PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)

(Estd. under the Panjab University Act VII of 1947 — enacted by the Govt. of India)

FACULTY OF SCIENCE

SYLLABI

FOR

Post Graduate Diploma in Fashion Designing

(SEMESTER SYSTEM)

FOR

EXAMINATION 2016 - 2017

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### PANJAB UNIVERSITY, CHANDIGARH

OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR

POST-GRADUATE DIPLOMA IN FASHION DESIGNING, 2016-17

SCHEME OF STUDIES

#### SEMESTER-I

<table>
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<th>Credit Hours</th>
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Total: 32 credit hours, 600 marks.
PATTERN MAKING-I (PRACTICAL)
SEMESTER-I

Credit: 6 pds/week  M. Marks : 100
Paper: 4 hrs        Paper :  80
Int. Ass. :  20

Objectives:
To impart knowledge about
1. Different aspects of Pattern Making
2. Drafting and adaptation of skirts
3. Dart manipulation

Instructions for the paper setter:
1. Use of basic slopers is allowed.
2. Paper will be of four hours duration.
3. Paper will be set from topic 1-6.

1. Preparation of the basic pattern for the following.
   a) Female adult’s bodice block and sleeve block.
   b) Basic Skirt.

2. Adaptation of skirt block to:-
   a) A-line Flare.
   b) Added Flare.
   c) Gored skirt
   d) Pegged skirt
   e) Skirt with yoke.
   f) Tiered Skirts
   g) Pleated skirt
   h) Godet
   i) Wrap skirt.
   j) Circular skirt

3. Dart- Manipulation by
   a) Slash and spread method.
   b) Pivot Method

4. Dart- Manipulation into:
   a) Single dart series.
b) Two dart series.
c) Multiple dart-series.
d) Princess line.
e) Yokes.

5. Addition of fullness through
   a) Conversion and relocation of dart.
   b) Additional fullness.

6. Dart Manipulation in Countered Patterns:
   a) Halters
   b) Off-Shoulder

7. Assignment of the following:
   a) Study of anthropometric measurements.
   b) Pattern terminology – Pattern drafting, flat pattern making, templates, working patterns, production pattern, design specification sheet, pattern chart, cost sheet, grain, dart legs, dart intake, trueing and blending, plumb line, vertical, horizontal, perpendicular lines, symmetrical and asymmetrical lines, style number, pattern size, pivotal point, pattern manipulation.

Recommended Readings:
GARMENT CONSTRUCTION (PRACTICAL)
SEMESTER-I

Credit: 6 pds/week          M. Marks : 100
Paper: 4 hrs                Paper :  80
               Int. Ass. :  20

Objectives:
To impart knowledge about-
1. Various construction techniques.
2. Applying these techniques in garment construction.

Instructions for the paper setter:
1. Examiner is required to set four questions from samples for construction.
2. Paper will be of four hour duration.

1. Making samples of
   (A) Neckline finishes
       a) Bias binding
       b) Bias facing
       c) Shaped facing
   (B) Plackets
       a) Two piece kurta placket.
       b) One piece continuous wrap.
       c) Zipper placket (different types).
   (C) Collars
       a) Peter pan
       b) Sailor’s
       c) Chinese
       d) Shawl
       e) Convertible
   (D) Sleeves
       a) Plain
       b) Puff
       c) Bell
       d) Leg-o-mutton
       e) Cap
       f) Magyar
       g) Raglan
   (E) Skirts
a) A-line Flare/ Added Flare  
b) Pleated skirt with Yoke  
c) Circular  
d) Godet  
e) Tiered  
f) Wrap  

(F) Pockets  
 a) Patch  
b) Inseam  
c) Set in  

**Project Work:** Development of basic adult’s bodice block and sleeve sloper and construction.  

**Recommended Readings:**  
7. Readers digest sewing Book  
FASHION ILLUSTRATION (PRACTICAL)
SEMESTER-I

Credit: 6pds/week M. Marks : 100
Paper: 4hrs Paper : 80
Int. Ass. : 20

Objectives:
To enable students to understand
1. Figure sketching.
2. Illustration techniques for various garment details.

Instructions for the paper setter:
1. Practical paper will be of 4 hours duration
2. Question paper should cover all the topics
3. Internal choice may be given in all questions

1. Concept of Fashion Drawing
   Introduction to drawing equipments, tools and colouring mediums.

2. Drawing of Basic Block and Fleshed figure.
   a) Eight, ten and twelve headed figure – front, side and ¾th profile
   b) Structure of hands, legs, feet and arms
   c) Facial proportions
   d) Drawing of hair/ hairstyles

3. Drawing of child figures
   0 -1 year, 2-3 year, 4-5 year, 6-8 year, 8-10 year.

4. Rendering by using different colour medium and techniques-
   a) Fabrics
      • Denim
      • Net
      • Chiffon
      • Velvet
      • Chikan
      • Satin
      • Corduroy
      • Fur
      • Hosiery
b) Prints (unidirectional and multidirectional).
   - Checks and stripes.
   - Repeats.

5. Draping of garments on fashion figures and colouring of illustration using various mediums.
   - Casual wear
   - Sportswear
   - Beach wear
   - Formal wear

6. Illustration of
   a) Jewellery
      - Casual
      - Formal
   b) Accessories –
      - Footwears
      - Handbags
      - Belts
      - Headgears.

**Recommended Readings:**
CAD-I (PRACTICAL)
SEMESTER-I

Credit: 4pds/week                              Total Marks : 75
Paper: 4hrs                                  Paper : 60
Int. Ass. : 15                                Int. Ass. : 15

Objectives:
To acquaint students with knowledge of tools of Corel draw and Photoshop.

Instructions for paper setters:
1. There will be two questions in all each carrying 30 marks.
2. Each question can be sub-divided into parts.

1. Introduction to the tools of Corel Draw software.
2. Application of the tools of Corel Draw for making design composition for textiles and apparels: geometrical, nursery and floral motifs with special emphasis on its placement and repeats.
3. Illustration of a front profile of fashion model figure.
4. Draping the fashion figure in different silhouettes.
5. Study the different tools of Photoshop.
6. Redesigning a costume of a scanned fashion figure using tools of Photoshop.
7. Designing a mood board according to the selected theme.
8. Creating logos and visiting cards for your own label.

Recommended Readings:
1. Corel Draw by BPB publication.
2. Software user manual.
GARMENT DESIGN (PRACTICAL)
SEMESTER- I

Credit: 5pds/week
Paper: 4hrs

M. Marks : 100
Paper : 80
Int. Ass. : 20

Objectives:
To impart knowledge about-
1. Various fashion details.
2. Designing various outfits.

Instructions for the paper setter:
1. There will be six questions in all
2. Students are required to attempt any four questions.

1) Sketching of various fashion details
   a) Necklines
   b) Collars
   c) Sleeves
   d) Cuffs
   e) Pockets
   f) Frills and Flounces
   g) Bows and Ties
   h) Silhouettes
   i) Cascade
   j) Pleats/Tucks/Gathers
   k) Skirts
   l) Trousers
   m) Jackets

2) Creating designs for the following by taking inspiration from the various sources:
   i) Children’s Apparel:
      A) Casual wear
         a) Frock
         b) Skirt-top
         c) Jumpsuit
B) Formal wear
   a) Party frock

ii) Women’s Apparel:
   A) Casual
      a) Ethnic wear
      b) Western wear
      c) Night wear
   B) Formal
      a) Ethnic wear
      b) Western wear
      c) Business wear

iii) Men’s Apparel:
      a) Ethnic wear
      b) Casual wear
      c) Formal wear

3) Interpretation of style and development of specification sheet of any one garment from each category (children, women, and men)

Recommended Readings:
8 Armstrong Joseph Helen, “Pattern Making for Fashion Design”
FASHION DESIGN AND PRODUCTION (THEORY)
SEMESTER - I

Credit: 3pds/week        M. Marks : 75
Paper: 3hrs         Paper : 60
Int. Ass. : 15

Objectives:
1. To help students to understand design fundamentals, elements and principles of design.
2. To impart knowledge of different garment components.
3. To impart awareness of quality parameter required for apparel products.

Instructions for paper setters:
There will be total nine questions carrying equal marks. Two questions will be set from each unit and one compulsory question carrying short answer type questions will be set from the whole syllabus. Five questions will be attempted in all.

UNIT-I

1. Elements of art (In context to garment design)
   a) Line
   b) Form and shape (Silhouette)
   c) Color and its dimensions (hue, value, intensity), color schemes
   d) Texture

2. Principles of design
   a) Harmony
   b) Proportion
   c) Balance
   d) Rhythm
   e) Emphasis

UNIT-II

3. Garment details – Terminology, various types and suitability of the following to different garments:
   a) Collars
b) Sleeves
c) Pockets
d) Plackets

UNIT-III

4. Preparation of fabric before cutting
5. Different types of layout.
6. Handling of Special Fabrics and Knowledge of size of needles, threads and stitches according to the fabric.
   a) Crepe, Chiffon, Satin
   b) Knitted fabrics
   c) Net
   d) Beaded and Sequined fabric
   e) Fur, Corduroy, Velvet

UNIT-IV

7. Terminology:- Ticketing, Sorting, Bundling, Total Quality Control(TQC), Statistical Quality Control(SQC), AAMA(4 pt. system), Form fitting , Grey scale, Care symbols, ISO, BIS, Bar code, Universal Product Code (UPC).
8. Work flow and brief study of various departments of apparel manufacturing unit
   a) Design
      i) Line development
      ii) Construction of proto type garments
   b) Sourcing (contracting)
   c) Costing
   d) Pre-production
      i) Approval of fabric, garment specification, color and shade, trimmings and care labels.
      ii) Making pre- production garment and production patterns.
      iii) Grading and marker making
   e) Production
      i) Cutting
      ii) Sewing
      iii) Finishing
      iv) Packaging
9. Quality control in Apparel Production at different stages.
10. Assignment and presentation of the following:-
    a. Garment styles- Skirts, Trousers, Tops, Coats, One- piece dresses
    b. Suitability of different fabrics for different garments.
Note:
- Topic no. 10 will not be included in the examination.
- Visit to apparel manufacturing unit.

Recommended Readings:
FASHION FUNDAMENTALS (THEORY)
SEMESTER – I

Credit: 2pds/week        M. Marks : 50
Paper: 3hrs         Paper : 40
        Int. Ass. : 10

Objectives:
To develop awareness regarding
1. Fashion, Style and Trends.
2. Fashion adoption, fashion movement, fashion prediction.

Instructions for the paper setter:
There will be total nine questions carrying equal marks. Two questions will be set from each unit and one compulsory question carrying short answer type questions will be set from the whole syllabus. Five questions will be attempted in all.

UNIT – I
2. Characteristics of fashion
3. Components of fashion :
   a) Details
   b) Colour
   c) Texture
   d) Silhouette.

UNIT – II
4. Sources of inspiration
5. Fashion forecasting
   a) Definition
   b) Steps in fashion forecasting
   c) Fashion forecasting agencies

UNIT – III
6. Stages of Fashion cycle
7. Length of fashion cycle
8. Broken fashion cycle.
9. Theories of fashion adoption:
   a) Trickle Down
   b) Trickle Across
   c) Bottom - Up

UNIT – IV

10. Factors affecting fashion:
    a) Social
    b) Economic
    c) Psychological

11. Fashion Leaders and Followers

**Recommended Readings:**
## SCHME OF STUDIES

### SEMESTER-II

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Note: Students of Post Graduate Diploma in Fashion Designing should undergo Industrial Training of Six weeks in an Export House/Readymade Garment Industrial Unit.

PATTERN MAKING-II (PRACTICAL)
SEMESTER- II

Credit: 4 pds/week                      M. Marks : 75
Paper: 4 hrs                            Paper : 60
                                                Int. Ass. : 15

Objectives:
To impart knowledge about-
1. Commercial paper patterns
2. Grading
3. Draping

Instructions to paper setters:
Examiner is required to set three questions covering the entire syllabus.

1. Developing industrial and commercial paper pattern:
   a) Skirt
   b) Top
2. Introduction to Grading
   Grading of:
      a) Basic bodice and sleeve block
      b) Skirt block
3. Draping
   A. Introduction to Draping:
      a) Equipments
      b) Grain
      c) Seam allowance/ease
      d) Preparation of fabric
      e) Dress forms
   B. Preparation of basic patterns for:
      a) Basic bodice - front and back
      b) Basic skirt - front and back
**Recommended Readings:**


**GARMENT CONSTRUCTION (PRACTICAL)**

**SEMESTER-II**

Credit: 6pds/week  
M. Marks : 100  
Paper: 4hrs  
Paper : 80  
Int. Ass. : 20

**Objectives:**

To impart knowledge about-

1. Application of various construction techniques in garment construction.

**Instructions for the paper setter:**

1. Examiner is required to give the sketch of the garment for construction.
2. Students are allowed to use slopers for the adaptation.
3. Paper will be of four hour duration.

**1. Drafting and Construction of following garments:**

a) Choli Blouse  
b) Top with Dart- Manipulation  
c) Nightwear  
d) Ethnic Dress  
e) Trouser  
f) Jacket

**Recommended Readings:**

7. Readers digest sewing Book
Objective:
To enable the students to apply the principles and knowledge of garment design development to create a collection

Note:
- Showcasing the collection in a Ramp show.
- The evaluation of the final collection will be done by an External Jury.
- No question paper will be set.

Developing a collection
- Planning a line
- Creating the Design Concept through
  - Theme board
  - Mood board
- Developing the designs
- Sourcing of the fabric
- Developing the patterns
- Preparation of Spec-sheets
- Garment Construction
- Show-casing the collection

Recommended Readings:
2. Elizabeth Drudi, “Figure Drawing for Fashion Design”, The Pepin Press.
4. Fashion Magazines : Vogue, Marie Claire,
5. Fashion Catalogues
6. Images Business
7. Internet; Dot Coms; CDs on fashion shows.

CAD-II (PRACTICAL)
(SEMESTER -II)

Credit: 6pds/week \hspace{1cm} M. Marks : 100
Paper: 4hrs \hspace{1cm} Paper : 80
\hspace{1cm} Int. Ass. : 20

Objectives:
1. To acquire skill in computer aided pattern making and grading.

Instructions for paper setters:
1. There will be two questions in all each carrying 40 marks.
2. Each question can be sub-divided into parts.

1. Introduction to Pattern making software and familiarization with its tools namely toolkit, dart, pleat, segment, piece, seam, standard, rotate, internal, walk, view, point, fabric and stripes.

2. Develop basic block patterns of the following using the tools of Lectra/Tuka CAD/Optitex/Gerber/Rich peace or any other software for Pattern Making:
   a) Child bodice-block
   b) Sleeve block
   c) Basic Skirt
   d) Basic Trouser

3. Grading up to four sizes
4. Making summary report and pattern card of all the patterns.
5. Practice exercise

Recommended Readings:
1. Tuka Cad User Manual
FASHION MARKETING AND MERCHANDISING (THEORY)
SEMESTER-II

Credit: 3pds/week M. Marks : 75
Paper: 3hrs Paper : 60
Int. Ass. : 15

Objectives:
To provide the necessary knowledge, skills, values and attitudes of Fashion Marketing and Merchandising.

Instructions for the paper setter:
There will be total nine questions carrying equal marks. Two questions will be set from each unit and one compulsory question carrying short answer type questions will be set from the whole syllabus. Five questions will be attempted in all.

UNIT – I

1. Fashion Marketing
   ii) Buyer Behaviour
   iii) Customer Satisfaction
   iv) Marketing Strategies

UNIT – II

2. Fashion Merchandising
   i) Role and Responsibilities of Fashion Merchandiser
ii) Steps in Fashion Merchandising:
   a) Planning
   b) Buying/Procuring
   c) Promoting/selling

UNIT – III

3. Fashion Promotion
   i) Advertising
      a) Classification of Advertisements: Promotional advertising, Institutional advertising, Combination advertising, Cooperative advertising
      b) Benefits of advertising
   ii) Publicity
   iii) Fashion show
   iv) Visual Merchandising
      a) Visual Presentation: Windows, Interiors
      b) Elements of Visual Merchandising: The Merchandise, Mannequins, Materials and Props, Fixtures, Lighting, Signage

UNIT – IV

4. Fashion Retailing:
   i) Meaning and Concept
   ii) Store Location
      a) Factors affecting store location
      b) Effect of store location on fashion retailing
   iii) On-Site fashion retailers / Fashion Stores
      – Department stores, Speciality stores, Chain stores, Factory outlets, Discount store, Designers retail stores, Franchise retail store, Boutiques
   iv) Off – Site fashion retailers
      – E-tailing, Catalogues, Home Shopping

Projects:
– Survey on famous brands available in market for men, women, and children.
– Thematic window display for a specific store / boutique.
Survey / Project report / Case study of famous brand / retail outlet in respect of visual merchandising.

**Recommended Readings:**

Objectives:
To acquaint the students with different types of Indian and world costumes of different periods.

Instructions for paper setters:
There will be total nine questions carrying equal marks. Two questions will be set from each unit and one compulsory question carrying short answer type questions will be set from the whole syllabus. Five questions will be attempted in all.

Study of costumes including dresses, ornaments, headgear, hairstyles, footwear, significant motifs and textiles during following periods:-

UNIT-I

a) Vedic Period  
b) Mughal Period  
c) British Period

UNIT-II

a) Egypt Period  
b) Greek Period  
c) Roman Period

UNIT-III

a) Byzantine
b) French Costumes (Middle Ages)

UNIT-IV

a) Renaissance Period
b) French Revolution
c) Romantic Period

NOTE: For Assignment & Presentation

- Adapting period costumes to contemporary use.
- Screening of period film.
- A visit to museums.

Recommended Readings:
SEMINAR

Credit: 2pds/week
M.Marks : 50
Int. Ass. : 50

I) Machine tools & equipments
   a) Domestic
   b) Industrial
   c) Sewing machine attachments
   d) Special purpose machines

II) Fashion Designers: Profile, Collection, Fashion Show, Design Houses, Design Labels and Achievements
1. International Designers
   Coco Chanel, Christian Dior, Yves Saint Laurent, Pierre Cardin, Jean Paul Gaultier, Gianni Versace, Valentino, John Galliano, Giorgio Armani, Donna Karen, Ralph Lauren, Dolce & Gabbana, Gucci (Tom Ford), Louis Vuitton (Marc Jacobs), Givenchy (Ricardo Tisci), Burberry (Christopher Bailey).
2. National Designers

III) Traditional Textiles of Indias
1. Resist dyed textiles-Bandhani, Batik, Patola, Ikat, Pochampalli
2. Printed & Painted Textiles- Sanganeri, Kalamkari
3. Woven Textiles- Brocade, Jamawari, Jamadani, Chanderi, Maheshwari, Kanjivaram, Paithini, Baluchari
4. Kashmir Shawls
IV) Traditional Embroideries of India

1. Kantha
2. Chamba rumal
3. Phulkari
4. Chikankari
5. Kasuti
6. Kutch

Recommended Readings:
15. 100 Contemporary Fashion Designers By (Taschen GMBH) edited by Terry Jones, Honkong.