management.

**Course Outcome:** After completion of the course the student will be able to:

- i. understand basic concepts of management
- ii. gain knowledge regarding importance of decision making and supervision in the organization.
- iii. understand concept of entrepreneurship and various government scheme for entrepreneurial development
- iv. know the steps involved to start new venture.

**Total Credits: 2**  
**Theory: 2 Credits**  
**Total Marks 50**

**Workload: 3 Lectures per week**  
**Theory: 50 marks**

**Theory**

**Module 1:** Introduction to Management

- 1.1 Concept and nature of management.
- 1.2 Contribution to the development of management thought by F.W. Taylor, Henri Fayol, & Peter Drucker
- 1.3 Functions of management : Planning ,organizing, staffing, directing , Leadership, Motivation , Controlling

**Module 2:** Decision making and Supervision

- 2.1 Decision making - Nature of Decision Making and Types of decision making
- 2.2 Steps in decision making
- 2.3 Supervisors role in Management and Qualities of good supervisor

**Module 3:** Entrepreneurship Development

- 3.1 Concept , qualities of a good Entrepreneur and Types of entrepreneur
- 3.2 Women entrepreneurship - pull and push factors in development of women entrepreneurship and problems faced by women Entrepreneurs in India.
- 3.3 Government support for entrepreneurship in India

**Module 4 : Starting of new venture**

- 4.1 Steps involved to start new venture in India
- 4.2 Project report -meaning and content of project report
- 4.3 Concept of project appraisal

**References-**

- 1) Drucker, Peter, F: Management: Tasks, Responsibilities and Practices, Allied Publishers,
- 2) L.M Prasad: Production management, SULTAN CHAND & SONS-NEW DELHI , 1 January 2019
- 3) Srinivasan & Chunawalla, Management Principles and Practice., Himalaya Publishing House, Edition: 1, 2014
- 4) Vasant Desai - “The Dynamics of Entrepreneurial Development and Management , Himalaya Publishing House ,1 Jan 2011
- 5) Khanka S. S. “Entrepreneurial Development”, Chand and Company Ltd, New Delhi

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**SYLLABUS**  
**Choice Based Credit System**  
**B.A. (DMFC) Part III Semester V**  
**June 2021 onwards**  
**DSC DFC-E 5 - APPAREL DESIGNING –I (Theory & Practical)**  
**SEMESTER V**

**Preamble:**

Apparel Design involves technical and artistic creativity. This course will help the Apparel designers to conceptualize, Design, create as well as monitor the manufacturing of clothes, accessories. Therefore, the students pursuing course in apparel designing will have promising career in the Fashion Industry.

**Course Outcome:** After completion of the course the student will be able to:

- i) understand the design process of a designer and at the fashion industry
- ii) gain knowledge regarding the forecasting of fashion
- iii) know about various fashion centers and fashion shows
- iv) acquire knowledge of various brands and fashion communication.
- v) develop the skill to choose an appropriate theme and implementation.

**Total Credits: 4**

**Theory: 2 Credits**

**Practical: 2 Credits**

**Total Marks 100**

**Workload: 7 Lectures per week**

**Theory: 3 Lectures per week**

**Practical: 4 Lectures per week**

**Theory: 50 marks**

**Practical and term works: 50 Marks**

**Theory**

**Module 1:-** Theories of Fashion

- 1.1 Fashion Leaders, Fashion Followers and Fashion Influencers
- 1.2 Traditional fashion Adoption (Trickle-down theory)
- 1.3 Reverse Adoption (Bottom – up Theory)
- 1.4 Mass Dissemination (Trickle across theory)

**Module 2:-** Classification of Fashion

- 2.1 Types of Fashion - Couture Line, Designer Signature Line,
- 2.2 Bridge Line, Moderates,
- 2.3 Budget Line, mass fashion haute couture
- 2.4 Ready-to-wear garments

**Module 3:-** Design Development Process

- 3.1 Planning, Research,
- 3.2 Predicting trends, Theme, Mood Board.
- 3.3 The Collection, The Range,
- 3.4 Design Details and patterns.

**Module 4 :-** – Forecasting, Fashion Forecasting

- 4.1 Trend, Fashion Trend, Trend forecasting
- 4.2 Importance of forecasting.
- 4.3 Long term and short term Forecasting.
- 4.4 The process and activities of Forecasting, Sources of information.  
Writer, Fashion Photographer and Visual Merchandiser.



## **Practical**

### **Practical-1**

To prepare an individual portfolio presentation based on a theme Selection of theme for a collection.

To develop the storyboard, client's board, presentation sheet, spec sheet, flat pattern and cost sheet for the same.

### **Practical -2**

To Select one theme for the Current Trend execution of the collection and choose the most innovative theme. Orientation of the design collection at various platforms: Industry/design house/In house Concept.

To prepare and finalise the Theme, category of clothing (inspiration can be taken from forecast)

Research for the concept: research will include the area of inspiration, detail, origin/history, Motifs/textures, Development of Mood board: depiction of the mood for the collection, occasion /season for which the collection will be prepared

### **Practical -3**

To make a Stylized Designer outfits with different colours scheme.(Male/Female/Kids) as follows.

Complimentary Colour Scheme, Double Complementary, Split complementary, Double Split Complementary, Triad Colour scheme, Analogous Colour Scheme. Hot Colour Scheme, Cool Colour Scheme.

### **Practical -4**

Accessories Design: To design Accessories Bows, Buttons. Head Gear, Stools, Hand Bags, Shoes, for the appropriate theme and implementation of the same.

To select all the elements according to the theme for collection & Paper Work & Application

## **References:**

1. Dr R Rathinamoorthy, R Surjith. 'Apparel Merchandising' Woodhead Publishing India. Pvt. Ltd. 2018
2. Dr Navneet Kaur, 'Comdex fashion Design, Dream tech Press New Delhi, 2010.
3. Leslie Davis Burns, Nancy O Bryant, 'The Business of Fashion Designing, Manufacturing and marketing' Fairchild Publicationsa Inc. 2007.
4. Gini Stephens Frings, 'Fashion Concept to Consumer' 4<sup>th</sup> Edition, Prentice Hall Career and Technology Eagle wood Cliffs. 1994.
5. Megha Modelz, 'Fashion Resource Book' 2<sup>nd</sup> Edition, Sangat Printers Pvt Ltd, New Delhi, 2011.
6. Simon Seivewright, 'Basic Fashion Design – Research and Design" 01, Ava Academia Publishing UK Ltd, 2007.
7. Kate Scully, Debra, Johnston, Cobb, 'Colour Forecasting for Fashion' Laurence King Publishers, 2012.
8. Rajan Singhal / Kannaki Bharali'.Fashion Rendering, OM Book International 2010
9. Zeshu Takamura.Fashion Design Techniques – A Super reference book for beginners Page one publishing Pvt.Ltd. 2009
10. Kojiro Kumagi, Fashion & Colour –Total fashion colour Coordinate, Graphic sha Publishing co. 1985

## **Journals:**

4. Asian Journal of Home Science. An International Referred research Journal.
5. International Journal of Textile and Fashion Technology. Trans Stellar.
6. International Journal of Family and Home Science.

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[https://en.wikipedia.org/wiki/Fashion\\_forecasting#:~:text=Fashion%20forecasting%20is%20a%20global,stores%20for%20the%20upcoming%20seasons.](https://en.wikipedia.org/wiki/Fashion_forecasting#:~:text=Fashion%20forecasting%20is%20a%20global,stores%20for%20the%20upcoming%20seasons.)

**Magazines:**

5. Apparel
6. Grazia
7. Verve
8. Elle

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**DSC DFC-E 6 – Computer Aided Designing**  
**SEMESTER V**

**Preamble:**

Computer-aided design (CAD) is the use of computers (or workstations) to aid in the creation, modification, analysis, or optimization of a design. CAD software is used to increase the productivity of the designer, improve the quality of design, improve communications through documentation, and to create a database for manufacturing. One of the industries which has seen tremendous growth in the use of CAD software in the last few decades is Fashion Industry. The knowledge of CAD software is essential for an aspiring Fashion Designer entering the Fashion industry and even for an established fashion designer within the Fashion Industry.

**Course Outcome:** After completion of the course the student will be able to:

- i. associate computer application and fashion software.
- ii. practice photoshop and corel draw techniques.
- iii. construction of basic designs in textile and fashion.
- iv. enable the students to design garment designs using computers
- v try various colour combinations and textural effects
- vi create and manipulate fashion figures for various garment designs

**Total Credits: 4**

**Theory: 2 Credits**

**Practical: 2 Credits**

**Total Marks 100**

**Workload: 7 Lectures per week**

**Theory: 3 Lectures per week**

**Practical: 4 Lectures per week**

**Theory: 50 marks**

**Practical and term works: 50 Marks**

**Module 1:-** Introduction about Coral Draw

- 1.1 Exploring advance tools available in coral draw.
- 1.2 Basic concept of coral draw.
- 1.3 Introduction to tools, ruler setting, basic shapes, grouping/combining, color Palettes, effects, curves,
- 1.4 Opening, closing and saving a file, importing/exporting, printing.

**Module 2:-** Role of computers in fashion industry –

- 2.1 Information flow – CAD, CAM, CIM.
- 2.2 Definition and functions of the above.
- 2.3 Computers in production planning and production scheduling
- 2.4 computerized colour matching system.

**Module 3:-** Introduction about Photo Shop.

- 3.1 Its use & Importance.
- 3.2 Tools available in photo shop.

**Module 4:-** Photoshop effects and uses.

- 4.1 To understand all effects on photos
- 4.2 Applications of Photoshop.

4.3. Use of Photoshop in fashion Industry

4.4 Use of Photoshop in portfolio making

**Practical:**

**Practical 1:-** Use of Coral Draw or Adobe Photoshop. Making Of Human Figures, Fashion croiques, Draping Styles, Flat Patterns & Presentation Drawings.

**Practical 2.** Use of Photoshop. Or in Coral Draw. Scanning & editing of fashion figures, giving different effects.

**Practical 3.** Design & flat sketches along with stitch specification for the following: Children Girls and Boys (outfits) Adults –Casual –Formal–Western outfits .

**Practical -4** Create your own logo design for Your boutique, Visiting card, Letter head, Envelop, Making of Paper bag & other stationery requirement for the same in Coral or Photoshop. For the above create spec sheets, cost sheets for each garment using software / Photoshop / Corel Draw.

**References:**

1. P K Sinha Computer Fundamentals, BPB Publications, Delhi, 1992
2. Harold Carr and Barbara Latham The Technology of Clothing Manufacture, , Blackwell Ltd, 1994
3. Jinlian Hu, Elsevier, 2011 Computer Technology for Textiles and Apparel,
4. Rajkishore Nayak and Rajiv Padhye, Automation in Garment Manufacturing, Woodhead Publishing, 2017

**Weblinks:** <https://vetfgc.edu.in/downloads/ict-learning/ambily.pdf>  
<https://www.onlineclothingstudy.com/2018/10/cad-system-and-its-application-in.html>  
<https://www.synzenbe.com/blog/why-cad-and-cam-technologies-are-important-to-the-fashion-industry-1019/1019>

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**CGE DFC-E7- GARMENT CONSTRUCTION -I (Practical)**  
**SEMESTER V**

**Preamble:**

Garment construction is a technical accomplishment that requires knowledge of fabrics, principles of clothing construction and skills involved in it.

**Course outcome:** After completion of the course the student will be able to:

- i. gain knowledge of basic pattern making techniques.
- ii. learn the drafting of basic block and flat pattern making techniques.
- iii. study the construction methods of gents garments.

**Total credits- 2**  
**Practical – 2 credits**  
**Total Marks – 50**

**Workload: 4 lectures per week**  
**Term work -25 marks**  
**Practical – 25 marks**

**Practical –**  
**Practical- 1**

Basic shirt (Men's) - full scale drafting, fabric cutting, construction and finishing of the same.

**Practical-2**

Women's shirt - full scale drafting, fabric cutting, construction and finishing of the same.

**Practical-3**

Basic trouser (Men's)- full scale drafting, fabric cutting, construction and finishing of the same.

**Practical-4**

Visual display and presentation of the above garments.

**References –**

- 1) Metric Pattern for ladies-Author-Winfred Aldvid. Third Edition (Revised) Blackwell Services Ltd.-1997.
- 2) Metric Cutting for Menswear - Winfred Aldvid. Third Edition (Revised) Blackwell Services Ltd.-1997.
- 3) Dress pattern Designing -5th Editions –Natalie Bray. Blackwell Services Ltd.-1986./2004 for Book service.
- 4) Pattern cutting for women's Tailored Jackets – Winfred Aldrich. First Edition B.T.Bats ford Ltd.-1997.
- 5) Pattern Cutting for Women's outwear-Garry Cooklin. First Edition Black well science Ltd.-1994.

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**June 2021 onwards**  
**CGE DFC-E8- FASHION READING AND PATTERN GRADING -I (Practical)**  
**SEMESTER V**

**Preamble:**

Fashion reading is a process where a miniature of the actual apparel is made. This helps in visualizing the actual product. Whereas pattern grading is a process of turning base size or sample size patterns into additional sizes using a size specification sheet or grading increments. This can be done manually or digitally using computerized pattern drafting software. This skill will enable the fashion design students to improve their handwork and creativity.

**Course outcome:** After completion of the course the student will be able to:

- i. understand the designing process in the boutiques and sample room in garment industry.
- ii. gain knowledge of the fashion designing.
- iii. learn the grading techniques.
- iv. study the working process of designers.

**Total credits- 2**  
**Practical – 2credits**

**Workload: 4 lectures per week**  
**Term work -25 marks**

**Practical –**  
**Practical -1**

- 1) Fashion Reading for Party wear baby frock with suitable accessories ¼ drafting, paper cutting, cloth cutting, layout
- 2) Fashion Reading for Office Wear (female) with suitable accessories, ¼ drafting, paper cutting. Cloth cutting, layout.

**Practical-2**

- 1) Fashion Reading for Traditional Ghagra choli with suitable background and jewellery, ¼ drafting, paper cutting, cloth cutting and layout
- 2) Fashion Reading for Formal shirt and trouser (Male) with suitable background and accessories, ¼, drafting, paper cutting, clothcutting and layout.

**Practical- 3**

- 1) Fashion Reading for Current Market trend garment with suitable accessories, ¼ drafting, paper cutting, cloth cutting, layout.

**Practical-4**

Grading the patterns to different sizes.  
Basic bodice block and Sleeve block

## References –

- 1) John Hopkins, 'Fashion Drawing', basic fashion design 05, Edition -1 AVA Publishing SA, Switzerland, 2010
- 2) Pamela Stringer, 'Fashion Design techniques', Edition -1, B.T. Batsford Ltd, London, 1992.
- 3) Gerry Cooklin, 'Master patterns and grading for women's out sizes, Pattern sizing and Technology, Edition -1, Blackwell Science Ltd. London, 1995.
- 4) Winifred Aldrich, Metric pattern cutting for children wear and baby wear, Edition-3, Blackwell Science Ltd. London, 1999.
- 5) Gloria Mortimer- Dunn, Pattern Design for children's clothes, Edition-1, B.T. Batsford Ltd, London, 1999.
- 6) Gerry Cooklin, 'patterns and grading for men's clothes, The Technology of sizing, Edition -1, Blackwell Science Ltd. London, 1992.

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**June 2021 onwards**  
**DSC DFC-F 1 – WORLD COSTUMES –II (Theory)**  
**SEMESTER VI**

**Preamble:**

Study of Costumes of various countries and regions will help the students to understand clothing that are worn in different eras. This course will help them to gain deep knowledge of the various costumes of males and females of International origin. Therefore, the students pursuing this course world costume will have detailed information of the world costumes and clothing during different centuries which enables them for the application of the same in apparel designing.

**Course Outcome:** After completion of the course students will be able to:

- i. understand the various types of garment worn by the people in Classic age.
- ii. gain knowledge about difference in costume and jewellery used in renaissance and Spanish age.
- iii. create styles inspired from the Romanticism and Art Nouveau
- iv. use elements, styles and accessories pertaining to various centuries.
- v. Acquire knowledge of costumes, Jewellery and Accessories of the world.

**Total Credits: 2**

**Theory: 2 Credits**

**Theory: 50 marks**

**Theory**

**Module 1:-** Study of Classical Age Costumes –

- 1.1 Ancient Egypt – Male Costume, Female Costume and Accessories
- 1.2 Ancient Greece – Male Costume, Female Costume and Accessories
- 1.3 Ancient Rome – Male Costume, Female Costume and Accessories
- 1.4 Ancient Gothic – Male Costume, Female Costume and Accessories

**Module 2:-** Study of Costumes during –

- 2.1 Renaissance Age – Male Costume, Female Costume and Accessories
- 2.2 Spanish Fashion – Male Costume, Female Costume and Accessories
- 2.3 Rococo Fashion – Male Costume
- 2.4 Rococo Fashion – Female Costume and Accessories

**Module 3:-** Study of Costumes during Romanticism and Art Nouveau

- 3.1 Romanticism – Male Costume
- 3.2 Romanticism – Female Costume and Accessories
- 3.3 Art Nouveau – Male Costume, Female Costume and Accessories
- 3.4 Japanese Costume – Male Costume, Female Costume and Accessories

**Module 4 :-** Study of Costumes during Fifties, Sixties, Seventies, Eighties

- 4.1 Fifties – Male Costume, Female Costume and Accessories
- 4.2 Sixties – Male Costume, Female Costume and Accessories
- 4.3. Seventies – Male Costume, Female Costume and Accessories
- 4.4 Eighties – Male Costume, Female Costume and Accessories

**Workload: 3 Lectures per week**

**Total Marks: 50**



**References:**

- 1) Doreen Yarwood. The Encyclopedia of World Costume, First edition. Mercury Books London. 1978.
- 2) Vandana Bhandari. Costumes, Textiles & Jewellery of India( Traditions in Rajasthan), First edition. Prakash Books India Pvt. Ltd. 2005.
- 3) R.K.Banerjee & Usha Bhatia , Indian Costumes , First Edition, D.S.Mehta, 1993.
- 4) James Laver. Costume and Fashion a Concise History, 4<sup>th</sup> edition, Thames & Hudson Ltd,London,2002.
- 5) Charlotte Nicklas & Annebella Pollen, Dress History(New directions in Theory & Practice), 1<sup>st</sup> edition, Bloomsbury. 2015.
- 6) Manmeet Sodhia. Dress Designing ,1<sup>st</sup> edition ,Kalyani Publishers . 2012.
- 7) Valerie Cumming, C.W. Cunnington & P.E. Cunnington. 1<sup>st</sup> edition , Berg Publishers ,2010.
- 8) Akiko Fukai, Chief Curator, The Kyoto Costume Institute, Fashion (A History from 18<sup>th</sup> to 20<sup>th</sup> century), Special Edition. Taschen, 2006.
- 9) The Peplin Press Visual Encyclopedia, 1<sup>st</sup> Edition , The Peplin Press BV, 2005

**Journals:**

- 1) Asian Journal Of Home Science. An International Referred research Journal.
- 2) International Journal of Textile and Fashion Technology. Trans Stellar.
- 3) International Journal of Family and Home Science.

**Weblinks:** [https://en.wikipedia.org/wiki/Clothing\\_in\\_the\\_ancient\\_world](https://en.wikipedia.org/wiki/Clothing_in_the_ancient_world)  
<https://historyofeuropeanfashion.wordpress.com/category/renaissance-1450-1650/>  
<https://world4.eu/tag/spanish-fashion/>  
[https://en.wikipedia.org/wiki/Art\\_Nouveau](https://en.wikipedia.org/wiki/Art_Nouveau)  
<https://www.britannica.com/art/Romanticism>  
<https://fashionhistory.fitnyc.edu/1970-1979/>  
<https://fashionhistory.fitnyc.edu/1960-1969/>  
[https://en.wikipedia.org/wiki/1980s\\_in\\_fashion](https://en.wikipedia.org/wiki/1980s_in_fashion)

**Magazines:**

- 1 Apparel
- 2 Grazia
- 3 Verve
- 4 Elle

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**DSC DFC-F 2 – FASHION MERCHANDISING-II (Theory)**  
**SEMESTER VI**

**Preamble:**

Students in fashion merchandising learn how to manufacture, buy, promote, and sell fashion items, from clothing and jewelry to cosmetics and furniture. They also learn about textiles (fabrics and the fibers used to make them). They will know about retail mathematics and Visual Merchandising.

**Course Outcome:** After completion of the course the student will be able to:

- i. gain knowledge of retail mathematics.
- ii. understand the six rights of merchandising.
- iii. prepare the documentations in merchandising.
- iv. learn the retail merchandising.
- v. acquaint the visual merchandising elements and techniques.

**Total Credits: 4**  
**Theory: 2 Credits**  
**Total Marks 75**

**Workload: 4 Lectures per week**  
**Term Work: 25 Marks**  
**Theory: 50 marks**

**Theory**

**Module 1 :- Retail Mathematics.**

- 1.1 Meaning of Retail Mathematics
- 1.2 Consumption calculation and Calculation of garment manufacturing cost
- 1.3 Conducting sales transactions, Calculating sales tax and shipping charges
- 1.4 Determining discounts, Calculating stock turnover, Developing budgets  
Interpreting profit and loss statements
- 1.5 Calculating gross margin and break-even points and Calculation of retail receipts.

**Module 2 :- Merchandising planning, rights and management.**

- 2.1 Six Rights of merchandising
- 2.2 Order planning i.e. (T.N.A) Time and action calendar. Export Documentation
- 2.3 CBM Calculation and Volumetric weight calculation.
- 2.4 Export Import Management

**Module 3 :- Apparel Retail Merchandising**

- 3.1 Retailing and Functions of Retailers
- 3.2 Types of Retailers in Apparel Retail Merchandising Process
- 3.3 Market Knowledge – production planning and control, elements of production  
planning and control
- 3.4 Market Segmentation,

**Module 4 :- Visual Merchandising**

- 4.1 Functions of Visual Merchandising
- 4.2 Elements of Visual Merchandising,
- 4.3 Visual Merchandising Technique
- 4.4 Retailing Trends

**References:**

- 1) Dr. R. Rathinamoorthy, R. Surjit, Apparel Merchandising ,1<sup>st</sup> edition , Woodhead Publishing India Pvt. Ltd. 2018.
- 2) Elaine Stone/ Jean A. Samples , Fashion Merchandising, 5<sup>th</sup> edition, Macmillan/ McGraw Hill NewYork, 1993.
- 3) Gini Stephen Frings , Fashion from Concept to Consumer, 4<sup>th</sup> edition, Prentice Hall Career & Technology, New Jersey, 1994
- 4) M. Krishna Kumar, Apparel Costing , 1<sup>st</sup> edition , Abhishek Publication Chandigarh, 2011.
- 5) M. Krishna Kumar, Apparel Merchandising (An Integrated Approach), 1<sup>st</sup> edition , Abhishek Publication Chandigarh, 2010.
- 6) Grace I. Kunz , Merchandising Theory, Principles and Practice, 1<sup>st</sup> edition , Fairchild Books NewYork, 1998.
- 7) Martin M. Pegler, Visual Merchandising, 5<sup>th</sup> edition, Fairchild Books NewYork, 2006.

**Journals:**

- 1) Asian Journal of Home Science. An International Referred research Journal.
- 2) International Journal of Textile and Fashion Technology. Trans Stellar.
- 3) International Journal of Family and Home Science.

**Weblinks:** <https://www.indeed.com/career-advice/career-development/retail-math>  
<https://www.marketing91.com/merchandise-planning/>  
<https://www.smartsheet.com/retail-merchandising>  
[https://en.wikipedia.org/wiki/Visual\\_merchandising](https://en.wikipedia.org/wiki/Visual_merchandising)

**Magazines:**

- 1) Apparel
- 2) Grazia
- 3) Verve
- 4) Elle

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**DSC DFC-F 3 – Apparel Production and Quality Control –II(Theory)**  
**SEMESTER VI**

**Preamble:** To provide comprehensive knowledge about the textile testing, quality control and standardizations. To learn the various statistical approaches for Quality control. Textile testing is extremely important as it ensures quality and can eliminate any problems ahead of manufacturing. Development of new and innovative clothing means that textile testing is more important than ever.

**Course Outcome:** After completion of the course the student will be able to:

- i. gain knowledge regarding the quality control aspects
- ii. learn the in process inspection done in garment industry.
- iii. Know the details of TQM
- iv. understand the various textile testings, fabric testings and garment testing methods.
- v. acquire the knowledge of various standardisations in garment industries.

**Total Credits: 2**  
**Theory: 2 Credits**  
**Total Marks 50**

**Workload: 4 Lectures per week**  
**Theory: 4 Lectures per week**  
**Theory: 50 marks**

**Theory**

**Module 1:- Introduction to Quality Control**

- 1.1 What is Quality and Importance of quality?
- 1.2 Quality systems of apparel buyers, agencies and vendors. Perceptions of apparel buyers & retailers vis a vis quality. Company, Industry, National, International, ATCC, ASTM, BIS, BSI etc
- 1.3 Raw material inspection and Fabric inspection -: 4 Point system, 10 point system, Dallas system
- 1.4 Sewing thread, button, zipper, buckle, snap, fasteners etc

**Module 2:- In process Inspection**

- 2.1 Within process i.e in line and final inspection
- 2.2 Concept of AQL
- 2.3 Selection of sample as per lot size
- 2.4 Levels of inspection i.e random or 100 %

**Module 3:-Textile testing**

- 3.1 Gsm of fabric, Count and construction,
- 3.2 Fiber composition, Fabric strength, seam strength.
- 3.3 Fabric stretch, drape, Fab thickness, bowing,
- 3.4 Wrinkle recovery, air permeability, pilling, Abrasion resistance

**Module 4:-**

- 4.1 Quality management, Quality and cost,
- 4.2 Quality control and quality assurance

4.3 ISO 9000 approach and Total Quality Management TQM

4.4 Introduction to lean tools, Brief study of 5S, kaizen, JIT, Kanban, VSM & TPM

**References:**

1. Ruth E. Glock Grace I. Kunz 'Apparel Manufacturing and sewn production analysis' 4<sup>th</sup>
2. Edition, Pearson publication, 2004.
3. A.J. Chuter 'Introduction to clothing production management' 2<sup>nd</sup> edition, Wiley- Blackwell,
4. 1995
5. David J Tailor 'Material management in clothing and production' John wiley & sons, 1991.
6. Gerry Cooklin 'Introduction to clothing manufacture' 2<sup>nd</sup> Edition, Wiley- Blackwell, 2006
7. Dr Subrata Das 'Quality Characterisation of apparel' Woodhead publishing India Textiles, 2009.
8. Pradip V.' Mehta An introduction to quality control for apparel industry' CRC press, 1992.

**Weblinks:** <https://leanmanufacturingtools.org/>  
<https://www.yamato-sewing.com/en/product/industrial-sewing-machine/>  
<https://www.juki.co.jp/en/products/industrial>  
<https://www.textileblog.com/in-process-inspection-in-garment-manufacturing/>

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**DSC DFC-F4 - Management and Entrepreneurship Skills –II**

**Preamble:**

To acquaint the students with the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases.

**Course Outcome:** After completion of the course the student will be able to:

- i. gaining knowledge about managing production processes to run operations effectively and better understanding of quality management in the organization
- ii. to develop the understanding of the concept of human resource management and to understand its relevance in organizations.
- iii. understand the place and contribution of marketing to the business enterprise
- iv. develop knowledge on the allocation, management and funding of financial resources.

**Total Credits: 2**  
**Theory: 2 Credits**  
**Total Marks 50**

**Workload: 3 Lectures per week**

**Theory: 50 marks**

**Theory**

**Module 1: Production Management**

- 1.1 Meaning , Objectives and importance of production management
- 1.2 Plant location : Meaning ,Characteristics of ideal plant location , Factors influencing selection of Location.
- 1.3 Plant Layout : Meaning, importance, Objectives of Plant layout ,Types of Plant layout.

**Module 2 : Human Resources Management**

- 2.1 Meaning , Objectives and Importance of Human Resource Management
- 2.2 Functions of Human Resource Management
- 2.3 Important Provisions of Factory Act-1948

**Module 3: Marketing Management**

- 3.1 Meaning and concept of marketing
- 3.2 Concept of consumer behaviour
- 3.3 Sales promotion activities of the firm

**Module 4: Financial Planning**

- 4.1 Meaning , objectives ,importance of financial planning
- 4.2 Steps involved in financial planning
- 4.3 Tax Planning –meaning of tax and Tax planning

**References-**

1. Srinivasan & Chunawalla, Management Principles and Practice., Himalaya Publishing House, Edition: 1, 2014
2. Peter F Drucker, Practice of Management, Mercury Books, London
3. Organisation and Management- Dr. C.B. Gupta , Sultan Chand and Sons,2017
4. L.M Prasad: Production management, SULTAN CHAND & SONS-NEW DELHI , 1 January 2019
5. Financial management by Dr, S P Gupta, Sahitya Bhawan Publications 2 Edition
6. Marketing Management by Philip Kotler , Fifteenth Edition | By Pearson

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**DSC DFC-F 5 - APPAREL DESIGNING –II (Theory & Practical)**

**SEMESTER VI**

**Preamble:**

The Indian fashion Industry needs design professional with knowledge & skills of design innovation and Manufacturing. To face challenges for the upcoming design professionals to demonstrate their personal design Portfolio with innovation and creativity. This will enable the industry to reach the global standards and apply the knowledge of designing in various fields.

**Course Outcome:** After completion of the course the student will be able to:

- i. identify Indian and international fashion brands.
- ii. gain knowledge about personality of the brand.
- iii. learn about various fashion centers and fashion shows
- iv. understand the brands and fashion communication.
- v. develop the skill to choose an appropriate theme and implementation.
- vi. select all the elements according to the theme for collection & paper work

**Total Credits: 4**

**Theory: 2 Credits**

**Practical: 2 Credits**

**Total Marks 100**

**Workload: 7 Lectures per week**

**Theory: 3 Lectures per week**

**Practical: 4 Lectures per week**

**Theory: 50 marks**

**Practical and term works: 50 Marks**

**Module 1:- Fashion & Communication**

- 1.1 Scope in fashion Communication
- 1.2 Popular options as a Fashion Communicators –
- 1.3 Fashion Blogger, Fashion Stylist
- 1.4 Fashion Journalist

**Module 2:- Introduction to Fashion brand.**

- 2.1 Fundamentals of Fashion brand.
- 2.2 Concepts and awareness of Brands image
- 2.3 Brand Identity and Elements.
- 2.4 Personality and positioning of Brands

**Module 3:- International Fashion Centers**

- 3.1 Paris as a Fashion Centre
- 3.2 London and Japan as a Fashion Centre
- 3.3 New York and Italy as a Fashion Centre
- 3.4 India as a Fashion Centre

**Module 4:- Fashion Trade shows**

- 4.1 Meaning of fashion Trade show
- 4.2 Difference between Trade show and Consumer shows
- 4.3 Collection on runway
- 4.4 Fashion seasons and fashion shows



## **Practical**

### **Practical-1**

Preparation of concept board, research board, trend board for autumn, winter, spring, summer and cruise collection

To prepare technical boards with flat pattern & display the garment for the same

### **Practical-2**

To select all the elements according to the theme for collection the same.

Execution of collection to current Trend (Theme Work) Development of storyboard, client's board, presentation

### **Practical-3**

To make a Eco Friendly Collections, Non Textile .Collections.

Development of storyboard, client's board, presentation sheet, specs sheet and cost sheet for the same.

To learn the selection of all the elements according to the theme for collection & Paper Work

### **Practical-4**

To learn the Portfolio Development /presentation.

Definition, types and importance, contents of portfolio, different portfolio presentation skills,

To Develop a Designer label for Creative labels, Visiting Card, Letterhead, Envelop, Paper Bags Making, etc.

The Portfolio Must Include:

1. Statement of your design philosophy to clarify your attitude towards fashion.
2. Bio-data
3. Page of contents - Each separate project should include inspiration sheet/story board and color chart with appropriate swatches.
4. Client profile and indication of the market /country. - Give a name/theme to each projects
5. Flat working drawings, detailed magnification and specification sheets showing your technical strength are vitally important.
6. Line planning, fabric indications, fabric Consumption, detailed measurement charts etc are all essential. These are to be used in conjunction with croquels . - Design development sheets/design journal to show the creative process and /or commercial feasibility.
7. Stylized illustration may be included as a separate segment.
8. There should be inclusion of designs for men, women and children. However your natural creative bent of mind should find expression through specific design and market orientation.
9. At least one collection should have a touch of the Indian ethos. This is to be based on innovative fabric combinations, surface texture and ornamentation. It is very important that the designs and embroidery motifs be original
10. 2 sheets each on your craft documentation project is absolutely mandatory. It is very important to show your design applicability for the craft.
11. Any other creative graphic work, photography done by you, should be included.
12. In addition to this photographs and /or slides of other creative design activities should be included so to exhibit your versatility. These may include photographs of prototype development in the case of term garment, freelance assignments or competitive shows .You could leave space for the final design collection photographs, which would be included later. Any publications in newspapers or magazines may be included in original.
13. Use of computer application is very important.

**References:**

1. Mary Gehlhar. 'The Fashion Designers- Survival guide' Kaplan Publishing, USA, 2005
2. Sharon Lee Tate, 'Inside Fashion Design' 5th Edition, Singapore, Pearson Education Pte. Ltd, 2004
3. MarkTungate, 'Fashion Brands' Great Britain and United states of America, 2006.
4. Thames and Hudsons, 'Dictionary of Fashion and Fashion Designers' UK, World of Art, 2008.
5. Julie Brandford, 'Fashion Journalism', NewYork, Rautledge, 2020.
6. Arti Sandhu, 'Indian Fashion radition , Innovation, Style, New Delhi, Bloomsbury Academic, 2015.
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9. Christie Romero Waxman's Jewellery 3 rd Edition .KP Krause Publications an Inprint of F+ W Publications. 2002.
10. Nicola Hurst .Milner Craft Service. 'Jewellery Making Basic' Sally Milner Publication -2008 Pty.Ltd.

**Journals:**

1. Asian Journal Of Home Science. An International Referred research Journal
2. International Journal of Textile and Fashion Technology. Trans Stellar.
3. International Journal of Family and Home Science.

**Weblinks:** <https://www.coursera.org/lecture/mafash/key-characteristics-of-fashion-communication-PzLPe>

<https://www.complex.com/style/2014/12/a-brief-introduction-to-your-new-favorite-brands/>

<https://www.fashion-schools.org/articles/top-10-global-fashion-capitals>

<https://www.fibre2fashion.com/trade-fairs/india/fashion-accessories>

<https://www.youtube.com/watch?v=3z0L TCxh2c>

<https://www.youtube.com/watch?v=AvoIempQY5g>

<https://www.toptal.com/designers/visual-identity/guide-to-mood-boards>

**Magazines:**

1. Apparel
2. Grazia
3. Verve
4. Elle

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**SYLLABUS**  
**Choice Based Credit System**  
**B.A. (DMFC) Part III Semester VI**  
**June 2021 onwards**  
**DSC DFC-F 6 – Computer Aided Designing**  
**SEMESTER VI**

**Preamble:**

Computer Aided Design (CAD) is used in design development / collection development. CAD reduces the requirement of manual sketching which is very crucial for fashion sketches, flat drawing, pattern making development, manual marker planning and many other fashion designing related aspects. It has reduced the time consumed and has increased the output levels. Fashion Design students today need gain the knowledge of how to use these CAD software as they are the future of Fashion Industry. Computer aided design helps to reduce the possibility of error and reduce the time consumed. Established Fashion Designers and Fashion Industry experts already know the potential of the CAD software hence it is important to impart this knowledge.

**Course Outcome:** After completion of the course the student will be able to:

- i. create professional designs with computers.
- ii. develop garment designs by using various tools and colours in the digital software.
- iii. apply the elements / principles of design and colour harmonies in the garment designs.
- iv. impart knowledge on the significant role played by the computers in the garment industry
- v. create an awareness on the latest technologies available in the various sectors of the garment industry.
- vi. teach the advantages of using computer technology to improve the production qualitatively and quantitatively.

**Total Credits: 4**

**Theory: 2 Credits**

**Practical: 2 Credits**

**Total Marks 100**

**Workload: 7 Lectures per week**

**Theory: 3 Lectures per week**

**Practical: 4 Lectures per week**

**Theory: 50 marks**

**Practical and term works: 50 Marks**

**Module 1:-** MS- Excel. Application in garment industry

- 1.1 Solving More problems using different function .Charts ( Radar, Bubble)
- 1.2 Use of Excel by Apparel designers to create spec sheets for initial sample requests,
- 1.3 To create Excel tech packs and size grades for garment production used by Technical designers, and sales teams
- 1.4 Use of excel in fashion line sheets to present the current line to apparel buyers. Etc.

**Module 2:-** Tools used for drawing.

- 2.1 Rectangles & Ellipses
- 2.2 Drawing a rectangle creating a rounded rectangle
- 2.3 Working with ellipses in coral draw.
- 2.4 Working with ellipses in Photoshop

**Module 3:-** Tools for precision

- 3.1 Working with rulers.
- 3.2 Setting the unit of measure using guidelines.
- 3.3 Using grids using status bar.
- 3.4 Aligning objects in coral draw-Photoshop software.

#### **Module 4:- Corel Draw & the Web**

##### **4.1 World wide web terms,**

4.2 Corel draw web setting

4.3 Adding a page background naming a Web Page

4.4 Adding Text, Graphics, Hyperlinks, Bookmarks to a Web Page.

#### **Practical:**

**Practical -1** Using of Computers in Making of flat patterns and Preparing Specification sheets, cost sheets, Making Trimming and accessories, Application of Surface Ornamentation.

**Practical -2.** Theme Development of current Fashion for Male-Female and Children, Create Mood Board and Color Board, Clint Profile and Flat pattern, Fabric Board, Flat Pattern and Cost sheet. Accessories Board for the same  
Preparation of Computerized presentation in A-3 Size colour folder for the above assignments in print for the same .

**Practical -3.** Create Garment Designs for the Following Colour Harmonies.  
Using Monochromatic colour harmony  
Using Analogous colour harmony  
Using Complementary colour harmony  
Using Double complementary colour harmony

**Practical -4** Create Garment Designs for the Following Colour Harmonies  
Split Complementary colour harmony  
Triad colour harmony  
Tetrad colour harmony  
Neutral colour

#### **References:**

1. P K Sinha Computer Fundamentals, BPB Publications, Delhi, 1992
2. Harold Carr and Barbara Latham The Technology of Clothing Manufacture, , Blackwell Ltd, 1994
3. Jinlian Hu, Elsevier, 2011 Computer Technology for Textiles and Apparel,
4. Rajkishore Nayak and Rajiv Padhye, Automation in Garment Manufacturing, Woodhead Publishing, 2017

**Weblinks:** <https://vetfgc.edu.in/downloads/ict-learning/ambily.pdf>  
<https://www.onlineclothingstudy.com/2018/10/cad-system-and-its-application-in.html>  
<https://www.synzenbe.com/blog/why-cad-and-cam-technologies-are-important-to-the-fashion-industry-1019/1019>

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**B.A (DMFC) Part III Semester VI**  
**June 2021 onwards**  
**CGE DFC-F7- GARMENT CONSTRUCTION -II (Practical)**  
**SEMESTER VI**

**Preamble:**

Garment construction is a art for making garments. The students learn to cut, sew and finish a garment. This knowledge will be helpful for them in future if they intend to pursue career in clothing industry.

**Course outcome:** After completion of the course the student will be able to:

- i. understand the basic pattern making techniques for male garments and designer tops.
- ii. gain knowledge of the drafting of basic block and flat pattern making techniques of the same.
- iii. Acquire the practical knowledge of the working of a garment manufacturing unit.

**Total credits- 2**  
**Practical – 2credits**  
**Total Marks – 50**

**Workload: 4 lectures per week**  
**Term work -25 marks**  
**Practical – 25 marks**

**Practical –**

**Practical-1**

Denim jeans (Men's) - full scale drafting, fabric cutting, construction and finishing of the same.

**Practical-2**

Designer top for women - full scale drafting, fabric cutting, construction and finishing of the same.

**Practical-3**

Exhibition garment- Design, full scale drafting, fabric cutting, construction and finishing of the same.

**Practical-4**

Visit to garment manufacturing unit.

**References –**

- 1) Metric Pattern for ladies-Author-Winfred Aldvid. Third Edition (Revised) Blackwell Services Ltd.-1997.
- 2) Metric Cutting for Menswear - Winfred Aldvid. Third Edition (Revised) Blackwell Services Ltd.-1997.
- 3) Dress pattern Designing -5th Editions –Natalie Bray. Blackwell Services Ltd.-1986./2004 for Book service.
- 4) Pattern cutting for women's Tailored Jackets – Winfred Aldrich. First Edition B.T.Bats ford Ltd.-1997.
- 5) Pattern Cutting for Women's outwear-Garry Cooklin. First Edition Black well science Ltd.-1994.

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**B.A (DMFC) Part III Semester VI**  
**June 2021 onwards**  
**CGE DFC-F8- FASHION READING AND PATTERN GRADING –II (Practical)**  
**SEMESTER VI**

**Preamble:**

Fashion reading is technique of sample making. Sampling is one of key elements of the pre-production processes in a garment industry. ... Sampling includes details like a product/style code or a reference number, color specifications, kind of fabric, composition, description, quantity, and details of embroidery, buttons, zippers, or any other sort of accessories used. Pattern grading is done manually or digitally using computerized pattern drafting software.

**Course outcome:** After completion of the course the student will be able to:

- i. understand the sampling methods in in the boutiques and sample room in garment industry.
- ii. gain knowledge of the application of various surface ornamentation on a sample.
- iii. learn of the grading techniques manually and computerized technique.
- iv. study the fashion centers and fashion shows.
- v. observe the working process of designers.

**Total credits- 2**  
**Practical – 2 credits**

**Workload: 4 lectures per week**  
**Term work -25 marks**

**Practical –**

**Practical-1**

- 1) Fashions Reading for Baby picnic wear with suitable background and accessories ¼ drafting and paper cutting, cloth cutting, layout.
- 2) Fashion Reading for Causal salwar kameez with suitable background and accessories ¼ drafting and paper cutting, cloth cutting, layout

**Practical-2**

- 1) Fashions Reading for Baby casual wear with suitable background and accessories ¼ drafting and paper cutting, cloth cutting, layout.
- 2) Fashion Reading for Exhibition garment with suitable background and accessories, ¼ drafting, paper cutting, cloth cutting, layout.

**Practical-3**

- 1) Designing and fashion reading of any garment using Draping Technique

**Practical-4**

- 1) Grading of patterns to different sizes.  
Basic lower garment and skirt block

## References –

- 1) Zeshu Takamura, ‘Fashion Design Techniques’, Edition -1, Graphic-sha Publishing co, Ltd. Japan, 2009.
- 2) Gerry Cooklin, ‘ Master patterns and grading for women’s out sizes, Pattern sizing and Technology, Edition -1, Blackwell Science Ltd. London, 1995.
- 3) Pat Parish, Pattern cutting, The architecture of Fashion, Edition-1, AVA Publishing. London, 2013.
- 4) Gloria Mortimer- Dunn, Pattern Design for children’s clothes, Edition-1, B.T. Batsford Ltd, London, 1999.
- 5) Hilary Cambell, Designing Pattern, A fresh approach, Edition- 1, Stanley Thornns UK, 2009.
- 6) Winifred Aldrich, Metric pattern cutting, Edition-4, Blackwell Science Ltd. London, 2004.

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**B.A. (DMFC) Part III Semester V & VI**  
**June 2021 onwards**  
**DSC DFC-E- 9 and F- 9 – Internship Report**  
**SEMESTER V & VI**

**Preamble:** Exposure of students to a particular job and a profession or industry is the major need of this internship. While they might have an idea about what a job is like, they won't know until they actually perform it, if students gain the training and learn skills to do the job it will benefit them. The main objectives of this course is to gain practical insight of Industry/ Company/ Boutique/ Retail Stores/ Malls The students will be:

- Expose the students to the work environment
- Familiarize and adapt to the workplace
- Understand the methods, techniques and practices followed in the place of training

**Course Outcomes:** After completion of the course, student will be able to:

- i. understand the working structure of the industry/ company
- ii. analyze the methods adopted in the training place
- iii. correlate to the theoretical knowledge gained in the college
- iv. recognize the challenges in the training place
- v. discover the nuances of the workplace and appreciate it

**Total Credits: 4**  
**Total Marks 200**

**Workload: 4 Lectures per week**  
**Internal Assessment Report – 100 marks**  
**External Assessment Report – 50 marks**  
**External Viva-Voce – 50 marks**

**Details of the Training**

The student should undergo **30 Days Internship training** in a Textile Processing Unit/ Designer House / Buying House/ Garment Unit / Retail house after IV semester theory exam / before the start of Fifth Semester **INPLANT TRAINING – INDUSTRIAL/LOCAL SURVEY METHOD PROJECT REPORT**

**Purpose of the Internship Training**

The training bridges the gap between the theoretical knowledge gained in the college and the practical application of the same in the industry / company / stores

The student will have a better exposure about the workplace and its nuances

**Process to be followed**

Students can identify their area of interest. Industry / companies has to be identified and a profile of the company has to be analyzed at least a month earlier. Contacts can be established by the guides allotted to the student. Prior permission has to be obtained from the place of training. After confirmation, the student will undergo training for a period of 30 working days. OR in vacation Period.

**Instructions to the Students**

The students should abide by the rules and regulations of the concern and get the maximum benefit from the training. The students should maintain a daily logbook-Notebook where the student should record his details of the training.

A copy of the record has to be sent to the supervisor or guide allotted to the student. The logbook must be



signed (with company or organization seal) by the staff of the company. Based on the study done, the student will submit a report to the guide within a weeks' time along with the logbook. In case of any problems, the student should reach out to the supervisor immediately

**Instructions to the Supervisor**

The supervisor should establish contacts with the place of training. A routine follow up has to be done with the student once in two or three days. Problems, if any faced by the student should be sorted out immediately.

**Training Report and Presentation**

Training Report (60 – 80 pages) should be prepared by the student and submitted in a month's time. At the end of the VI semester student should present the report with a power point presentation.