FACULTY OF SCIENCE

SYLLABI

FOR

MASTER OF SCIENCE

IN

FASHION DESIGNING
(1ST to 4TH SEMESTER)

SESSION 2011-12

--:O:--
OUTLINES OF TESTS, SYLLABI AND COURSE OF READING IN THE SUBJECT OF M.Sc. FASHION DESIGNING 1ST SEMESTER DECEMBER 2011 & 2ND SEMESTER MAY 2012

SEMESTER – I

1. Apparel Manufacturing Technology (AMT)
2. Fashion Communication (FAC)
3. Advanced Pattern Making – I (APM-I)
4. Construction of Women’s Wear (CWW)
5. Design Illustration – I (DI-I)
6. Computer Designing – I (CD-I)
7. Seminar (SEM)

SEMESTER – II

1. Retail Marketing & Merchandising (RMM)
2. Knitwear Design Technology (KDT)
3. Advanced Pattern Making – II (APM-II)
4. Construction of Men’s Wear (CMW)
5. Design Illustration – II (DI-II)
6. Computer Designing – II (CD-II)
## SCHEME OF STUDIES 2011–2012

### FIRST YEAR (SEMESTER–I)

<table>
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<td>Fashion Communication</td>
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### SCHEME OF STUDIES 2011–2012

### FIRST YEAR (SEMESTER–II)

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### M.Sc. Fashion Designing (Semester – III)

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<td>Garment Construction (Kid's Wear)</td>
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### M.Sc. Fashion Designing (Semester – IV)

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<td>IBP</td>
<td>Industry Based Project</td>
<td>Internal Marks : 50</td>
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Objectives

- To impart knowledge of Industrial operations
- To impart awareness about machines and equipments used in apparel industry

Instructions to the Examiner

1. Examiner will set a total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering the whole syllabus.
2. Students will attempt one question from each unit and the compulsory question.
3. All questions may carry equal marks, unless specified

Unit-I

- Introduction to Indian Apparel Industry
- Structure of the Apparel Industry
- Sectors of the Apparel Industry

Unit-II

Organization of an Apparel Industry

The Design Department
- Forecasting
- Designing
- Collection Planning
- Pattern Making
- Production of Sample Garments
- Pattern Grading

The Production Department
a) Operations in cutting room
   1. Marker Planning
   2. Spreading
   3. Cutting
b) Sewing
   1. Preparation for sewing, stitches, seams, feed systems, needles, threads, machinery and equipment
   2. Assembly

Unit-III

Finishing Department
- Pressing Machinery and equipment
- Finishing, Inspecting, Warehousing and shipping
UNIT-IV

Marketing Department
• Marketing – Marketing Calendar
• Product Pricing
• Price Evaluation
• Product Planning
• Customers

Merchandising – Distribution
Sales – Promotion
• Market Research
• Selling
• Sales Forecasting & Budgeting

References:
• Carr Harold and Latham Barbara “The technology of clothing manufacture” Blackwell Publisher (1994-2004)
• Ruth EC “Apparel manufacturing and Sewn Product Analysis”
• Kaplan, NS “Changing Trends in Apparel Industry” Abhishek Publisher (2004)
• Cooklin Gerry “Introduction to Clothing manufacture, Blackwell Science, UK, 1991
• Bheda Rajesh, “Managing Productivity in the Apparel Industry” CBS Pub, New Delhi

FASHION COMMUNICATION

Theory: 3 Pds/week               Total Marks: 50
Time for Paper: 3Hrs          Int. 10 Exam 40

Objectives:
To enable the students to understand the intricacies of fashion industry

Instructions to the Examiner
1. Examiner will set a total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering the whole syllabus.
2. Students will attempt one question from each unit and the compulsory question.
3. All questions may carry equal marks, unless specified.

Unit-I
• Communication:- Concept, Definition, Scope, functions of communication
• Mass Communication:- Concept, Definition, Scope and functions of Mass Communication through different media – Electronic media, Print media, Cyber media
• Role of media in society.
• Need of Mass Communication in Fashion world.

Unit-II
• Creative writing:- writing a feature, different types of feature, rules for writing feature:- Defining Article, rules for writing.
• Interviews:- Definition, Concept and scope of interviews, types of interview. How to conduct an interview, writing interview.
• Designing catalogues and brochures.
Unit-III

- Photography:- Role of photography in fashion world, concept, definition and functions of photography. Types of camera, camera angles, shots and movements.
- Editing:-Definitions, various techniques of editing.
- Ethics of media.

Unit-IV

- Event management:- fashions shows, photo shoots, outdoor and indoor shoots.
- Advertising:- concept, definition, scope, functions and need of advertising in fashion world.
- Public relations:- concept, definition, scope, functions and qualities of good PRO. Need of PRO in fashion.
- Publicity:- Definition and scope, event reporting, concept of image management.

Reference:

- Williams John Matt, ‘Business through Correspondence and Advertising’,
- Vaibhav Mehndiratta, ‘Event Management’, Abhishek Pub.,Chandigarh

ADVANCED PATTERN MAKING – I

Practical : 3 Pds/week Total Marks: 50
Time for paper : 3Hrs Int. 10 Exam 40

Objectives:

- To enable the students to develop the patterns through dart manipulation
- To enable the students to understand & realize the importance of fitting.

Instructions to the Examiner

The Examiner will set questions covering the whole syllabus.

Pattern Development of the following:
- Halter neck one piece dress
- Off shoulder – single and both
- Choli cut corseted kurti
- One piece fitted dress with gathers in princess line.

Pattern development of at least two fitted garments with fullness added in various dart locations.

References:

- Bane Allyn ‘Flat Pattern Design’, McGraw Hill USA
CONSTRUCTION OF WOMEN’S WEAR

Practical : 6 Pds/week  
Time for Paper : 4 Hrs  
Total Marks: 100  
Int. 20 Exam 80

Objectives:
To enable the students to develop skills in construction of fitted and stylized dresses.

Instructions to the Examiner
The Examiner will set questions covering the whole syllabus.

Construction of the following fitted garments:
- Halter neck one piece dress
- Off shoulder dress: single and both
- Choli cut corseted Kurti
- One piece fitted dress with gathers in princess line.

Construction of two fitted garments with fullness added in various dart locations.

References:
- Dorothy Wood, ‘The practical Encyclopedia of Sewing’
- Reader’s Digest ‘Complete guide to Sewing’
- Singer, ‘Sewing Book’

DESIGN ILLUSTRATION – I

Practical : 6 Pds/Week  
Time for paper : 3 Hrs  
Total Marks: 100  
Int. 20 Exam 80

Objectives:
- To learn to design theme based collection.
- To develop a personal style of illustration and presentation technique.
- To impart skills for portfolio presentations

Instruction to the Examiner
The Examiner will set questions covering the whole syllabus

The below mentioned Design illustrations should be based on Advanced Pattern Making and Construction of Women’s Wear subjects of this semester.

- Design a collection for Women’s Wear on various specified themes.
- Drape these garments on fashion figures in different moods.
- Colour and Texture rendering; swatches and notions; spec sheets
- Define a personal designer style and make a portfolio.
References:
- Patrick John Ireland, ‘Fashion Design Drawing & Presentation’ Om Books International, New Delhi, 2005
- Seaman ‘Professional Fashion Illustration’ B.T. Batsford Ltd.
- Colussy ‘Rendering Fashion-Fabrics & Paints’
- Hagen, ‘Fashion Illustration for designers’.
- Martin Dawber, ‘Big book of Illustrations’.

COMPUTER DESIGNING – I

Practical: 3 Pds/week  
Time for paper: 3 Hrs  
Total Marks: 50  
Int. 10 Exam 40

Objectives:
To enable the students to understand the application of Adobe Photoshop and used the same to create various design compositions.

Instruction to the Examiner
The Examiner will set questions covering the whole syllabus
- Understanding application of basic tools of Photoshop.
- Learning the technique of scanning pictures of celebrities/veterans/models and redefining them in terms of hair styles, dresses, and accessories.

Designing the following for sales promotion:
- Posters and Fliers
- CD covers of fashion shows, music CD’s etc.
- Visiting cards and brochures of designers, professors etc.
- Thematic backgrounds like corporate/ Board meeting room, hotel lounge, teller desk; party hall; beach; classroom; etc.

References:
- User guide for the Software.

SEMINAR  
Total Marks : 50

Objectives
To enable the students to improve their presentation skills and to make them aware about various designers and their collections.

Note:
Seminar will not be exam based. It will be assessed internally.

Each student has to present a seminar on at least one national and one international designer and their collections.
M.Sc. Fashion Designing

SEMESTER – II

1. Retail Marketing & Merchandising (RMM)
2. Knitwear Design Technology (KDT)
3. Advanced Pattern Making – II (APM-II)
4. Construction of Men’s Wear (CMW)
4. Design Illustration – II (DI-II)
5. Computer Designing – II (CD-II)
RETAIL MARKETING & MERCHANDISING

Theory : 6 Pds/week Total Marks: 100
Time for paper: 3 Hrs Int. 20 Exam 80

Objectives:
• To introduce the concept of Retailing & Marketing
• To impart knowledge regarding the marketing environment and consumer behaviour.

Instruction to the Examiner
1. Question paper will have four sections.
2. Examiner will set a total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering the whole syllabus.
3. Students will attempt one question from each unit and the compulsory question.
4. All questions may carry equal marks, unless specified.

Unit-I
• Introduction to Retailing: types and its formats.
• Merchandising: its definition, types, role and responsibility of merchandiser.
• Organisational structure

Unit-II
• Identification and analysis of consumer.
• Communicating with consumer.
• Relationship between retailer and consumer.
• Business ethics and social responsibility.

Unit-III
• Financial aspects of retail merchandising.
• Retail Pricing.
• Planning sales and inventory.

Unit-IV
• Merchandising control.
• Store Planning and Design.
• Human Resource Management.

References:
• John Donnellan, ‘Merchandise Buying and Management’
• Leslie Davis Burns, Nancy O. Bryant, ‘The Business of Fashion’
• Edited by Mike Easey, ‘Fashion Marketing’
• Ellen Diamond, ‘Fashion Retailing’
• Jay Diamond Gerald Pintel, ‘Retail Buying’
• Rasshid Din, ‘New Retail’
• Michael R. Solaman, ‘Consumer Behaviour in Fashion’
KNITWEAR DESIGN TECHNOLOGY

Theory: 3 Pds/Week       Total Marks: 50
Time for paper : 3Hrs      Int. 10 Exam 40

Objectives:
- To understand the characteristics of knitted fabrics
- To understand the versatility of knit fabrics for end uses.

Instructions to the Examiner
1. Question paper will have four sections.
2. Examiner will set a total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering the whole syllabus.
3. Students will attempt one question from each unit and the compulsory question.
4. All questions may carry equal marks, unless specified.

Unit-I
Introduction to knitting
- Definition of knitting
- Weft and Warp Knitting
- Comparison of Weft and Warp Knitting

Unit-II
Weft knitted fabrics
- Plain, Knit, Purl, Tuck, Float, Rib, Jacquard.
Warp knitted fabrics
- Tricot, Raschel, Simplex, Milenese.

Unit-III
Knitted garments
- Fully cut
- Stitch shaped cut
- Fully fashioned
- Integral

Unit-IV
Quality Control of knitted fabrics
Garment Quality

References:
- D.B. Aigaonkar, ‘Knitting Technology’
- David J.Spencer, ‘Knitting Technology’
- Samuel Rag, ‘Flat Knitting Technology’
- Smirfitt, ‘An Introduction to Weft Knitting’
KNITWEAR DESIGN TECHNOLOGY

Practical: 3 Pds/week       Total Marks: 50
Time for paper: 3Hrs       Int. 10 Exam 40

Objectives:
• To impart the knowledge of Knitting
• To develop an understanding of the various knitted structures

Instructions to the Examiner
The Examiner will set questions covering the whole syllabus.

For a knitted sample file develop 20 swatches from basic stitches
  (Knit, Purl, Tuck, Miss, Transfer loop)
Develop a garment from a creative swatch

References:
• Sandy Black ‘Knitwear in Fashion’, Thames & Hundson, London, 2005
• Debbie Blis ‘Cotton Knits for all seasons’
• Zoe Mellor ‘Double Knits’
• The step by step guide to knitting
• The Harmony guide to knitting stitches

ADVANCED PATTERN MAKING – II

Practical: 3 Pds/week       Total Marks: 50
Time for paper: 3Hrs       Int. 10 Exam 40

Objectives:
To enable the students to develop patterns for men’s wear garments.

Instruction to the Examiner
The Examiner will set questions covering the whole syllabus.

Pattern development of the following garments
• Jacket–Reversible, Lined
• Trousers–Jeans, Formal
• Shirt
• Sherwani with aligarhi pyjama

References:
• Bane Allyne, MC Graw Hill USA ‘Flat Pattern Design’.
• Bernar Zamkoff, ‘Basic Pattern Skills for Fashion Design’. 
CONSTRUCTION OF MEN’S WEAR

Practical: 3 Pds/week       Total Marks: 100
Time for paper: 3Hrs       Int. 20 Exam 80

Objectives:
To learn to assemble and stitch the diverse components of men’s garments.

Instructions to the Examiner
The Examiner will set questions covering the whole syllabus.

Construction of the following garments:
- Jacket–Reversible, Lined
- Trousers–Jeans, Formal
- Shirt
- Sherwani with aligarhi pyjama

References:
- Reader’s Digest Complete Guide to Sewing.
- Dorothy Wood, ‘The Practical Encyclopaedia of Sewing’.
- Doongaji Sherie & Deshpande, R, Basic Process and Clothing Construction.

DESIGN ILLUSTRATION-II

Practical: 3 Pds/week       Total Marks: 100
Time for Paper : 3 Hrs       Int. 20 Exam 80

Objectives:
- To introduce male croqui and various postures.
- To impart skill for development of inspirational designing ability.

Instruction to the Examiner
The Examiner will set questions covering the whole syllabus.

Introduction to male figure, features and postures

Draping male figure in
- Casual wear
- Street wear
- Formal wear
Detailed line planning with emphasis on design development sheets for men.

Making a theme based working drawing collection of five ensembles of men’s wear–formal and casual.

Creation of different textures for men’s wear.

References

- Bina Abling, ‘Illustrating Fashion’
- Seaman ‘Professional Fashion Illustration’ B.T. Batsford Ltd.
- Colussy ‘Rendering Fashion-Fabrics & Paints’

**COMPUTER DESIGNING-II**

**Practical:** 3 Pds/week  
**Time for Paper:** 3 Hrs  
**Total Marks:** 50  
**Int. 10 Exam 40**

**Objectives:**
To make students acquire skill in computer aided designing.

**Instruction to the Examiner**
The Examiner will set questions covering the whole syllabus.

Prepare design illustrations and work sheets of the following garments using the tools of Adobe Photoshop and Corel Draw:
- Jacket
- Trousers
- Sherwani with aligarhi pyjama

Create different textures for above garments.

Drape of created textures in the above garments.

**Reference:**
- User guide for the software.
- Corel Draw by BPB Publications
**SEMESTER – III**

1. Research Methods  
   - 100
2. Statistics  
   - 50
3. Design Illustration (Kid’s Wear)  
   - 100
4. Pattern Making (Kid’s Wear)  
   - 50
5. Garment Construction (Kid’s Wear)  
   - 100
6. Computer-aided Designing  
   - 100
Research Methods

Theory: 6 Pds./Week                          Total Marks: 100
Time of Paper: 3 Hrs.                          Int. 20, Exam 80

Objectives:
• To understand the frameworks for scientific inquiry, research terms, concepts and techniques.
• To understand the various methods for conducting research
• To appreciate the benefits of applied research

Instructions for Examiners:
• Question paper will have four sections.
• Examiner will set a total of nine question comprising two question from each unit, and one compulsory question of short answer type covering the whole syllabus.
• Student will attend one question from each unit and the compulsory question.
• All questions will carry equal marks.

Unit – I
• Introduction to Research, Basic research, Primary & Secondary Research, Scientific research, Survey research, Experimental and Quasi-Experimental Research
• Case study research, Observational research, Co-relational Research, Descriptive Research, Historical and Philosophical Research, Comparing research strategies, Conceptual definitions, Operational definitions.

Unit - II
• Development of the problem using literature, Formation of the topic hypothesis, assumptions and limitations of problems, Formulating research questions, Sampling, Types of Sampling, Qualitative Research Sampling, Gathering of data, Analysis of data, Test, Revising of hypothesis Conclusion, iteration if necessary.
• Presenting the Problem, Formulating the Method of Data Collection by various instruments.

Unit - III
• Data tabulation and analysis, Statistical significance of testing, Measuring research variables: Uni, Bi and Multivariate, Relationship between variables.

Unit - IV
• Results and Discussion; Summary and Conclusion; Recommendations.
• Ethical Issues: Ethical treatment of participants, Plagiarism.
Reference

• Beiswanger, W.A. Elementary Statistical, Methods Applied to Business and Economic Data, 1956, the Macmillan Company.
• C.R. Kothari,' Research Methodology - Methods & Techniques', New Age International Publishers
• Jai Narain Sharma,' Research Methodology', Deep & Deep Publications Pvt Ltd
• John Creswell,'Research Design', Sage Publications

STATISTICS

Theory: 3 Pds./Week
Time of Paper: 3 Hrs.
Total Marks : 50
Int. 10, Exam 40

Objectives:
• To understand the role of statistic in research
• To apply the knowledge of statistics in the analysis of data
• To learn the presentation and interpretation of statistical data

Instructions to the Examiners:
• Examiner will set a total of nine questions comprising two questions from each unit, and one compulsory question of short answer type covering the whole syllabus.
• Student will attend one question from each unit and the compulsory question.
• All questions will carry equal marks.

Unit – I

• Meaning, scope and role of statistics in research
• Classification and tabulation of Data, frequency distribution, categorization of data, coding, tabulation, mean, median mode for ungrouped and grouped data, discrete and continuous data, interval size, mid points, graphing:- histogram, frequency polygon, cumulative frequency polygon, measure of central tendency, dispersion (absolute and relative skewness and kurtosis)

Unit – II

• Definition probability and level of significance, concept of discrete probability distributions, normal distribution, use of normal probability tables.
• Hypothesis Testing, Type I and Type II errors, Sampling Distribution, Large sample tests for proportion, difference in proportion for means and difference in means.
Unit – III

- T-test for: one group, unpaired (independent) data, paired (related) data, difference in means, one way analysis of variance
- Co-relation, coefficient of correlation and its interpretation, rank correlation, regression equations and predictions, perfect positive and negative correlation

Unit – IV

- Non parametric tests, application of chi-square tests, goodness of fit
- Presentation and Interpretation of data, tables, graphs, illustrations

Reference:
- Neiswanger, W.A. Elementary Statistical Methods applied to Business and economic Data. 1956, The Macmillan Company,
- Snedecor, G.W., Statistical Methods, 1961, Applied Parific Private Ltd.,
- Dr. S.P. Gupta, 'Statistical Methods', Sultan Chand & Sons Educational Publishers, New Delhi
- Karmel P.H. and M. Polasek, 'Applied Statistics for Economics', Sir Isaac Pitman & Sons Ltd
- Harry Frank and Steven C. Althoen, 'Statistics Concepts and Applications' Press Syndicate of University of Cambridge

Design Illustration (Kid’s Wear)

Practical : 6Pds/Week  Total Marks: 100
Time:3Hrs  Int:20

Objectives:
- To understand croqui drawing of boys and girls 5 to 10 years of age.
- To learn to drape these figures in various ensembles.

Instructions to Examiner:
The examiner will set questions covering the whole syllabus.

1. Make a Croqui of a 5 to 10 year old boy and girl.
2. Design a collection for boys and girls, 5 to 10 years of age keeping the following ensembles in mind:
   - Boys: T-Shirts, Dungarees, Full sleeved reversible jacket.
   - Girls: Skirts, Tops, Dress- one piece / two piece.
3. Rendering of notions, Prints and embroidery in the above Garments.
References:

- Patrick John Ireland,'Fashion Design Illustration:Children', B T Batsford Ltd., London
- Hagen,' Fashion Illustration for designers
- Kathryn Mckalvey,' Illustration Fashion ' Black Well Publishing
- Martin Dawber,’ Big book of illustration
- Parrick John Ireland, Fashion Design Drawing and Presentation’ Om Books International.
- Bina Abling,'Fashion Sketchbook', Fairchild Publishers

Pattern Making (Kid’s Wear)

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<th>Practical 6 Pds/week</th>
<th>Time Marks : 100</th>
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<td>Int: 20</td>
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<td>Exam: 80</td>
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Objectives:
To enable the students to develop skills in pattern making of kids garments of 5 to 10 years old boys and girls.

Instructions to the examiner
The examiner well set questions covering the whole syllabus.

Making patterns for following garments:
- Boys: T-Shirts, Dungarees, Full sleeved reversible jacket.
- Girls: Skirts, Tops, Dress- one piece / two piece.

References

- Connie Amadon Crawford,’ A guide to Fashion Sewing’ Fairchild Publishers, USA, 1992
- Doonga Ji Sherie and Deshpande, R,’Basic Process and Clothing Construction.
- Winifred Aldrich, 'Metric Pattern Cutting for Children's Wear and Babywear:From Birth to 14 Yrs' Blackwell Science
- Gloria Mortimer-Dunn,'Pattern Design for Children's clothes',B T Batsford Ltd,London
- Selvia Rosen,'Children's Clothing: Designing, Selecting Fabrics, Pattern Making & Sewing', Fairchild Books & Visuals
- Nancy J.S.Langdon & Sabine Pollehn,'Sewing clothes Kids love', Creative Publishing International, Inc.
**Garment Construction (Kid’s Wear)**

Practical 6 Pds/week  
Time: 4Hrs  
Time Marks: 100

**Objectives:**
To enable the students to develop skills in construction of kids garments of 5 to 10 years old.

**Instructions to the examiner**
The examiner will set questions covering the whole syllabus.

Construction of the following garments as a complete ensemble:

- **Boys:** T-Shirts, Dungarees, Full sleeved reversible jacket.
- **Girls:** Skirts, Tops, Dress- one piece / two piece.

**References**
- Mary Abreu,'Little Girls, big Style',C&T Publishing, Inc
- Selvia Rosen,'Children's Clothing: Designing, Selecting Fabrics, Pattern Making & Sewing', Fairchild Books & Visuals
- Nancy J.S.Langdon & Sabine Pollehn,'Sewing clothes Kids love', Creative Publishing International,Inc.

**COMPUTER-AIDED DESIGNING**

Time for Paper :3Hrs  
Total Marks: 100

Practical:6 Pds/week  
Int:20  
Exam: 80

**Objectives:**
To make students acquire skill in computer aided pattern making.

**Instruction to the Examiner**
The Examiner will set questions covering the whole syllabus.

- Develop patterns of the following garments using the tools of Lectra/Tuka CAD or any other software for Pattern and Marker Making:
  - Corset
  - Off shoulder one piece garment
  - Trouser – pleated, flat front
  - Men’s shirt, lapelled coat

Get the patterns plotted in actual sizes.

**Reference:**  
User’s Manual
<table>
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ENTREPRENEURSHIP DEVELOPMENT

Time for Paper : 3Hrs
Theory: 6 Pds/week
Total Marks: 100
Int: 20
Exam: 80

Objectives:
➢ To provide theoretical information to students about the role of entrepreneur in economic development.
➢ To help students understand the process of setting up of a private enterprise and develop required entrepreneurial skills.
➢ To motivate students to opt for entrepreneurship and self-employment as alternate career options.

Instruction to the Examiner
1. There will be 9 questions in all carrying equal marks. Two questions from each unit and one compulsory question covering all the units.
2. Five questions will be attempted in selecting one question from each unit. Question No.1 will be compulsory carrying short answer type questions, filling the blanks or true/false.

Unit – I

1. Entrepreneurship – definition, concept, nature, need and barriers to entrepreneurship.
2. Entrepreneurship and economic development. 
   Entrepreneurship and self-employment.
   Difference between Entrepreneurship and self-employment.
3. Entrepreneurship – advantages, disadvantages and difference between Entrepreneurship; enterprise; intrapreneurship.

Unit – II

1. Entrepreneur – definition, characteristics, kinds, barriers in growth of Entrepreneur and secrets of successful Entrepreneur. Role of Entrepreneur in economic development.
2. Motivation – importance, types and developing entrepreneurial motivation model.

Unit – III

1. Project Identification and classification – definition, characteristics, classification, sources of project ideas and steps in project identification.
2. Product Selection – definition, factors affecting and barriers to successful development of a new product.
4. Project Plan – Need, steps in writing a project plan, general tips and reasons for failure of project plan.
5. Project Design and Project Appraisal – scope, various aspects of project appraisal, SWOT Analysis.
Unit – IV


Institutional Finance to Entrepreneurs. - IDBI, IFCI, IIBI, ICICI, Small Industries Development Bank of India (SIDBI), Export-Import Bank of India, SIDCS, Commercial Banks and SMEs.

References:
- Gupta CB and Srinivasan P, "Entrepreneurship Development", Sultan Chand and sons, New Delhi
- Yadav CP, "Encyclopaedia of Entrepreneurship", Anmol Publications, New Delhi

QUALITY CONTROL AND STANDARDIZATION

Time for Paper : 3Hrs       Total Marks: 100
Theory: 6 Pds/week         Int: 20
Exam: 80

Objectives:
➢ To educate students about the need and importance of quality control and standardization in Apparel industry.
➢ To provide theoretical information to students about the various quality standards of the Apparel Industry.
➢ To familiarize students about the various National and International standards and organizations that formulate them.

Instructions for Examiner:
1. There will be 9 questions in all carrying equal marks. Two questions from each unit and one compulsory question covering all the units.
2. Five questions will be attempted in all selecting one question from each unit. Question No. 1 will be compulsory carrying short answer type questions, filling the blanks or true/false.

Unit – I

1. Quality: Definition, Importance, Quality system, Quality registration system, seven tools of quality.
2. Quality Control Through Inspection: Definition, Inspection Methods, Sampling Methods, Selection of Inspectors.
Unit – II
1. Managing Quality – Introduction, Precision and Accuracy of methods.

Unit – III
1. Care labeling of Apparel and Textile: American Care Labeling, ISO care symbols, Japanese care symbols, Clothing and Hazards, Quality Costs.

Unit – IV
1. Standards: Introduction, Benefits, Level of Standards, Sources of Standards, EOTC.

References:
• Dale H. Besterfield,”Quality Control” Prentice Hall
• Armand V. Feigenbaum,'Total Quality Control',McGraw Hill Publications
• Pradip V. Mehta and Satish K Bhardwaj, “Managing Quality in the Apparel Industry.”
• Dr. Inderpal Rai,” Textile Industry Problem and Prospects in the 21st Century.”

TEXTILE DESIGN DEVELOPMENT

Time for Paper : 3Hrs      Total Marks: 100
Practical: 6 Pds/week       Int: 20
Exam: 80

Objectives:
To make students understand and apply the knowledge of textile design development.

Instructions of Examiner:
The Examiner will set questions covering the whole syllabus.

1. Sourcing of design from nature, religion and methodology, arts & craft, architecture, historical textiles & cave paintings and creating a collection for contemporary use.
2. Development of the above designs in various geometrical, simplified, stylized, abstract forms.
3. Enlarging and reducing their sizes.
4. Application of different color ways to the above.
5. Combining of motifs, placement and repeats for bed linen, curtains, yardage, engineered prints and sarees.
6. Product development in collaboration with industry using any technique.

References
• Chlog Colchester,” The New Textile Trends and Traditions,” Thames and Hudson Publications.
• Harvey J,” Traditional Textile of Central Asia,” Thames and Hudson 1986.
PATTERN MAKING THROUGH DRAPING

Time for Paper : 3Hrs Total Marks: 100
Practical: 6 Pds/week Int: 20

Objectives:
To make the students understand draping methods of designer dresses.

Instruction to the Examiner:
The Examiner will set question covering the whole syllabus.

1. Basic princess line jacket with sleeves and lapel collar.
2. Sculpted dress.
3. Corset dress.
4. Trousers – Flat front, pleated.
5. Cowls – Front deep cowl, back deep cowl, armhole cowl, halter cowl, sleeve cowl (knitted fabric should be used for cowl designs).

Construct any one of the above draped garments.

References
• Wrap and Drape Fashion-History, Design and Drawing Elisabetla ‘Kuky’ Drudy, Pepin Press
• Hillhouse and Mansfield,”Dress Design Draping and flat pattern making.” Houghton.
• Jaffe Hilde and relis Nurie,” Draping for Fashion Design”, Prentice Hall.

INDUSTRY BASED PROJECT

Marks: 100
Int. 50
Ext. (Viva) : 50

1. One month internship with an industry to study its product design and development.
2. Creating a product at the end of internship.
3. Submitting a Project Report stating the review work, objectives, methodology, summary, conclusion and suggestions.

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