FACULTY OF SCIENCE

SYLLABI

FOR

B.Sc. FASHION AND LIFESTYLE TECHNOLOGY

(1\textsuperscript{ST} to 6\textsuperscript{TH} SEMESTER)

SESSION 2017-2018

--:O:--
### SCHEME OF STUDIES OF B.SC. FASHION & LIFESTYLE TECHNOLOGY
#### 2017-18

**SEMESTER – I**

<table>
<thead>
<tr>
<th>Paper Title</th>
<th>Theory</th>
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<th>Theory</th>
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<th>Practical</th>
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<td></td>
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<td>Hrs/Week</td>
<td>Marks Univ. Exam</td>
<td>Int. Ass.</td>
<td>Internal Exam.</td>
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<tr>
<td>English I</td>
<td></td>
<td>5</td>
<td>50</td>
<td>15</td>
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<tr>
<td>Fabric Technology-I (Theory)</td>
<td></td>
<td>3</td>
<td>40</td>
<td>10</td>
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<tr>
<td>Fashion Studies – I (Theory)</td>
<td></td>
<td>3</td>
<td>40</td>
<td>10</td>
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<tr>
<td>Visual Design -I (Practical)</td>
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<tr>
<td>Fine Art &amp; Fashion Illustration-I (Practical)</td>
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<tr>
<td>Introduction to Sewing Techniques (Practical)</td>
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<td>Creative Techniques</td>
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<tr>
<td>Computer Graphics-I (Practical)</td>
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<tr>
<td><strong>Total: 600 Marks</strong></td>
<td></td>
<td>11</td>
<td>80</td>
<td>20</td>
<td>50</td>
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</table>

**Lifestyle Management I/Tutorial**

1 To be graded internally

Experts from Fashion & Lifestyle Industry/ Institute and related fields will be invited as guest faculty to deliver lectures and conduct workshops where ever needed.
<table>
<thead>
<tr>
<th>Theory Paper Code</th>
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<tbody>
<tr>
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<td></td>
<td>Fabric Technology-II (Practical)</td>
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<td></td>
<td>Visual Design -II (Practical)</td>
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<td>60 15</td>
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<tr>
<td></td>
<td>Fine Art &amp; Fashion Illustration - II (Practical)</td>
<td>4</td>
<td>60 15</td>
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<td></td>
<td>Pattern Development-I (Practical)</td>
<td>5</td>
<td>60 15</td>
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<td></td>
<td>Sewing Techniques (Practical)</td>
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<td></td>
<td><strong>Fabric Handling</strong></td>
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<td></td>
<td>Computer Graphics -II (Practical)</td>
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<td>60 15</td>
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<td><strong>Grand Total : 600 Marks</strong></td>
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<td>50 15</td>
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<tr>
<td>LSM II</td>
<td><strong>Lifestyle Management II/Tutorial</strong></td>
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### SEMESTER – III

<table>
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<th>Paper Title</th>
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<tr>
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<tr>
<td>English-III</td>
<td>5</td>
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<tr>
<td>History of Indian Costumes (Theory)</td>
<td>3</td>
<td>40</td>
</tr>
<tr>
<td>II Fabric Technology –III (Theory)</td>
<td>3</td>
<td>40</td>
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<tr>
<td>Project Based Fashion Studies (Practical)</td>
<td>3</td>
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<tr>
<td>Design Process –I (Practical)</td>
<td>4</td>
<td>60</td>
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<tr>
<td>Fine Art &amp; Fashion Illustration –III (Practical)</td>
<td>4</td>
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</tr>
<tr>
<td>Advance Pattern Development (Practical)</td>
<td>5</td>
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<tr>
<td>Garment Construction Technology –I (Practical)</td>
<td>5</td>
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<td>Computer Graphics –III (Practical)</td>
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<td><strong>Grand Total:</strong></td>
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**To be graded internally**

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### SEMESTER – IV

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<tr>
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<tr>
<td>English-IV</td>
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<tr>
<td>History of World Costumes (Theory)</td>
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<tr>
<td>Traditional Indian Textiles &amp; Embroideries (Practical)</td>
<td>3</td>
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<tr>
<td>Fabric Technology IV (Practical)</td>
<td>3</td>
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<tr>
<td>Design Process II (Practical)</td>
<td>4</td>
<td>60</td>
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<tr>
<td>Course</td>
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<td>Practical</td>
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<td>-------------------------------------------------------</td>
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<tr>
<td>Fine Arts &amp; Fashion Illustration IV (Practical)</td>
<td>4</td>
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<tr>
<td>Advanced Pattern Development and Draping (Practical)</td>
<td>5</td>
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<tr>
<td>Garment Construction Technology II (Practical)</td>
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<td>Computer Graphics IV (Practical)</td>
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<tr>
<td>Total: 560 Marks</td>
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**SEMESTER - V**

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<tr>
<th>Paper Title</th>
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<tbody>
<tr>
<td><strong>Theory</strong></td>
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<tr>
<td>English-V</td>
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<tr>
<td>Fundamentals of Marketing (Th.)</td>
<td>3</td>
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<tr>
<td>Communication Through Fashion Journalism (Th.)</td>
<td>3</td>
<td>10</td>
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<tr>
<td>Quantitative Methods for Fashion Technology</td>
<td>3</td>
<td>40</td>
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<tr>
<td>Basics of Weaving Technology (Pr.)</td>
<td>2</td>
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<tr>
<td>Basics of Knitting Technology (Pr.)</td>
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<tr>
<td>Fine Arts &amp; Fashion Illustration V (Pr.)</td>
<td>5</td>
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<tr>
<td>Pattern Development IV (Pr.)</td>
<td>5</td>
<td>80</td>
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<tr>
<td>Commercial Clothing I (Pr.)</td>
<td>5</td>
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<tr>
<td>Computer Graphics V (Pr.)</td>
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<td>Grand Total: 665 Marks</td>
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**Practical**

<table>
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<tbody>
<tr>
<td>Lifestyle Management IV/Tutorial</td>
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<td>To be graded internally</td>
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</table>

**Total: 35 Periods**

* Knitting Technology & Weaving Technology classes will be held in a module.
* Experts from Fashion & Lifestyle Industry/ Institute and related fields will be invited to deliver lectures and conduct workshops.
### SEMESTER – VI

<table>
<thead>
<tr>
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<tr>
<td>English-VI</td>
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<tr>
<td>Apparel &amp; Textile Merchandising (Th.)</td>
<td>3</td>
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<tr>
<td>Personality &amp; Clothing (Th.)</td>
<td>3</td>
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<tr>
<td>Fine Art &amp; Fashion Illustration for Design Collection VI (Pr.):--</td>
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<tr>
<td>I. Design Development (Pr.)</td>
<td>5</td>
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<tr>
<td>II. Pattern Development (Pr.)</td>
<td>5</td>
<td>20</td>
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<tr>
<td>III. Product Development (Pr.)</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td>Computer Graphics VI (Pr.)</td>
<td>2</td>
<td>10</td>
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<tr>
<td>* Fashion Photography (Pr.)</td>
<td>3</td>
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<tr>
<td>Portfolio Making (Pr.)</td>
<td>2</td>
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<tr>
<td>In plant Training Project and Seminar</td>
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<td><strong>Grand Total</strong>: 660 Marks</td>
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<tr>
<td>Lifestyle Management</td>
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<td>To be graded internally</td>
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**Total Marks for B.Sc. Fashion & Lifestyle Technology: 3650 Marks**

**Note:** The Design Collection will be showcased in a Fashion show which will be a student-driven activity.

- Mentors will guide the students throughout the process of Design Illustration, Pattern Development and Prototype Making.
- Collections which are graded in a 75% and above percentile will be selected to be showcased.
- Students will undertake Industrial Training for six weeks after their Semester V exams, make a project of the same and present it through a seminar.
- Degree in B.Sc. Fashion & Lifestyle Technology will be awarded only after submission and presentation of In plant Training Project.
- The subject Fashion Photography (Pr.) will be covered through a workshop module.

**Guidelines for Seminar**

- A seminar should be an activity which stimulates continuing intellectual curiosity and which demands reading and re-reading of material followed by a continuing discussion of ideas and concepts.
- A group of students in the course should be engaged in original research or intensive study under the guidance of a faculty member. They should meet regularly to discuss their reports and findings. The study on a topic should be continuously pursued and scheduled meetings of the group continue.
- Before coming for the seminar the group of learners should have done some preparation, including having read, thought about and written appropriate notes on a particular topic, marked the text for interesting and noteworthy passages, reviewed and organized their thoughts and noted significant questions that might arise and need to be explored.
• All members of the group should actively hear a presentation and pose questions for further discussion. These questions should be distinct so that they can be discussed at length to explore the concept/idea. It should be a time to think aloud test the concept being presented.
• The seminar should be more than a class discussion and definitely not a time for lecture from an expert. It should be a special time for a unique intellectual activity. The exchange of ideas should be focused on a source and aimed primarily at getting more deeply into the source.
• To remain focused on the presentation the following three questions should be kept in mind:
  1. WHAT DOES THE PRESENTATION SAY?
  2. WHAT DOES THE PRESENTATION MEAN?
  3. WHY IS THE PRESENTATION IMPORTANT?
• Sometimes the seminar will be focused and free-flowing.
• Sometimes it will be searching, questioning, and going deeper to understand ideas from a book, from others or from within yourself.
• Sometimes the group will come to some conclusions.
• Sometimes it will seem like a series of disconnected activities, like a popcorn popper, with ideas jumping around the table without clear connections.
• The seminar should be a place to discover new ideas, to re-look at old ideas, or to develop insightful connections among ideas.
• The teacher’s role in a seminar is, at best, to be a model of an experienced learner; not to be the focus of attention, or the authority who will tell you what you should learn.
• The faculty member will not give a lecture in seminar.
• Everyone must take responsibility for co-leading and sharing ideas.
• Participants must learn to actively listen to each other and speak openly to the whole group, not just the leader.
• The group must learn to be sensitive to the needs of all.
• The natural talkers must be disciplined in order to learn how to listen better.
• The quiet people must learn to be more assertive and share their insights, even if they are not comfortable doing that.
• Everyone should speak during each seminar.
• Speak in turn and allow others to finish their thoughts.
• Do not interrupt one another.
• Silent periods are OK. Silence gives time to process thoughts, so try to become comfortable with it.
• Address an idea or argument by connecting it to what someone else has said. Summarize the point you are responding to, and then provide your own idea.
• Finally if things are not going well, it is our responsibility individually and collectively to put things right.
• Keep taking the pulse of the group and make adjustments so that everyone can have the opportunity to have a meaningful intellectual experience in seminar.
• The best question to ask is not “how am I doing,” but rather “how is our seminar going?”
• Leaving the seminar with more questions than you can deal with, or being somewhat confused and overwhelmed with new ideas, is a sign your seminar is working.

Guidelines for Research Project
• The Research Project will have a title page, an abstract, a table of contents, a body, and a bibliography. Other components will include an introduction, review of literature, materials and methods, results, discussion, acknowledgments, a dedication, indices and appendices, glossaries, lists of tables, images or figures, lists of abbreviations, etc.
• A member of dissertation committee will supervise a student’s dissertation. He/ she will supervise the progress of the dissertation and will also act as the internal examiner at the presentation as well as oral examination of the dissertation.
• Internal presentation of the Research Project by the student will be given after the completion of the work. This will be prior to the dissertation being submitted to the university. Presentation will be given before a jury or examining committee comprised of the members of the faculty from the department of
University Institute of Fashion Technology. Questions will be posed by this committee. Students from different years studying at UIFT will be expected to attend this presentation.

- Submission of the dissertation by the deadline will be the last formal requirement for the M Sc Degree. By the final deadline, the student must submit three copies of the complete dissertation to the appropriate body of the University along with the appropriate forms, bearing the signatures of the primary supervisor and the head of the department. Other required forms may include library authorizations giving the university library permission to make the thesis available as part of its collection. Failure to submit the thesis by the deadline may result in graduation and granting of the degree being delayed. Various fees may be required to be paid at the time of submission of the dissertation.

- Copies of the dissertation may be made available in one or more university libraries. Specialist abstracting services exist to publicize the content of these beyond the institutions in which they are produced.
LIFE STYLE MANAGEMENT

Note:
1. A faculty member will be given charge of Life Style Management subject. He/She will be given one period per week to organize and arrange teaching-learning exercises for the students in this subject.
2. All the students of University Institute of Fashion Technology & Vocational Development, in various classes of B.Sc & M.Sc in Fashion and Lifestyle Technology will attend any Life Style Management class or activity organized on or off Campus.

Objective:
To enable students to understand the importance of personal development in various aspects of self grooming.

Method of Instruction:
1. Experts will be invited from Fashion & Life Style Industry and Institutions to deliver lectures, hold seminars and organize workshops
2. Students will be given projects to work on and will be expected to make presentations of the same through seminars, file work etc.
3. Students will also be taken on Educational and Recreational tours and trips. Evaluation of students will be graded on the basis of their attendance, participation and presentation of projects.
Environment, Road Safety Education, Violence Against Women/Children and Drug Abuse

Note: The syllabus has 15 topics to be covered in 25 hour lectures in total, with 2 lectures in each topic from 2 to 11 and one each for the topics 1 and 12 to 15.

1. Environment Concept:
   Introduction, concept of biosphere – lithosphere, hydrosphere, atmosphere; Natural resources – their need and types; Principles and scope of Ecology; concepts of ecosystem, population, community, biotic interactions, biomes, ecological succession.

2. Atmosphere:
   Parts of atmosphere, components of air; pollution, pollutants, their sources, permissible limits, risks and possible control measures.

3. Hydrosphere:
   Types of aquatic systems; Major sources (including ground water) and uses of water, problems of the hydrosphere, fresh water shortage; pollution and pollutants of water, permissible limits, risks and possible control measures.

4. Lithosphere:
   Earth crust, soil – a life support system, its texture, types, components, pollution and pollutants, reasons of soil erosion and possible control measures.

5. Forests:
   Concept of forests and plantations, types of vegetation and forests, factors governing vegetation, role of trees and forests in environment, various forestry programmes of the Govt. of India, Urban Forests, Chipko Andolan.

6. Conservation of Environment:
   The concepts of conservation and sustainable development, why to conserve, aims and objectives of conservation, policies of conservation; conservation of life support systems – soil, water, air, wildlife, forests.

7. Management of Solid Waste:
   Merits and demerits of different ways of solid waste management– open dumping, landfill, incineration, resource reduction, recycling and reuse, vermicomposting and vermiculture, organic farming.

8. Indoor Environment:
   Pollutants and contaminants of the in-house environment; problems of the environment linked to urban and rural lifestyles; possible adulterants of the food; uses and harms of plastics and polythene; hazardous chemicals, solvents and cosmetics.

9. Global Environmental Issues:
   Global concern, creation of UNEP; Conventions on climate change, Convention on biodiversity; Stratospheric ozone depletion, dangers associated and possible solutions.

10. Indian Laws on Environment:
    Indian laws pertaining to Environmental protection: Environment (Protection) Act, 1986; General information about laws relating to control of air, water and noise pollution. What to do to seek redressal.

11. Biodiversity:
    What is biodiversity, levels and types of biodiversity, importance of biodiversity, causes of its loss, how to check its loss; Hotspot zones of the world and India, Biodiversity Act, 2002.

12. Noise and Microbial Pollution:
    Pollution due to noise and microbes and their effects.

13. Human Population and Environment:

14. Social Issues:
    Environmental Ethics: Issues and possible solutions, problems related to lifestyle, sustainable development; Consumerisms and waste generation.

15. Local Environmental Issues:
    Environmental problems in rural and urban areas. Problem of Congress Grass & other weeds, problems arising from the use of pesticides and weedicides, smoking etc.

Practical
Depending on the available facility in the college, a visit to vermicomposting units or any other such non-polluting eco-friendly site or planting/caring of vegetation/trees could be taken.

**Examination Pattern:**
A qualifying paper of 50 marks comprising of fifty multiple choice questions (with one correct and three incorrect alternatives and no deduction for wrong answer or un-attempted question), and of 1 hour duration.

The students have to obtain 33% marks to qualify the paper. The marks are not added / included in the final mark sheet.

**UNIT II (ROAD SAFETY)**

1. Concept and Significance of Road Safety.
2. Role of Traffic Police in Road Safety.
3. Traffic Engineering – Concept & Significance.
5. How to obtain Driving License.
7. Common Driving mistakes.
8. Significance of First-aid in Road Safety.
9. Role of Civil Society in Road Safety.

**Note : Examination Pattern :**

- The Environment and Road Safety paper is 70 marks.
- Seventy multiple choice questions (with one correct and three incorrect alternatives and no deduction for wrong or un-attempted questions).
- The paper shall have two units: **Unit I (Environment)** and **Unit II (Road Safety)**.
- Unit II shall comprise of 20 questions with minimum of 1 question from each topics 1 to 10.
- The entire syllabus of Unit II is to be covered in 10 hours.
- All the questions are to be attempted.
- Qualifying Marks 33 per cent i.e. 23 marks out of 70.
- Duration of examination: 90 minutes.
- The paper setter is requested to set the questions strictly according to the syllabus.

**Suggested Readings**

2. Road Safety Signage and Signs (2011), Ministry of Road Transport and Highways, Government of India.

**Websites:**

(a) www.chandigarhpolicenic.in
(b) www.punjabpolice.gov.in
(c) www.haryanapolice.gov.in
(d) www.hppolicenic.in
UNIT III OF COMPULSORY PAPER ON ENVIRONMENT & ROAD SAFETY EDUCATION

AS PART OF SEMESTER - II
Unit – III

VIOLENCE AGAINST WOMEN & CHILDREN

1. Concept and Types of Violence: Meaning and Definition of violence; Types of Violence against women – domestic violence, sexual violence (including rape), sexual harassment, emotional/psychological violence; Types of Violence against children – physical violence, sexual violence, verbal and emotional abuse, neglect & abandonment.

2. Protective Provisions of IPC on Domestic Violence & Sexual Violence against Women:
Dowry Death – Section 304B;
Rape – Sections 375, 376(1), 376A, 376B, 376C, 376D and 376E;
Cruelty – Section 498A;
Insult to Modesty – The Indian Penal Code does not define the word eve-teasing; there are three sections which deal with crime of eve-teasing. These are Sections, 294, 354 and 509of Indian Penal Code. Section 509 of the Indian penal code defines (Word, gesture or act intended to insult the modesty of a woman), Section 294 – (Obscene acts and songs) and Section 354 (Assault or criminal force to woman with intent to outrage her modesty);
Hurt & Grievous Hurt Provisions – Sections 319 to 326;
Acid Attacks – Sections 326A and 326B;
Female Infanticide – Section 312, Section 313 of Indian Penal Code (Causing miscarriage without women’s consent) and section 314;
Sexual Harassment – For providing protection to working women against sexual harassment, a new section 354 A is added; 354 B (Assault or use of criminal force to women with intent to disrobe); 354 C Voyeurism; 354 D (Stalking). All these provisions are added in IPC to protect women against acts of violence through Criminal Law (Amendment) Act, 2013; Human Trafficking and Forced Prostitution-Sections 370 and 370A

3. Protective Laws for Women:


3.2 The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 – Definition, Internal Complaint Committee, Local Complaint Committee, Procedure adopted by Committee for punishing accused.

4. Protective Provisions of IPC regarding Sexual Violence against Children:
Section 293(sale etc. of obscene objects to young persons); 294 (obscene acts & songs); 305 (abetment of suicide of child); 315 to 317 (act causing death after birth of a child etc.); 361 (kidnapping from lawful guardianship); 362 (abduction); 363 (punishment for kidnapping); 363A (kidnapping or maiming a minor for purposing of begging); 364A (kidnapping for ransom etc.); 366 (kidnapping etc. to compel woman for marriage etc.); 366A (procuration of minor girl for illicit forced intercourse); 366B (importation of girl from foreign country); 367 (kidnapping/abduction in order to subject person to grievous hurt, slavery etc.); 369 (kidnapping adductive child under 10 year with intent to steal from its person); 372 & 373 (selling & buying minor for purposes of prostitution etc.).

4.1 The Protection of Children from Sexual Offences Act, 2012: An overview of the POCSO, relevant legal provisions and guidelines for the protection of children against sexual offences along with punishments; role of doctors, psychologists & mental experts as per rules of POCSO.
Note: Instructions for Examination:

• Unit III of the paper dealing with Violence against Women and Children is of 30 Marks.
• It shall have 30 multiple-choice questions (with one correct and three incorrect choice options and no deduction of marks for wrong or un-attempted questions).
• Minimum two questions from each topic must be covered.
• All the questions are to be attempted
• Qualifying Marks 33 percent
• Duration of Examination 30 Minutes
• The Paper Setter is requested to set the questions strictly according to the syllabus.

Pedagogy:

• The entire syllabus of Unit III is to be covered in ten hours in total, with each lecture of one-hour duration.
• The purpose behind imparting teaching-learning instructions is to create basic understanding of the contents of the Unit III among the students.

RELEVANT READING MATERIAL

Ahuja, Ram (1998), Violence against Women, New Delhi: Rawat Publication
NRHM, Child Abuse, A Guidebook for the Media on Sexual Violence against Children
The Protection of Children from Sexual Offences Act, 2012
The Protection of Women from Domestic Violence Act 2005
The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013
UNO, United Nations Secretary-General’s Study on Violence against Children, adapted for Children and Young People
Unit IV (Drug Abuse)

Drug Abuse: Problem, Prevention and Management

Note: This is a compulsory qualifying paper, which the students have to study and qualify during three year of degree course.

The paper/Topic “Drug Abuse: Problem, Prevention and Management” having 2 credit/50 marks (40 theory+10 Internal) at undergraduate level, as a fourth part of the paper ‘Environment, Road Safety Education and Violence against Women and Children’ from the academic session 2017-18.

Main Objective

This module introduces to the students the problem of drug abuse and its adverse consequences for the society. The students would get an understanding of why drug abuse is such a serious problem to our society. The course also apprises them of how to prevent and manage this menace.

Learning objectives of the course

1. Understand the meaning of the term drug.
2. Understand the difference between use, misuse and abuse of drugs.
3. Differentiate between commonly abused legal and illegal drugs.
5. Understand the causes and consequences of drug abuse.
6. Identify and access safety measures for support to stay away/give up drug abuse.

Pedagogy of the course work

1. 70 % Lectures (Including expert lectures)
2. 30% assignments, discussion, seminars and class tests.
   - A visit to drug de-addiction centre could also be undertaken

Course content

UNIT I: Problem of Drug Abuse


b) Types of drugs often abused and their effects

Stimulants: tobacco Amphetamines: dl-amphetamine (Benzedrine ®), dextroamphetamine (Dexedrine®). Cocaine.

Depressants: Alcohol. Barbiturates: phenobarbitone (Nembutal®), secobarbital (Seconal®), Benzodiazepenes: diazepam (valium ®), alprazolam (Xanax®), flunitrazepam (Rohypnol®)

Narcotics: Morphine, heroin (‘Chitta’/ ‘Brown Sugar’), pethidine, oxycodone.

Hallucinogens: cannabis [‘Bhang’, marijuana (‘Ganja’), hashish (‘Charas’), hash oil]. MDMA (3,4-methylenedioxy methamphetamine) /’Ecstasy’/ ‘Molly’. LSD (lysergic acid diethylamide).

Miscellaneous: cough/cold medicines: diphendydramine (Benadryl®), chlorpheneramine maleate+codeine+alcohol (Corex®). Iodex®, Vicks®, Amrutanjan® and correction fluid (Whitener).

UNIT II: Theories of consequences of drug abuse

a) Theories of drug abuse: Physiological theory. Psychological theory. Sociological theory.

b) Consequences of drug abuse: For individuals, families, society and economy.

UNIT III: Extent and nature of the problem

UNIT IV: Prevention and management of drug abuse


Suggested readings:

5. 2003 National Household survey of Alcohol and Drug Abuse. New Delhi, Clinical Epidemiological Unit, AIIMS, 2004

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ENGLISH
SEMESTER-I

Objectives:

- The objective is to help the students to become independent users of English language. Students should be able to understand spoken and written English language of varied complexity on most including some abstract topics; particularly the language of their chosen technical field i.e Fashion.
- To help students to comprehend the role of literary and linguistic skills in their overall development. To work on grammar and communicative English and to use the standard diction, grammar, and mechanics of English language.

Theory: 5 Pds. /Week
Time of Paper: 2 Hrs.

Total Marks: 65
Int. Exam 50, Int. 15,

Note:
(i) There will be one paper of 50 marks, 15 marks are reserved for the Internal Assessment. Total is 65.
(ii) The paper shall consist of Four Units. Unit I will be text specific and Unit II shall deal with different aspects of communications and language learning skills. Unit III will be based on grammar and Unit IV will be dealing with Vocabulary and technical Terms.
(iii) All questions are compulsory. However, internal choice will be given.

UNIT-I
Let's Go Home and Other Stories. Edited by Meenakshi Mukherjee, Orient Blackswan.

UNIT-II
Communication: Process of communication, Forms of communication, Different aspects of communication, and significance of positive attitude in effective communication, Barriers in effective communication.

UNIT – III
Grammar: Parts of speech, Use of Tenses in communicative situations, subject-verb concord, Active and passive voice, Direct-indirect speech, common errors, idioms and phrases.
Paragraph writing,
Letter of all kinds

UNIT IV
Fashion Terminology: Words (vocabulary of about 50 words drawn from commonly used in the domain of fashion). The objective is to evaluate contemporary fashion trends within the discipline’s contexts. Moreover, it would demonstrate awareness of cultural practices and how being from a particular culture affects fashion industry.

Testing pattern:
The examination paper shall be divided into four sections. The distribution of questions and marks in Unit I shall be as follows:

UNIT-I
Question 1 is text-based and corresponds to unit I in the syllabus. It shall consist of two long questions (not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question shall have internal choice, be based upon the prescribed text Let’s Go Home and Other Stories. This shall carry 10 marks.

Note: The question 1 should be so designed as to cover all the chapters prescribed, as well as the major issues and problems listed therein.
UNIT-II (8 Marks)
This question shall test a student’s understanding of various aspects of communication and it shall consist of four questions out of which a student will be expected to attempt any two. This question shall have internal choice, be based upon the prescribed part of communication:
Two short questions to be attempted (in not more than 100-120 words each) on different aspects of communication. It'll carry 8 marks.

UNIT –III (17 Marks)
Parts of Speech (7)
Paragraph writing (5)
Letter of all Kinds (5)

UNIT-IV (15 Marks)
It shall exclusively be a test of vocabulary and technical terms. The candidate shall be given six words and asked to explain/elaborate them. This shall carry 15 marks. The objective is to evaluate contemporary fashion trends within the discipline’s contexts. Moreover, it would demonstrate awareness of cultural practices and how being from a particular culture affects fashion industry.

Books Recommended:
Essential Reading:

Further Reading:
6. Ashley, A. *Commercial Correspondence*. Oxford University Press.

2. FABRIC TECHNOLOGY - I
Objectives:
- To help students understand various fiber and yarn structures.

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

**Instruction to the Examiners:**
- Question paper will have four sections.
- Examiner will set a total of nine questions only from section-B, comprising two questions from each unit, and one compulsory question of short answer type covering the whole syllabus.
- Students will attempt one question from each unit and the compulsory question.
- All questions will carry equal marks.

**SECTION - A**
- Introduction to Textile Industry

**SECTION – B**
Unit - I

• Definition: textile fiber, yarn and fabric.
• Fibre classification based on their origin and constituents.
• Introduction to weaves and different types of fabric construction.

Unit – II

• Manufacturing and properties of different fiber: cotton, jute, linen, wool, silk, polyester, nylon, acrylic, elastomeric and rayon

Unit – III

• Terminology of spinning: ginning, carding, combing, roving, drawing, lapping, slivering, staple, filament, wool, worsted, mechanical spinning, wet, dry and melt spinning.

Unit – IV

Yarn processing:
• Type of yarns and their properties relevance to fabric behavior:
• Simple yarns: singly, ply, cord yarns
• Novelty yarns: slub, boucle, chenille, nubs, corkscrew, grenalelle.
• Textured yarns: stretch yarns, bulk yarns, core-spun yarns
• Blended yarns

Books Recommended:

Essential Reading:

Further Reading:

3. FASHION STUDIES – I

Objectives:
• To understand clothing and fashion concepts.
• To understand the importance of communication through clothing.

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

Instruction to the examiners:
• Question paper will have four sections.
• 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 attempt one question from each unit and the compulsory question.
• All questions will carry equal marks.

**Unit - I**
• Definition, origin, components and characteristics of fashion.

**Unit - II**
• Fashion terminology - fad, fashion, style, classic, taste, design, hi-fashion, mass fashion, trend, couture, haute couture, pret-a-porter, contemporary, modern and classic.

**Unit – III**
• Fashion movement and factors influencing it.
• Theories of fashion adoption.

**Unit – IV**
• Fashion stores- departmental stores, chain stores, mill showrooms, factory outlets, catalogue retail stores, discount stores, designer retail stores, franchise retail stores, boutiques, shop-in-shop.
• Careers in Fashion Industry.

**Books Recommended:**

**Essential Reading:**

**Further Reading:**
4. VISUAL DESIGN – I (PRACTICAL)

Objectives:

- To understand design concepts and create balanced abstract art forms.
- To understand illustration techniques.

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

Instructions to the examiners:

- No questions will be set from section A
- The examiner will set questions only from section B

Section – A

Students will be asked to prepare notes and files and internal assessment of 5 marks will be given for this.

- Understanding the Elements and Principles of Visual Design.
- Meaning and importance of visual art forms.
- Utility and function of art in modern day lifestyle as in: corporate world, home interiors, and hospitality environment.
- Art of accessory selection:
  a) To make a fashion statement
     (jewellery, bags, shoes, belts, scarves etc.)
  b) To create a fashionable lifestyle
     (furniture, wall art, floor coverings, and other lifestyle products)
- Understanding textures such as spontaneous, decorative, mechanical using various methods of drawing, painting, printing, bleaching, rubbing, spraying, staining, dyeing, burning etc.
- Understanding the importance of inspiration in creating motifs – naturalized, stylized, geometrical, and abstract.

Section – B

Point and Line

- Position, Repetition and Spatial Intervals, Sequence, Rhythm, Balance Allover Patterns, Line and Space, Vertical and Horizontal Lines, Diagonal and Curved Lines.
- The play of stripes (as in stripes & checks): Relationships, associations, emotions, feelings, visual representations.
- Study of nature, trees, landscape.

Colour:

- Colour Theory: Colour wheel - primary, secondary, complimentary; transparency, opacity; hue, value - intensity, brightness; chroma - saturation, purity; temperature – warm, cold; retinal fusion or intermingling, harmony, contrast, simultaneous contrast, contrast of complimentary, colour sensibility.
- Colour Contrast and Attributes: interaction, harmony, psychology, mood, culture and expression
- Composition: Colour, space, movement, balance, asymmetry, rhythm, shapes, proportion and lighting

Shape, Plane and Form
• Families of Form, dynamic Shape, Introduction to draping and its illustrative techniques, hard and soft contours, camouflage, active and passive shape, ground, the plane, pure plane, form studies, shape, plane and form developments.

Books Recommended:
Essential Reading:

Further Readings:

5. FINE ARTS & FASHION ILLUSTRATION – I (PRACTICAL)
Objectives:
• To understand fashion illustration concepts and techniques.
• To enable students to draw fashion and model figures communicating body language.
• To develop a personal style of illustration and presentation technique.

Practical: 5 Pds./ Week Total Marks:100
Time for Paper: 4 Hrs Int. 20, Exam 80
Instructions to the examiners:
• The examiner will set questions covering the whole syllabus

Section -A
• Difference between a fashion model & a regular figure.
• Geometric fashion model with movable ball joints.
• Introduction to line drawing capturing the essence of a pose
• Relating a line drawing croque to a geometric croque.

Section-B
• Figure analysis through photographs as the initial introduction to the flesh figure.
• Style line placement on croques.
• Analysis of faces and hair style with emphasis on style lines.
• Analysis of hands & feet.
• Fashion model drawing: Balance, movement, body lines (model provided to study).
• Figure drawing in 3 dimensional qualities by soft rendering, giving stress at required points.

Books Recommended:
Essential Reading:

Further Reading:

6. INTRODUCTION TO SEWING TECHNIQUES (PRACTICAL)

Objectives:
• To have working knowledge of tools and equipments used in sewing.
• To understand the basics of apparel construction.

Practical: 6 Pds./Week Total Marks: 100
Time for Paper - 4hrs Int. 20, Exam. 80

Instructions to the examiners:
• Questions will be set from section B only.
• The examiner will set questions covering the whole syllabus in section B
• Three questions with sub parts will be set and the students will be asked to attempt all the questions.
• Duration of the paper should be kept in mind while setting the questions.

No questions will be set from Section A of the syllabus. Students will only prepare files and notes from Section A of the syllabus.

Section – A
• Introduction to sewing, sewing equipments and supplies.
• Introduction and handling of sewing machines (manual and electric), its parts, their working and maintenance, Different types of sewing machines, Threading and bobbin winding.
• Sewing problems and their solutions.
• Introduction to threads and needles, their numbers and sizes in relation to different types of fabrics.

Section – B
• Basic hand stitches – basting-even, uneven, diagonal; tailor’s tacks; back stitch; hemming- visible, invisible.
• Different types of seams and seam finishes; seams – plain, french, run and fell, run and hem, mantua maker, slot, lap, piped, counter seam, counter hem, fringe, seam finishes - overcast seam finish, double stitched finish, herringbone finished, edge stitched seam, bound seam finish, pinked seam.
• Application of shaping devices:
  a) Tucks - plain, cross, shell, released, group, corded.
  b) Pleats - knife, box, inverted box, cartridge and kick
  c) Gathers.
  d) Shirring
• Plackets- two piece, continuous wrap; to know their application according to suitability on different garments. (kurta, skirts, shirts, yoked frocks etc).
• Application of fasteners- buttons and buttonholes, hooks and eyes, hammer ons.
• Application of different types of trimmings- laces, pipings, bindings, appliqué.
Books Recommended:

Essential Reading:

Further Reading:

7. CREATIVE TECHNIQUES (Practical)

Objectives:
• Understanding the importance of value addition in Garment Industry.
• Application of creative techniques in garmenting.

Practical: 4 pds. /week
Marks: 85
Time of Paper: 4 Hrs.

Max
Internal Exam: 70
Internal Assessment: 15

UNIT-I
1. Learning the techniques of various kinds of yarn craft and developing the product from the same.
   a) Macrame
   b) Braiding
   c) Crocheting
   d) Tatting

UNIT-II
2. Creating decorative self trims for value addition to Garment and Textiles Industry.
   a) Tassels and Bows
   b) Pom Poms
   c) Fabric flowers
   d) Chinese knots
   e) Fringes
   f) Ruffles
   g) Smocking
   h) Faggoting
   i) Quilting
   j) Patch work
   k) Applique

Note: Use a combination of the above techniques and develop one lifestyle product from each unit

References:
1) Clothing Construction Techniques by Virgina E. Stople, Surjeet Publication.
2) Book of Scarves Gabi Keller- O’ Donovan
8. COMPUTER GRAPHICS – I (PRACTICAL)

Objectives:
- To enable the students to have a working knowledge of MS Office.
- To facilitate the students in making work assignments and giving presentations in multimedia.

Practical: 3 Pds. /Week  
Total Marks: 50
Time for Paper - 4 Hrs  
Int. 10, Exam 40

Instructions to the examiners:
- The examiner will set questions covering the whole syllabus
- MS Office- writing a letter in word document - formatting, editing and saving file; Graphic Design and Tabulation.
- Using Power Point, Internet and MS Office Word to make presentations; prepare a report; create flyers, business cards.
- Detailed Study of tools of Corel Draw Software (Latest version)

Books Recommended:
According to the software manuals.

SEMESTER - II

ENGLISH
SEMESTER-II

Objectives:
- To enable the students to understand how literature provides the opportunity for intellectual and imaginative participation in various modes of human thought and values.
- To work on grammar and communicative English and to use the standard diction, grammar, and mechanics of English language. Revising and practicing a prescribed set of grammar items; using grammar actively while processing or producing language.

Theory: 5 Pds. /Week  
Time of Paper: 2 Hrs.  
Total Marks: 65
Int. Exam 50 Int. 15,

Note:
(i) There will be one paper of 50 marks, 15 marks are reserved for the Internal Assessment. Total is 65.
(ii) The paper shall consist of Four Units. Unit I will be text specific and Unit II shall deal with different aspects of communications and language learning skills. Unit III will be based on grammar and Unit III will be dealing with Vocabulary and technical Terms.
(iii) All questions are compulsory. However, internal choice will be given.

UNIT – I


UNIT-II

25
Listening Skill: The Listening Process, Types of Listening, and Essentials for Good listening, importance and art of developing listening habits. Activities and Tasks: Listening comprehension, Quizzes, Case Studies

UNIT – III

Reading Comprehension
Translation (M.I.L to English).
Essay Writing on topics of Fashion and technology

UNIT IV

Vocabulary: words often confused, Idioms, Idiomatic expressions, Word formation, Prefix & suffix and one word substitution.
Fashion Terminology: Words (vocabulary of about 50 words drawn from commonly used in the domain of fashion).

Testing pattern:
The examination paper shall be divided into four sections. The distribution of questions and marks in Unit I shall be as follows:

UNIT-I

(10 Marks)

Question 1 is text-based and corresponds to unit I in the syllabus) It shall consist of two long questions (not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question shall have internal choice, be based upon the prescribed text The Rape of the Lock. This shall carry 10 marks.

Note: The question 1 should be so designed as to cover all the chapters prescribed, as well as the major issues and problems listed therein.

UNIT-II

(8 Marks)

This question shall test a student's understanding of various aspects of communication and Listening Skills. It shall consist of four questions out of which a student will be expected to attempt any two. This question shall have internal choice, be based upon the prescribed part of communication. Two short questions to be attempted (in not more than 100-120 words each) on different aspects of communication. It'll carry 8 marks.

UNIT –III

(17 Marks)

Essay Writing (7)
Reading Comprehension (5)
Translation ( M.I.L to English) (5)

UNIT-IV

(15 Marks)

It shall exclusively be a test of vocabulary and technical terms. The candidate shall be given six words and asked to explain/elaborate them. This shall carry 15 marks. The objective is to evaluate contemporary fashion trends within the discipline’s contexts. Moreover, it would demonstrate awareness of cultural practices and how being from a particular culture affects fashion industry.

Books Recommended:

Essential Reading:
1. A Course in Listening and Speaking–I by V. Sasikumar et. al., Foundation Books.

Further Reading:
2. Collins Cobuild Students Grammar.

2. FABRIC TECHNOLOGY – II (PRACTICAL)

Objectives:
- To identify various fibers and to test yarns for their properties.
- To help students understand various woven fabric structures.

Practical: 4 Pds./Week

Time for Paper: 4 Hrs.

Total Marks: 75

Instructions to the examiners:
- Questions will be set from section B only.
- The examiner will set questions covering the whole syllabus
- There will be a Viva for 5 marks.

Section – A

No questions will be set from this section. Students will prepare files for this section.
- Theory of direct and indirect method of yarn numbering system.
- Understanding of various textiles testing equipment with relevance to yarn twist, yarn strength, abrasion resistance, crease recovery.
- Methods of Fabric construction (woven, non woven- felting, bonding, knitting, weaving, lacing, braiding, knotting.)

Section – B

- Identification of fibers.
- To determine the thread count, balance, & yarn slippage of (casement, cambric, viscose rayon, silk, polyester, nylon, wool)
- Yarn testing for twist, ply, count/ size measurement/ linear density, yarn strength, direct & indirect yarn numbering system.
- Prepare a point paper diagram of basic weave & their variations

Assignments for the students

Prepare a catalog of fabric samples under following heads:
- Fiber composition- names by which these are available
- Yarn structure – textile variation
- Fabric structure – different types of construction and their variations.

NOTE: The teacher may develop master samples to demonstrate various processes. The students may be asked to prepare swatch files. The students should be taken for a visit to spinning mills to show the various processes or relevant video films may be screened.
Books Recommended:

Essential Reading:
2. Sara J. Kadolph, Quality Assurance for Textiles and Apparel, by, 2008, Fairchild publications,

Further Readings:

3. VISUAL DESIGN – II (PRACTICAL)

Practical: 4 Pds./Week                     Total Marks 75
Time for Paper: 4 Hrs.                   Int. 15, Exam. 60

Instructions to the examiners:
• The examiner will set questions covering the whole syllabus

Section-A
Developing of natural, stylized, geometrical and abstract motifs taking inspiration from traditional and folk art, contemporary and futuristic art.
Creating 2 dimensional and 3 dimensional objects; sketching and illustration with color and rendering.
Formation of Textures - spontaneous, decorative, mechanical, using various methods of drawing, painting, printing, bleaching, rubbing, spraying, staining, dyeing, burning etc

Section-B
Learning the basic art of calligraphy using calligraphic tools; Usage of alphabets to design a pattern or a composition;
Usage of Natural, geometric, and abstract forms in creating signs and symbols.
• Making a collage by playing with forms and color

Books Recommended:
Essential Reading:

Further Reading:

4. FINE ARTS & FASHION ILLUSTRATION – II (PRACTICAL)

Objectives:
• To enable students to illustrate various silhouettes of a model figure.
• To illustrate fashion garment details.
• To understand inspirational mood boards.

**Practical 4 Pds./Week**  
**Total Marks 75**

**Time for Paper: 4 Hrs.**  
**Int. 15, Exam. 60**

**Instructions to the examiners:**

The examiner will set questions covering the whole syllabus

• To depict the following features of fashion, based on the fashion forecast and to produce fashion art works on given themes.
• Draping the fashion form in color, fabric & texture.
• Figure Types; Depicting various silhouettes on fashion figures.
• To Illustrate variations in skirts, dresses, trousers, coats, jackets etc.
• To illustrate the detailing of pleats, tucks, darts, yokes and godets
• Detailing of hemlines, edgings, pockets, fastenings, trimmings & accessories
• Rendering of various fabrics types – Chiffons, Crepes, denims, tweeds and corduroys ikats, tie & dyed fabrics, satins, spandex, laces and nets etc

**Books Recommended:**

**Essential Readings:**

**Further Readings:**

5. PATTERN DEVELOPMENT (PRACTICAL)

**Objectives:**

To understand the purpose of pattern development.
To apply the knowledge of pattern development for creating structural designs.

**Practical 5 Pds./Week**  
**Total Marks: 75**

**Time for Paper: 4 Hrs.**  
**Int. 15, Exam. 60**

**Instructions to the examiners:**

Questions will be set from section B only.
The examiner will set questions covering the whole syllabus

**Section – A**

No question will be set from section A of the syllabus in the final examination.
Assignments and Presentation of the following:

• Introduction to Pattern Making: Review of different methods of developing a pattern; advantages and disadvantages of all the methods.
• Purpose, meaning, tools and language of drafting and pattern making.
• Anthropometric measurements; landmarks; taking body measurements. A study of various sizes and measurements, measurement charts.
• Selection of right size pattern; fitting problems; principles of a good fit; Alterations of paper patterns
• Purpose of Darts

Section – B

• Creation of a bodice block and a sleeve block for a child.
• Adaptation of sleeve block to – set-in-sleeves – plain, puff, cap, bell, umbrella, flared and leg-o-mutton, bishop extended bodice sleeve - Magyar, part bodice in sleeve - raglan.
• Basic skirt block & its adaptation to, a-line skirt, added flare skirt, skirt with yoke, 3 tiered skirts, wrap skirt, circular skirt-full and half.
• Adaptation of collars – baby, peter pan, raised peter pan, cape, shawl, sailor, mandarin, wing, flat and roll.
• Plackets: - Over Lap: - One side extended, both sides extended; Double breasted; Rugby placket; Concealed placket finished with buttons and zipper

Books Recommended:

Essential Reading:
2. Sandra Betzina,Fast Fit – Easy Pattern Alterations for Every Figure ., 2003 Taunton Pr.

Further Reading:

6. SEWING TECHNIQUES (PRACTICAL)

Objectives:
To understand and create various structural design components in clothing.

Practical 5 Pds./Week            Total Marks 75
Time for Paper: 4 Hrs.         Int. 15, Exam. 60

Instruction to the examiners:
The examiner will set questions covering the whole syllabus

Making samples of the following using Child bodice block slopers prepared in Pattern Development wherever needed:
• Necklines– Construction and finishing of different types of necklines. (Facing and binding on different neck shapes).
• Sleeves: plain, puff, flared, bell, umbrella, cap, magyar, bishop, leg-o-mutton, raglan.
• Collars: peter pan, flat & roll, shawl, sailor, mandarin, wing.
• Pockets –patch, in-seam, patch with pleat, patch with flap pockets.
• Yokes –one piece, two pieces, with and without fullness.
• Placket - overlap: one side extended; both sides extended; rugby placket; concealed placket with buttons.
• Application of zippers: centered, lap, open ended, concealed, exposed
• Samples of frills & flounces.

Books Recommended:

Essential Reading:

Further Reading:

7. FABRIC HANDLING (Practical)

Objectives:
• Understanding fabric behaviour.
• Handling fabric of different textures.

Practical: 4 pds. /week Maximum
Time of Paper: 4 Hrs.

Marks: 85
Internal Exam: 70
Internal Assessment: 15

1. Understanding structures of fabrics in relation to feel, drape, prints/plains/checks.
a) Light weight fabrics – chiffon, georgette, lace etc.
b) Synthetic and slippery fabrics – satin, polyester, nylon
c) Medium and heavy weight fabrics – poplin, denim, canvas, drill etc.
d) Bonded and laminated fabrics
e) Fake fur fabrics and fur skins
f) Knitted fabric:- single jersey, double jersey and rib
g) Stretch fabrics

2. Handling of the above fabrics in relation to:
a) Construction
b) Linings
c) Drapings
d) Finishings
e) Prepare a file folio of the above work

References:
2) Coats and Clarks' Sewing Book; Newest Methods A to Z.
4) Sewing for the Apparel Industry- Claire Shaeffer Prentice Hall. (2011)

8. COMPUTER GRAPHICS – II (PRACTICAL)

Objectives:
To enable students to handle of Corel draw and create design illustrations.
Instruction to the examiners:
The examiner will set questions covering the whole syllabus

- Application of these tools for making design compositions for textiles and apparel: geometrical shapes, traditional motifs, nursery prints; placements and repeats of motifs in blocks using different color ways and textures.
- Draping the fashion figure in different silhouettes.
- Creating logos, brochures, and mood and story boards.
- Creation of a portfolio of all computer coursework.

Books Recommended:
According to the Software Manuals.
1. ENGLISH III

Objectives:
- To enable the students to understand how literature provides the opportunity for intellectual and imaginative participation in various modes of human thought and values. Second, revising and practicing a prescribed set of grammar items; using grammar actively while processing or producing language.
- To equip students with techniques of written communication in formal situations.

Theory: 5 Pds./Week
Time of Paper: 2 Hrs.

Total Marks: 65
Int. Exam 50 Int. 15,

Note:
(i) There will be one paper of 50 marks, 15 marks are reserved for the Internal Assessment. Total is 65.
(ii) The paper shall consist of Four Units. Unit I will be text specific and Unit II shall deal with different aspects of communications and language learning skills. Unit III will be based on grammar and Unit III will be dealing with Vocabulary and technical Terms.
(iii) All questions are compulsory. However, internal choice will be given.

UNIT-I
*Ten Mighty Pens* edited by K.A.Kalia, Oxford University Publications. (The students will be tested on questions based on character sketch and theme from the short story, reference to the context, central idea and summary from poetry and fact-based detailed questions from the essays).

UNIT-II
Reading Skills: Methods of Effective Reading and Writing- Skimming and Scanning, Gists, Summaries.

UNIT-III
Reading Comprehension(passages with focus on business, current affairs, travel tourism and environment).Report Writing – Business Reports, Official Reports, Newspaper Reports and reports on fashion shows.
Writing a Job application/ Making a C.V. Writing Agenda, Notices, Minutes

UNIT-IV
Fashion Terminology: Words (vocabulary of about 50 words drawn from commonly used in the domain of fashion). Graffiti/ graffiti look, Grandeur, Graphic art, Gusset, Hacking, Hashtag, Houte couture, Havelock, H-line, Hems, High fashion, Hoop/crinoline, Iconic, Just-in-time manufacturing(jit), Lace and tatting, Leg-of-mutton sleeve, Lfs (large formen store), Loafer, Lyocell fiber, Macrame, Mannequin, Manufactured fiber, Market channel (direct, extended and limited), Markup/short markup, Mbo (multi brand outlet), Merchandise, Mercerization, Merchandise mart, Minaudiere, Mood board, Monetize, Mule, Non-wovens, Open orders, Open to ship, Open-to-buy (otb), Oxford, Panniers, Peplum, Pile, Placket, Pleat, Pliable, Point of sale(pos), Pop-up shop, Polonaise, Pouch bag, Pre-raphaetiles, Princess line.

Testing pattern:
The examination paper shall be divided into four sections. The distribution of questions and marks in Unit I shall be as follows:

**UNIT-I**
**Ten Mighty Pens** edited by K.A.Kalia, Oxford University Publications. (The students will be tested on questions based on character sketch and theme from the short story, reference to the context, central idea and summary from poetry and fact-based detailed questions from the essays).

**UNIT-II**
Reading Skills: Methods of Effective Reading and Writing- Skimming and Scanning, Gists, Summaries.

**UNIT-III**
Reading Comprehension(passages with focus on business, current affairs, travel tourism and environment).Report Writing – Business Reports, Official Reports, Newspaper Reports and reports on fashion shows.
Writing a Job application/ Making a C.V. Writing Agenda, Notices, Minutes

**UNIT-IV**
Fashion Terminology: Words (vocabulary of about 50 words drawn from commonly used in the domain of fashion). Graffiti/ graffiti look, Grandeur, Graphic art, Gusset, Hacking, Hashtag, Houte couture, Havelock, H-line, Hems, High fashion, Hoop/crinoline, Iconic, Just-in-time manufacturing(jit), Lace and tatting, Leg-of-mutton sleeve, Lfs (large formen store), Loafer, Lyocell fiber, Macrame, Mannequin, Manufactured fiber, Market channel (direct, extended and limited), Markup/short markup, Mbo (multi brand outlet), Mechandise, Mercerization, Merchandise mart, Minaudiere, Mood board, Monetize, Mule, Non-wovens, Open orders, Open to ship, Open-to-buy (otb), Oxford, Panniers, Peplum, Pile, Placket, Pleat, Pliable, Point of sale(pos), Pop-up shop, Polonaise, Pouch bag, Pre-raphaetiles, Princess line.

Testing pattern:
The examination paper shall be divided into four sections. The distribution of questions and marks in Unit I shall be as follows:

**UNIT-I**
Question 1 is text-based and corresponds to unit I in the syllabus. It shall consist of two long questions (not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question shall have internal choice, be based upon the prescribed text *Ten Mighty Pens* edited by K.A.Kalia. This shall carry **10 marks**.

**UNIT-II**
This question shall test a student’s understanding of various aspects of communication and reading skill. It shall consist of four questions out of which a student will be expected to attempt any two. This question shall have internal choice, be based upon the prescribed part of communication:
Two short questions to be attempted (in not more than 100-120 words each) on different aspects of communication. It'll carry 8 marks.

UNIT –III
Reading Comprehension(7)
Writing a Job application/ Making a C.V/ Writing Agenda, Notices, Minutes (5)
Prepositions/Modals (5)

UNIT-IV
It shall exclusively be a test of vocabulary and technical terms. The candidate shall be given six words and asked to explain/elaborate them. This shall carry 15 marks. The objective is to evaluate contemporary fashion trends within the discipline's contexts. Moreover, it would demonstrate awareness of cultural practices and how being from a particular culture affects fashion industry.

Books Recommended:
Essential Reading:

Further Reading:
3. Collins Cobuild Students Grammar.
Selly, John. Oxford Guide to Effective Writing and Speaking. OUP.

2. HISTORY OF INDIAN COSTUMES (THEORY)

Objectives:
To acquaint the students with the history and evolution of Indian Costumes.

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

Instruction to the examiners:
- Question paper will have four sections.
- 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.

Brief review of Indian costumes in various periods

Unit – I
Origin of clothing, Theories: protection, modesty, adornment.

Unit - II

Ancient Period
(a) Vedic Period       (b) Indus Valley
(c) Early and late Satavahana period       (d) Mauryan and Sunga Period
(e) Kushan Period.       (f) Gupta period

Unit – III

Mughal period: - Costumes of Pre-Mughal, Mughal and Post-Mughal period
British period: - Costumes of Pre-independence and Post-independence period
Unit - IV

Traditional costumes of India

- Types of costumes for male & female and significance of culture & rituals of :- Jammu& Kashmir, Punjab, Haryana, Gujarat, Rajasthan, Uttar Pradesh, Madhya-Pradesh, West Bengal, Assam, Maharashtra, Tamil Nadu, Andhra-Pradesh, Kerala, Karnataka (including tribal costumes of the respective states).

NOTE

- Visit to the National Museum, Craft Museum and Modern Art Gallery, New Delhi, Calico Museum Ahemdabad etc.
- Preparation of a portfolio of select Fashion silhouettes & accessories of all periods.
- Designing of a few contemporary silhouettes based on inspiration from different periods

Books Recommended:

Essential Reading:
1. A. Biswas, Indian Costumes, (2003), Publication Division
2. Parul Bhatnagar, Traditional Indian Costumes and Textiles, (2004), Abhishek publications

Further Reading:
4. Ritu Kumar, Costumes and Textiles of Royal India, (1999), Christie’s Book.

3. FABRIC TECHNOLOGY III (THEORY)

Objectives:

To help students to:-
- Understand the structure of knitted fabrics.
- Have knowledge of a variety of textile finishes.
- Understand the application of color to fabrics

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

Instructions to the examiners:

- Question paper will have four sections.
- 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 attempt one question from each unit and the compulsory question.
- All questions will carry equal marks.

Unit – I

Fabric structure & properties relevant to consumer requirements such as:

**Knits:** Definition of types of stitches used (purl, jersey, miss, tuck); Classification: warp & weft knits; Weft knits: Plain, Purl, rib, velour, terry, pile; Warp knit: Tricot, Milanese, Racheal: Nets and Laces

Unit – II

Finishes

- Definition, importance and objective of applying finishes to fabrics and preliminary preparations required for the same.
- Type and classification of finishes:
- **Finishes affecting appearance:** bleaching, calendaring, embossing, glazing, schreinerizing, singeing.
- **Finishes affecting texture:** Flocking, napping, burnt out design, acid finish, stiffening.
• **Finishes affecting function**: Tentering, shrinkage control in cotton, rayon and wool, heat setting in synthetic fabrics, moth, mildew proofing, water repellent, water proof, mercerization, crease resistant.

**Unit – III**

**Application of color for aesthetic finish:**
- Dyeing- definition, stages of dyeing : fiber, yarn, piece dyeing, garment dyeing and
- Printing: Definition , methods and types of printing techniques; Types of thickening agents and process of various dyed and printed fabrics; Direct printing: Block, Roller, Discharge, Duplex.; Resist printing: Screen, stencil, heat transfer Batik, tie& dye, photographic printing, bubble, marble printing.

**Unit - IV**

**Importance of color fastness to the consumer**
- Evaluation of color fastness; factors influencing color fastness.
- Value added washes, Stone wash, and Enzyme wash.

**Books Recommended:**

**Essential Reading:**

**Further Reading:**
5. Sara J. Kadolph, Quality Assurance for Textiles and Apparel, 2008, Fairchild publications

**4. PROJECT BASED FASHION STUDIES (PRACTICAL)**

**Objectives:**
- Encourage the students to be responsive to the environment.
- Facilitate the students to explore the evolution of fashion and lifestyle products in a scientific manner.

**Practical 3 Periods/Week**

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<th>Total Marks: 50</th>
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<td>Int. Asst. 10, Int. Exam: 40</td>
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- The Project Based Fashion Studies will have internal marking done by a jury constituted from related faculty members.
- Students will create projects and make presentations of the same.
- There will be at least one project on a field-based visit.
- Ten main International and Indian designers:
  - Their contribution towards fashion
  - Their main stream of garments/lifestyle products
  - Product range and price (Photographs depicting the same)
  - Explore the art of Indian traditional embroideries and make their samples.
  - Study of traditional textiles of a) India  b) World
Understanding fashion forecasts from journals and magazines.
Fabric forecasts and their relation to market viability.
Brands and their influence on forecasts & fashion
Terminology and its usage in garment styles, color and other elements with illustrative collages and drawings.
Identification of neckline, sleeves, trousers, skirts and jackets.

**Fabric Sourcing and Research:**
Project based Market Study on both National & International availability of fabrics, garments and accessories.
A Project on lifestyle search – national or international –past or present (life style includes garments, textiles, accessories, interiors, architecture and products of everyday use).
To sketch a line of practical outfits/products based on the study of the market with all segments – theme, mood, story, client profile.

**Books Recommended:**

**Essential Reading:**

**Further Reading:**

**5. DESIGN PROCESS - I (PRACTICAL)**

**Objectives:**
To enable the students to understand the progression of product design through a design process.

**Practical: 4 Pds./Week**
**Total Marks 75**
**Time for Paper: 4 Hrs**
**Int. 15, Exam 60**

**Instructions to the examiners:**
- The examiner will set questions covering the whole syllabus

Understanding the design process for a theme based design work by:

**Section-A**
Creating a story board to draw inspiration from e.g. history, movies, nature, relationships etc.
Deriving a color palette from the theme of the source of inspiration.
Understanding the use of design elements involved in the process of fabric & range development
Exploring for fabric and materials through research

**Section-B**
Using surface design techniques for creating textured fabric ideas e.g. embroidery, printing & tie & dye, other fabric techniques - pleats, tucks, shirring, rouching etc. (make sample swatches)
Creating a range of 5 art works of the same for e.g. 5 art works of woman’s wear or lifestyle products inspired from the theme.
Visual communication through presentation techniques of the works.
Books Recommended:

Essential Reading:

Further Reading:
3. Reeta Betala, Design, Comprehension & Visualization, (2005), Baba Barkha Nath Printers

6. FINE ARTS & FASHION ILLUSTRATION – III (PRACTICAL)

Objectives:
- To enable students to understand design through drawings
- To illustrate garment details
- To understand client profiles

Practical: 4 Pds./Week                     Total Marks: 75
Time for Paper: 4 Hrs.                   Int. 15, Exam 60

Instruction to the examiners:
The examiner will set questions covering the whole syllabus

Section-A
- Planning of a garment line/range from visual themes:
  - To sketch a product range inspired from International designers.
- Introduction to specification sheets of basic garments e.g - shirts, blouses/ tops, skirts, t-shirts, trousers, jackets etc.
- Understanding a client profile (demographics and psycho graphics); preparing a mood board for the same while emphasizing on background and relating it to the foreground.
- Layout planning and composition using cut & paste and hand crafting techniques.

Section-B
- Introduction to design development sheets
  a. Mood boards
  b. Client profile
  c. Illustration sheet
  d. Specification sheet
  e. Measurement sheet
  f. Fabric and colour sheet
- Understanding 3 dimensional mood boards and making them under the following categories: - Men’s wear, Women’s wear, Kids wear, Sports wear, and Leisure wear.
- Interpretation of the forecast in terms of cut, style, color and fabric sourcing.
- Exercises in visually assessing and relating fashion illustration to the specification sheets.

Books Recommended:

Essential Reading:

Further Reading:

7. ADVANCED PATTERN DEVELOPMENT (PRACTICAL)

Objectives:
- To enable students to understand the importance and use of drafting techniques necessarily needed in designing fashion garments.

Practical: 5 Pds/Week  Total Marks: 75
Time for Paper: 4 Hrs.  Int. 15, Exam 60

Instruction to the examiners:
- The examiner will set questions covering the whole syllabus

1. Drafting of adult woman bodice and Sleeve Block.
2. **Shifting of control dart to different positions through:**
   a) Slash and spread method  b) pivot method
3. **Positioning and Dart Manipulation:** Darts in One Piece Garment; Shaped Darts: Asymmetrical Darts
4. **Body Style Variations with:** Double Dart Series and Multiple Dart Series
5. **Converting the Basic Dart into the following:** Seams and Yokes with and without fullness; Fullness – Gathers, Tucks, Pleats and their Variations.
6. **Different types of Neckline shapes and Built up Neck lines:** Terminology of various neck shapes, Finishing of Neck lines with – Polo, Cascade, Bow tie, Cowl.
7. **Sleeves:** - Drop shoulder, Kimono, Peasant, Lantern, Epaulette, Square arm hole, Circular Long – ruffle, Long bell, Sleeve finished at the edge with: Frill, Cuff with placket; Band; Piping; Draw string.
8. **Collars:** Notched, Tuxedo, Bishop, Button down.
9. **Pockets:** Inset, Cargo, Patch with pleat, Patch with flap, Bound patch, Welt.

Books Recommended:
**Essential Reading:**
2. Helen Joseph Armstrong, Pattern Making for Fashion Design, 2000, Dorling Kindersley (India) Pvt. Ltd. India,

**Further Reading:**

8. GARMENT CONSTRUCTION TECHNOLOGY – I (PRACTICAL)

Objectives:
- To assemble and stitch the diverse components of a designer garment.

Practical: 5 Pds./Week  Total Marks: 75
Time for Paper: 4 Hrs.  Int. 15, Exam 60

Instruction to the examiners:
- No questions will be set from section A of the syllabus.
- Questions will be set from section B only.
- The examiner will set questions covering the whole syllabus
Section – A
Assignment and presentation of:
Preparation of fabric before cutting
Handling of different types of materials

Section – B

- Samples of Neck lines of different shapes; band; cowl; polo; cascade; bow-tie.
- Samples of sleeves: drop shoulder, kimono, wing ruffle, lantern, peasant, epaulet, circular, square armhole, long bell sleeve, sleeve with a frill, sleeve finished at the edge with cuff and placket; band, piping; draw string.
- Samples of collars: notched, bishop, tuxedo, button down.
- Samples of pockets – construction and finishing of welt, inset, cargo, bound patch, bellow pockets.
- Samples of darts – single, double, french.
- Term submission of one upper garment (Basic Top) and one lower garment (Basic Skirt) including all elements learnt in the semester.

Books Recommended:
Essential Reading:

Further Reading:

9. COMPUTER GRAPHICS – III (PRACTICAL)
Objectives:
- To enable students to handle tools of Adobe Photoshop and use the same to create fashion and design illustrations.

Practical: 3 Pds./Week Time for Paper: 4 Hrs. Total Marks: 50

Instruction to the examiners:
The examiner will set questions covering the whole syllabus
1. Study in detail the different tools of Photoshop.
2. Create geometrical shapes; traditional, realistic, stylized, contemporary and futuristic motifs and apply various color and texture effects on the same.
3. Create repeats of print motifs made above; create compositions of stripes, checks in various textures and colors.
4. Scan catwalk pictures of ramp models; play with the garment design details using adobe tools; create new design compositions and place them on model figures.
5. Create logos, fliers, brochures, mood boards, storey boards labels, visiting cards.
Books Recommended:
User Guide for the software.
SEMESTER – IV

1. English IV (Thoery)

Objectives:
- To help students to convey information on concrete or abstract topics with clarity and precision. It would also help them to explain ideas and build up arguments with adequate support in a convincing manner.
- To make students aware of the special features of format and style of formal communication through various modes.

Theory: 5 Pds. /Week
Time of Paper: 2 Hrs.

Total Marks: 65
Int. Exam 50 Int. 15

Note:
(i) There will be one paper of 50 marks, 15 marks are reserved for the Internal Assessment. Total is 65.
(ii) The paper shall consist of Four Units. Unit I will be text specific and Unit II shall deal with different aspects of communications and language learning skills. Unit III will be based on grammar and Unit IV will be dealing with Vocabulary and technical Terms.
(iii) All questions are compulsory. However, internal choice will be given.

UNIT-I

1. Glimpses of English Poetry (The Poems to be studied are To His dear Friend, Human Folly, God Made the Country, The World is too Much with us, To the Cuckoo, The Human Seasons, The Man he Killed, Stopping by the Snowy Woods) (Panjab University Publication) Complied by G.L. Sharma.
2. Twelve Short Stories (The Stories to be studied are A Cup of Tea, The PostMaster, The Grief, How Much Land Does a Man need?) Ed. By C.M. Sharma (O.U.P., Delhi)
3. Before the Footlights (The Plays to be Studied are Mother’s day and Trifles), Ed. By R.M. Sharma, B.L. Sethi and Uday Chandra Naval, P.U. Publication.

Note: - (The students will be tested on questions based on character sketch and theme from the short story, reference to the context, central idea and summary from poetry and fact-based detailed questions from the essays).

UNIT-II

Writing Skill: Principles of Communicative Writing. Effective Writing Skills, Summaries and Book Reviews.

UNIT-III

Business Letters
Minutes and Memorandums
Active Passive Voice/Direct-Indirect Speech

UNIT-IV


Fashion Terms: Words (vocabulary of about 50 words drawn from commonly used in the domain of fashion).
Private label/private label brand, Psychedelic, Quick response (qr)/(edi), Quilted, Raglan, Rag business/rag trade, Relationship merchandising, Remote displays, Representation and abstraction, Resident buying office (rbo), Resort collections, Retiro, Retro/retro look, Returns to vendor (rtv), Ruching, Silhouette, Seam, Shibori, Sourcing, Soutache braid, Spangles, Sport chic, Sportswear, Stitch-bonding, Stock keeping units (sku), Stock on hand, Stylish / fashionable, Surrealism, Tchotchke, Textile fiber products identification act (t.f.p.ia), Textile/clothing, Technology corporation (tc)2, Tourmaline, Trendy, Trickle across theory, Trickle down theory, Trickle-up trend, Tucktangerine tango, Ultrasonic sewing, Vintage clothing/vintage patina, Vendor-managed retail inventory, Vogue, Watteau back, Wiwt, Weave types, Weft and warp knits, Wool products labeling act, Wwd.

Testing pattern:
The examination paper shall be divided into four sections. The distribution of questions and marks in Unit I shall be as follows:

UNIT-I                                                                 (10 Marks)
Question 1 is text-based and corresponds to unit I in the syllabus. It shall consist of two long questions (not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question shall have internal choice, be based upon the prescribed texts (Before the Footlights, Twelve Short Stories, Glimpses of English Poetry). This shall carry 10 marks.  
Note: The question 1 should be so designed as to cover all the prescribed texts, as well as the major issues and problems listed therein.

UNIT-II                                (8 Marks)
This question shall test a student’s understanding of various aspects of communication and Writing skills. It shall consist of four questions out of which a student will be expected to attempt any two. This question shall have internal choice, be based upon the prescribed part of communication: Two short questions to be attempted (in not more than 100-120 words each) on different aspects of communication. It’ll carry 8 marks.

UNIT-III                                                                 (17 Marks)
Business Letters (7)  
Minutes and Memorandums (5)  
Active Passive Voice/Direct-Indirect Speech (5)

UNIT-IV                                        (15 Marks)
It shall exclusively be a test of vocabulary and technical and literay terms. The candidate shall be given six words and asked to explain/elaborate them. This shall carry 15 marks. The objective is to evaluate contemporary literay and fashion trends within the discipline’s contexts.

Books Recommended:

Essential Reading:

Further Reading:

2. HISTORY OF WORLD COSTUMES (THEORY)

Objectives:
To acquaint the students with the history and evolution of World Costumes.

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

Instructions to the examiners:
- Question paper will have four sections.
- 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 attempt one question from each unit and the compulsory question.
- All questions will carry equal marks
A Brief review of World costumes

Unit – I

Egyptian costumes
Greek period

Unit – II

Roman Period
Byzantine Period

Unit – III

Victorian Period
French Revolution

Unit – IV

Renaissance costumes
20th century fashion

NOTE: Classic movies like Cleopatra, Ten Commandments, Julius Caesar, Helen of Troy, Elizabeth, Titanic should be shown to the students depicting fashions of different periods.

Assignments:
1. Preparation of a portfolio of selected fashion silhouettes & accessories of all periods.
2. Design a few contemporary silhouettes based on inspiration drawn from different periods.

Books Recommended:

Essential Reading:
1. Bradley, Carolyn G., Western World Costume, 1955, British Commonwealth

Further Reading:
2. The Victoria and Albert Museum’s Textile Collection British Textiles from 1850 to 1900, by Linda Parey V and A Publications
3. The Complete Costume History Auguste Rachinet, Taschen, (1825-1893)

3. TRADITIONAL INDIAN TEXTILES AND EMBROIDERIES (PRACTICAL)

Practical: 3 Periods/Week

Internal Marks: 50
Int. Asst. 10, Int. Exam: 40

• This subject will have internal marking done by a jury constituted from members of the faculty.
• Students will create projects and make presentations of the same.

1. A study of traditional fabrics of different states of India with Emphasis on texture, design and colour. Students may be asked to prepare projects on this topic and present the same using various multi media techniques.
   i) Kashmir – Shawls, Carpets
   ii) Punjab – Phulkari
   iii) Bangal – Kanthas, Baluchar and Jamdani
iv) Uttar Pradesh – Brocades, Chikankari Work, Carpets
v) Gujrat – Patolas, Sind and Kutch Embroidery
vi) Rajasthan – Bandhni

Andhra Pradesh – Pochampalli, Venkatgiri, Gadwal & Venkatgiri.
vii) Orissa – Ikat
viii) Karnataka – Kasuti
ix) Himachal Pradesh – Chamba Rumal
x) Manipur – Embroidery
xi) Madhya Pradesh – Chanderi Saree, Maheshwari Saree
xii) Maharashtira – Irkal, Paithani
xiii) Tamil Nadu – Kanchipuram

1. Samples for traditional embroideries:
   (a) Kantha      (f) Chamba
   (b) Kasuti      (g) Sindhi
   (c) Kashida     (h) Phulkari
   (d) Kutch       (i) Manipuri
   (e) Chikankari

2. Fancy embroidery stitches-one sample with twenty (20) different stitches.
3. One article-using any embroidery.

Books Recommended:

Essential Reading:

Further Reading:

4. FABRIC TECHNOLOGY – IV (PRACTICAL)

Practical : 3 Periods/Week                         Total Marks: 50
Time of Paper: 4 Hrs.                             Int. 10, Exam 40

Instruction to the examiners:
• No question will be set from section A of the syllabus.
• Questions will be set from section B only.
• The examiner will set questions covering the whole syllabus.
• There will be viva for 5 marks.

The students can prepare files on topics in this section
**Section – A**

- Understanding the role of labels, textile market, textile consumer, criteria for textile markets, BIS pamphlets)
- Importance of shrinkage; calculation during garment construction.
- Defects in fabrics; Dyeing defects; Print defects.

**Section – B**

- Dyeing of cotton, wool and silk with direct, basic, acid dyes
- Printing – Block Printing, Screen Printing, Stencil Printing, Tie and Dye, Batik and Heat Transfer
- Identifying printing and dying defects.
- Colour fastness to washings, ironing, crocking, sunlight and perspiration.
- Dimensional stability of fabric.

**Books Recommended:**

**Essential Reading:**

**Further Reading:**

**5. DESIGN PROCESS – II (PRACTICAL)***

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<th>Periods/Week</th>
<th>Total Marks</th>
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<td>4</td>
<td>70</td>
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**Paper:** 4 Hrs.  
**Int. 10, Exam 60**

**Objective:**
- Based on creativity and technical knowledge provide a sound foundation for design.

**Instructions to the examiners:**
- The examiner will set questions covering the whole syllabus
- Develop the ability to understand a given theme and demonstrate this understanding through all the stages of design process to put together a collection:

**Section-A**

- Theme, inspiration, color palette, fabric story
- Initial concepts: philosophy, mood, story, design creations
- Material explorations: fabrics, elements of surface design, accessories, notions.

**Section-A**

- Illustrated final concept with details: spec sheets, moods & stories
• Final garment Collection
• Presentation of complete design process through sheet work.

Books Recommended:

Essential Reading:

Further Reading:
3. Reeta betala, Design, Comprehension & Visualization, (2005),Baba Barkha Nath Printers

6. FINE ARTS & FASHION ILLUSTRATION – IV (PRACTICAL)

Objectives:
• To enable students to understand the male body; child body and their expressions.
• Understanding the making of a collection.

Practical : 4 Pds/Week  Total Marks: 70
Time for Paper: 4 Hrs.  Int. 10, Exam 60

Instruction to the examiners:
The examiner will set questions covering the whole syllabus
• Introduction to male figure, features and posture. Draping the male figure in a collection of: casual wear; street wear; ethnic wear and formal wear.
• Introduction to kids croque and expressions, Draping it in a collection of: Formal wear; Casual wear
• Detailed line planning with emphasis on design development sheets for men and kids.

Books Recommended:

Essential Reading:
2. Ireland, Patrick John, Fashion Design Drawing and Presentation”, 1996,B.T. Batsford, London,

Further Reading:

7. ADVANCED PATTERN DEVELOPMENT AND DRAPING (PRACTICAL)

Objectives:
• To understand the grading and draping aspects of pattern making.
• To apply the knowledge of draping in developing patterns and designs by dart manipulation.

Practical : 5 Pds/Week  Total Marks: 75
Time for Paper: 4 Hrs.  Int. 15, Exam 60

Instruction to the examiners:
• No question will be set from section A
• The examiner will set questions covering the whole syllabus from section B & C only
• Duration of the paper should be kept in mind while setting the questions.
Section – A

No question will be set from Section A of the syllabus. This section is only for assignments and presentations.

- Introduction to draping; advantages and disadvantages
- Equipment required for draping; dress forms; different sizes; American & European;
- Understanding of style lines;
- Preparation of Muslin for draping

Section – B

- Draping Basic Bodice Block: front, back: Preparation; Draping steps; Marking; Trueing.
- Draping Basic Skirt: front, back: Preparation, Draping steps; Marking; Trueing.
- Dart Manipulation on draped bodice block: Shifting of dart; One dart into two darts; Pleats, tucks and gathers, yokes; necklines; halters; princes line; empire line.
- Develop two designs of a bodice, a skirt and a one-piece garment by draping on muslin. Incorporate design features mentioned in topic 3 above.

Development of Patterns of:
  - Saree Blouse: Plain; Choli
  - Kurta: A-line; Kalidaar
  - Chudidaar
  - Salwaar
  - Trousers
  - Men’s Bu-Shirt.

Section – C

Books Recommended:

Essential Reading:

Further Reading:
4. Pattern Cutting for Women’s Tailored Jackets (Classic and Contemporary), 2002, Winifred Aldrich, Om Books Services,

8. GARMENT CONSTRUCTION TECHNOLOGY – II (PRACTICAL)

Objectives:
- To help the students understand the techniques of cutting and stitching a garment range having design features inserted in them by dart manipulation.

Practical: 5 Pds/Week  Total Marks: 75
Time for Paper: 4 Hrs.  Int. 15, Exam 60
Instruction to the examiners:
- The students will be asked to cut and stitch one of the following garments specified in the syllabus

Construction of the following garments:
- Saree Blouse: Plain; Choli
- Kurta: A-line; Kalidaar
- Chudidaar
- Salwaar
- Trousers
- Men’s Bu-Shirt.

Books Recommended:

Essential Reading:

Further Reading:

9. COMPUTER GRAPHICS – IV (PRACTICAL)

Objectives:
- To enable students to learn the application of Pattern Making Software.

Practical: 3 Pds/Week Total Marks: 50
Time for Paper: 4 Hrs. Int. 10, Exam 40

Instruction to the examiners:
- The examiner will set questions covering the whole syllabus

Reach fashion Studio Fashion Software.
- Detailed Study of all the tools of Reach Fashion Studio.
- Application of these tools in making pattern with various Garment Design and Details.
- Formation of different Themes for Layout Pages.

Books Recommended:
User Guide for the software.
SEMESTER – V  
ENGLISH

Objectives:
- To help students to convey information on concrete or abstract topics with clarity and precision. It would also help them to explain ideas and build up arguments with adequate support in a convincing manner. To work on writing and presentation skills. The emphasis will be given on formal Writing and Communication Skills.
- To enhance learners ability of communication in the spoken mode with accuracy and fluency for various functions.

Theory: 5 Pds. /Week
Time of Paper: 2 Hrs.

Total Marks: 65
Int. Exam 50 Int. 15,

Note:
(i) There will be one paper of 50 marks, 15 marks are reserved for the Internal Assessment. Total is 65.
(ii) The paper shall consist of Four Units. Unit I will be text specific and Unit II shall deal with different aspects of communications and language learning skills. Unit III will be based on grammar and Unit III will be dealing with Vocabulary and technical Terms.
(iii) All questions are compulsory. However, internal choice will be given.

UNIT-I

Pride and Prejudice by Jane Austen published by Oxford Paperback Edition. (The students will be tested on questions based on character sketch and theme from the novel.)

UNIT – II

Speaking: Phonetics & phonology
The phonology of English-phonetic symbols for consonants, vowels and Diphthongs Consonant Clusters. The students may also be introduced to the organs of speech. The Phonetic script, Consulting a dictionary for pronunciation – exercise with audio aids. Activities/exercises based on phonology. Grammar for effective speaking – accuracy focused and fluency focused activities. Confidence and Personality building activities – extempore exercises/ just a minute (JAM) exercises, debates, group discussions. Preparing basic presentations – projects, Seminars.

UNIT-III

Essay Writing
Translation (English to M.I.L.)
Punctuation : Use of capital letters, parentheses, square brackets, ellipsis etc.,

UNIT-IV


Fashion Terms: Words (vocabulary of about 50 words drawn from commonly used in the domain of fashion). À la mode, Arabesque, Atelier [at-el-yey], Avant-garde [ah-vahn-gahrd], Bijoux, Blogueuse [blah-gus], Bons plans [bohn-plain], Bourgeoisie, Cap-à-pie [kap-uh-pee], C'est la vie, Chapeau [sha-poh], Changement, Cliché, Constitutionnellement, Cul-de-sac, Crème de la crème, Croquise, Débuteant, Déclassé, Décolleté [day-kol-tee], Dèjà vu, Dishabille [dis-uh-beel], Du jour [duh-zhoor], Échappé, Égérie [ey-zhe-ree], Excellence, Faux pas, Genre, Hors d’œuvre, Haute couture [oht koo-toor], Jeunesse dorée [zhuh-nus doh-rey], Joie de vivre, Noir, Outré [oo-trey], Papillon, Par excellence [pahr ek-suh-lahn], Passé [pah-sey], Peignoir, Pièce de résistance [pyes duh rey-zee-stahn], Prêt-à-porter [pret-ah-pohr-ter], Soigné [swan-yey], Raison d’être, Rendezvous, Sang-froid, Soirée, Susurrer Textile, Tête-à-tête, Tour de force, Touché, Trompe l’œil [tromp lwoy], Vinaigrette, Vogue

Testing pattern:
The examination paper shall be divided into four sections. The distribution of questions and marks in Unit I shall be as follows:

UNIT-I (10 Marks)
Question 1 is text-based and corresponds to unit I in the syllabus. It shall consist of two long questions (not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question shall have internal choice, be based upon the prescribed text Pride and Prejudice by Jane Austen. This shall carry 10 marks.

UNIT-II (8 Marks)
This question shall test a student’s understanding of various aspects of communication and speaking skills, Phonetics and phonology. It shall consist of four questions out of which a student will be expected
to attempt any two. This question shall have internal choice, be based upon the prescribed part of communication:
Two short questions to be attempted (in not more than 100-120 words each) on different aspects of communication. It'll carry 8 marks.

UNIT-III
Essay Writing (7)
Translation (English to M.I.L.) (5)
Punctuation (5)

UNIT-IV
It shall exclusively be a test of vocabulary and technical and literay terms. The candidate shall be given six words and asked to explain/elaborate them. This shall carry 15 marks. The objective is to evaluate contemporary literay and fashion trends within the discipline's contexts.

Books Recommended:
Essential Reading:

Further Reading:

2. FUNDAMENTALS OF MARKETING (THEORY)

Theory: 3 pds/week
Time for Paper: 3 Hours

Course Objectives:
• To offer to the students a comprehensive and practical introduction to marketing.
• To teach the students the importance of marketing and principles of marketing in the present day world.

Instruction to the Examiners:
• Question paper will have four sections.
• 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 attempt one question from each unit and the compulsory question.
• All questions will carry equal marks.

UNIT I: Marketing
Definition of Marketing, Scope of Marketing, Importance and Advantages of Marketing. Evolution of Marketing Concepts, Difference between Selling and Marketing

UNIT II: Segmentation
Consumer Demographic and lifestyles, Market segmentation, Basis of segmentation, Targeting, Consumer decision making process, Positioning, (STP) – meaning and importance.

UNIT III: Product Life cycle and Pricing
Product life cycle, New product development, Product life cycle strategies, seasons of discounts , Store Loyalty schemes ,Definition of price, pricing techniques

UNIT IV: Product Promotion
Types of promotion techniques, Advertising by Retailer, store environment, range ordering as per sizes/colours, keeping record of sales, types of discounts offered, Publicity, Salesmanship, Sales promotion, Physical distribution, Services Marketing

Books Recommended:
Essential Reading:
1) Philip Kotler, Principles of Marketing, Printice Hall of India, New Delhi, 2004 J. Jayasankar, Marketing, Margham Publication, Chennai
Further Reading:

3. COMMUNICATION THROUGH FASHION JOURNALISM (THEORY)

Theory: 3 Periods/Week

Total Marks: 50
Int. Asst. 10, Int. Exam: 40

COURSE OVERVIEW:
Communication through fashion journalism is a course designed to develop highly communicative and informed fashion commentators. This course will help the students to gain a position as journalist in magazines and newspaper, work for PR companies and researching and developing concepts for television. Fashion journalism is a multi-disciplined activity that requires a unique combination of skills and mental attributes. The course curriculum emphasizes development of writing ability in tandem with fresh and innovative journalistic ideas and creative thinking.

UNIT – I

Communication

Part – 1 meaning, Forms of Communication such as Intrapersonal, Interpersonal, Group and Mass Communication

Functions of Communication, 7C’s of Communication

Communicative exercises

Part II - Media and Entertainment industry in India – an overview.
Relationship of Media and Fashion industry

UNIT – II

Reporting and Writing for Media

Part – I- Basics of journalism, news – Definition and Values, news story structure, 5 Ws and 1H, Inverted Pyramid pattern. News writing, process of newsgathering, making and maintaining sources

Exercises in the reporting for Print, Radio, Television, Internet.

Part – II- Features Reviews and Interviews

Exercise in Features writing and Review Writing

Interview Assignment

UNIT – III

Specialization Writing and use of pictures.


Part – III – Importance of design / make up. Significance of pictures and illustrations. Writing caption and making photos features.

Practical exercises on Caption writing.

Photos features assignment.

UNIT - IV

Major project report: topics will be chosen by the students in consultation with the teacher in charge and presented in the class room setting. They will be marked on the basis of

1. Research
2. Writing skill
3. Communication Skill
4. Presentation style/ Use of AV aids.

Books Recommended:
1. Fashion Magazines : Vogue, Marie Claire,
2. Fashion Catalogues
3. Images Business
4. Internet; Dot Coms; CDs on fashion shows

4. Quantitative Methods for Fashion Technology

Theory: 3 Pds./Week  
External=40  
Internal=10  
Total Marks: 50

Objectives: To enable the students to:
• understand the role of statistics in fashion.
• apply the knowledge of statistics in the analysis of data.
• make the presentation and inter interpretation of statistical data.

Instructions to the Examiners:
• Question paper will have four sections.
• Examiner will set a total of nine questions comprising two questions from each unit, and one compulsory question (Question No. - 1) of short answer type covering the whole syllabus.
• Student will attempt one question from each unit and the compulsory question.
• All questions will carry equal marks.

UNIT – I
• Meaning and Need of Statistics in Fashion Technology. Measures of Central Tendency: Mean, Median, Mode for Ungrouped and Grouped Data.
• Dispersion: Range, Mean Deviation, Standard Deviation.

UNIT – II
• Time Series: Time Series Analysis - Concept and components, Determination of trend (Linear, Quadratic and Exponential) and seasonal indices.
• Index Numbers – Concept, price relative, quantity relative and value relative, Laspeyer's, Paasche's and Fisher's index numbers. Problems in the construction and Limitations of index numbers.

UNIT – III
• Co-relation: Product Movement Correlation, Spearman’s Rank Difference Correlation. Coefficient of Correlation and Its Interpretation, Perfect Positive and Negative Correlation.
• Regression equations and prediction: Meaning and Concept of linear regression equation.

UNIT – IV
• Sampling: Concept, Types of Probability and Non-Probability Sampling Techniques. Characteristics of good sampling method.

Books Recommended:
Essential Reading:

Further Reading:
5. BASICS OF WEAVING TECHNOLOGY (PRACTICAL)

Objectives:
- To facilitate students to understand structures of woven fabrics.
- To familiarize them with the parts of a loom and the process of weaving.
- To enable them to develop the skill to weave a variety of fabrics.

Practical: 2 Pds./Week Total Marks: 50
Time for Paper: 4 Hrs. Int. Asst. 10, Int. Exam 40

Instruction to the examiners:
- No question will be set from section A of the syllabus in the final examination.
- The examiner will set two questions from section ‘B’ of the syllabus only.
- Students will be required to prepare graphic diagrams and prepare woven samples in two kinds of weaves using creative effects with various mix and match materials.

Section - A

Assignment and presentation of:
- Definition of terms: Weaving, Warp, Weft, Selvedge, Yarn, Yarn count, Fabric count.
- Importance of Width and Thickness of woven fabrics (dimensional properties).
- Parts of a loom and their functions.
- Process of weaving – Shedding, picking, beating up, rolling the woven cloth on the cloth beam.

Section - B

1. Requirements for weaving: Selection of yarns; Width/length of fabric; calculating the total number of warp threads or EPI/PPI; weave pattern; warp preparation.
2. Understanding the basic concept of Dobby and Jacquard attachments on the loom.
3. Understanding looms and all the individual parts.
4. Winding yarn from hank form to bobbin form.
5. Creeling, leasing, taking section making the warp.
6. Dropping of beam in winding the warp over the weaver beams.
7. Drawing on ends on the headless or headless.
8. Drawing of ends on the reed.
9. Tying the warp on the weavers beam.
10. Tying of loom pedals.
11. Making samples of:
   - Plain weave 10”x10” and variation of plain weave.
   - Twill weave- variations of twill weave.
   - Satin and Sateen weave.
   - Diamond weave.
   - Honey Comb.
12. Achieving various effects while weaving creative textiles: Weaving using various materials in weft like jute, beads, paper, ribbons, foil etc.

Books Recommended:

Essential Reading:

Further Reading:

6. BASICS OF KNITTING TECHNOLOGY (PRACTICAL)

Objectives:
- To introduce the students to Indian knitting industry
- To developing an understanding of the various knitting structures
- To gain experience in handling knitting machines.
- Understanding stitching of knitted garments

Practical: 2 Pds/Week
Total Marks: 50
Time for Paper: 4 Hrs.
Int. Asst. 10, Int. Exam 40

Instruction to the examiners:
No questions will be set from section A of the syllabus in the final examination.
Questions will be set only from section B of the syllabus only.
Students will be asked to prepare two samples in different knit stitches.
They will write the yarn calculation and analysis of their knitted samples.

Section - A

Assignment and presentation of:
1. Evolution of Knitting
2. Introduction to the Indian Knitting Industry: Definition of knitting; Basic structural terms/terminologies; Difference between wovens and knits
4. Principles of machine knitting and its applications: Terms and definitions used; Comparison of weft and warp knitting; Classification of weft knitting machines and warp knitting machines.
5. Flat bed knitting: Structure of a flat knitting machine; machine elements & working principles; needle bed assembly; the carriage; Yarn feeding; needle brushes; fabric take down; design setting elements and methodology of setting; Quality setting and production.
6. Circular bed knitting: socks knitting technology, jacquard; intarsia knitting.
7. Tricot knits: Principles; Machines; Production; structured knits: Purl, jacquard, intarsia knitting.
8. Raschel knits: Principles; Machines; Production; structured knits: Purl, jacquard, intarsia knitting.

The examiner will set questions covering section B of the syllabus only.

Section - B
• Learning to operate the flat knitting machine (different gauges)
• Making hand knitted samples on plain, purl, 1x1 rib (single jersey), cable, net pattern, multi color design, honey comb design.
• Making machine knitted samples of various structures: single jersey, rib, purl, float & miss stitch, interlock; cable; tuck.
• Analysis and testing of knitted samples
• Yarn calculating for weft and warp knits
• Visits to different knitting units.

Books Recommended:
Essential Reading:

Further Reading:

7. FINE ARTS & FASHION ILLUSTRATION – V (PRACTICAL)

Objectives:
• Develop ability to synthesize & apply technical knowledge and create illustrations of fashion concepts.

Practical: 5 Periods/Week
Total Marks: 100
Time of Paper: 4 Hours
Int. 20, Exam 80

Instruction to the examiners:
• The examiner will set questions covering the whole syllabus.

Section-A
1. Creation of textile prints starting from one motif leading towards print designs. Using the repeats in accessories e.g. scarves, stoles/ dupattas, mufflers etc.
2. To make a working drawing collection of 5-7 ensembles of each of Men’s wear: Formal, Ethnic, Casual; Kids wear: Casual, Sports, Formal.

Section-B
3. Creating surfaces with emphasis on mixing various ornamentation techniques and making a final collection of 5-7 varieties of textiles for articles or ensembles based on the surfaces made. (theme based) This may involve sheet work, making of fabric lengths and garments.

Books Recommended:
Essential Reading:
1. Ireland, Patrick John, Fashion Design Drawing and Presentation”, 1996. B.T. Batsford, London,
2. Elisabetta Drudi, T.Paci, “Figure Drawing for Fashion”, The Pepin Press.

Further Reading:
7. Vogue Sketch Catalogue.

8. PATTERN DEVELOPMENT – IV (PRACTICAL)

Objectives:
To enable the students to learn the making of Industrial Patterns.

Practical : 5 Periods/Week       Total Marks: 100
Time of Paper: 4 Hrs.           Int. 20, Exam 80

Instruction to the examiners:
The examiner will set questions covering the whole syllabus.

I) Develop Industrial Patterns for the following garments:
1. Skirt: plain, pleated, umbrella, tiered, flared, 4 gored, basic godet, flared godet, wrap skirt.
2. Men’s Shirt
3. Jeans
4. Waist Coat
5. Make a commercial paper pattern of any of above garment including layout details etc.

Books Recommended:
Essential Reading:
2. Helen Joseph Armstrong ,Pattern Making for Fashion Design, 2000,Dorling Kindersley (India) Pvt. Ltd. India,

Further Reading:
4. Pattern Cutting for Women’s Tailored Jackets (Classic and Contemporary), Winifred Aldrich, 2002, Om Books Services,
5. Earnestine Kopp, Vittorina Rolfd, Beatrice Zelin, Lee Gross Designing Apparel Through the Flat Pattern, , 1992, Fairchild Publication,

9. COMMERCIAL CLOTHING – I (PRACTICAL)

Objectives:
• To enable the students to understand the construction and finishing of garments in accordance to commercial standards.

Practical :5 Periods/Week       Total Marks: 100
Time of Paper: 4 Hrs.           Int. 20, Exam 80

Instructions to the examiners:
• Students will be given one article out of the syllabus mentioned to cut and stitch
• The examiner will sketch the detailed design of the article for the students to see and follows.

Construct the following garments:
1. Skirt: Any 2 from the following:
   pleated, umbrella, tiered, flared, 4 gored, basic godet, flared godet, wrap skirt.
2. Men’s Shirt
3. Jeans
4. Waist Coat

Books Recommended:
Essential Reading:
1. Sixth Spring Books, Vogue Sewing, ,October 2006,Sixth & Spring Books
10. COMPUTER GRAPHICS – V (PRACTICAL)

Objectives:

- To enable the students to learn the application of tools of Tuka CAD in making advanced pattern designs.

Practical: 2 Pds/Week Total Marks : 50
Time of Paper: 4 Hrs. Int. 10, Exam. 40

Instruction to the Examiners:

- The examiner will set questions covering the whole syllabus
- Pattern/Tech Pack or measurements of designs may be provided by the examiner

Using the tools of TUKA CAD incorporate the following design features in a bodice block and sleeve block.

2. Shifting of darts to different positions, Converting basic darts to double and multiple darts.
3. Converting basic dart into seams and yokes with and without fullness; fullness may be shown in the form of gathers, tucks and pleats
4. Creating patterns for different kinds of sleeves; plain, puff, cap, bell, umbrella, leg-o-mutton, bishop, magyar, raglan
5. Making of various shaped necklines and collars like peter pan, baby, sailors, mandarin, making of continuous placket and two-piece placket

Books Recommended:

TUKA CAD Software Guide
SEMESTER – VI

ENGLISH

Objectives:

• The aim is not only to develop reading and writing skills but will help students to acquire a sensitive and rational attitude towards art/literature in particular and life in general. It aims at training students in communication at various levels by providing proactive in Speech Skills, Oral Skills, Writing Skills and Study skills.
• To equip students with techniques of written communication in formal situations.

Theory: 5 Pds. /Week

Time of Paper: 2 Hrs.

Total Marks: 75

Int. Exam 60
Int. 15

Note:
(i) There will be one paper of 60 marks, 15 marks are reserved for the Internal Assessment. Total is 75.
(ii) The paper shall consist of Four Units. Unit I will be text specific and Unit II shall deal with different aspects of communications and language learning skills. Unit III will be based on grammar and Unit III will be dealing with Vocabulary and technical Terms.
(iii) All questions are compulsory. However, internal choice will be given.

UNIT – I

1. Following Poems from:
   i) The Visitor by Nissim Ezekiel.
   ii) On Killing a Tree by Gieve Patel
   iii) Of Mothers, among other Things by A.K.Ramanujam
   iv) Love Poem for A wife 1 by A.K.Ramanujam

2. Following Short Stories from:
   i) Once there was a King
   ii) Vision
   iii) Cabuliwallah

Note: - The students will be tested on questions based on character sketch and theme from the short story, reference to the context, central idea and summary from poetry and fact-based detailed questions from the essays.

UNIT – II

Group Communication: Factors in Group Communication, Group Decisions, Brainstorming. Effective presentations (specifically Power point presentation) Interviews: Planning, Preparation, Performance, Non-verbal Communication. Situational Communication: (e.g. Welcome Address and Vote of Thanks Accepting and declining Invitations.

UNIT-III

Precis Writing
E-mail writing, Minutes and Memorandums
Notices and Advertisement
Phrases and clauses
Transformation of sentences
Change of Tenses

UNIT-IV

Fashion Terminology: Words (vocabulary of about 50 words drawn from commonly used in the domain of fashion).
Terms: Accessories, Artisans, Atelier (ah-tel-yay’), Commissionaire (ko-me-see-ohn-air’), Computer-IntegratedManufacturing(CIM),ContemporaryStyling,Converter,Cooperative,
Advertising,Coordinated,Sportswear,CorporateSelling, Couture(koo tour’),Croquis,Database
Practical work:-
Teacher should assign some project or practical work to the students. This should be in the nature of
guided activity, which the students shall have to complete under the direct supervision of the teacher. The
students may be given projects on a variety of subjects relating to their discipline i.e. fashion. Preferably,
they should be given minor projects (to be completed within less than two weeks, and length not exceeding
20 pages). The evaluation of the projects should be done only by the Language Teachers, who must keep
all the basic criteria of good writing in mind while doing so.

Testing pattern:
The examination paper shall be divided into four sections. The distribution of questions and marks in Unit
I shall be as follows:

UNIT-I (15 Marks)
Question 1 is text-based and corresponds to unit I in the syllabus. It shall consist of two long questions
(not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question
shall have internal choice, be based upon the prescribed texts (Ten Twentieth Century Indian Poets
edited by R.Parthatsarthy and Hungry Stones and Other Stories Tagore Rabindranath). This shall carry 15 marks.
The question 1 should be so designed as to cover all the prescribed texts, as well as the major issues and
problems listed therein.

UNIT-II (8 Marks)
This question shall test a student’s understanding of various aspects of communication and interpersonal
skills. It shall consist of four questions out of which a student will be expected to attempt any two. This
question shall have internal choice, be based upon the prescribed part of communication:
Two short questions to be attempted (in not more than 100-120 words each) on different aspects of
communication. It'll carry 8 marks.

UNIT-III (17 Marks)
Precis Writing (7)
E-mail writing, Minutes and Memorandums/Notices and Advertisement (5)
Phrases and clauses/Transformation of sentences/Change of Tenses (5)
Phonetic transcription (5)

UNIT-IV (20 Marks)
It shall exclusively be a test of vocabulary and technical and literay terms. The candidate shall be given six
words and asked to explain/elaborate them. This shall carry 20 marks. The objective is to evaluate
contemporary literay and fashion trends within the discipline’s contexts.

Books Recommended:
Essential Reading:
impression 2010.
2. Parthatsarthy, R. Ed. Ten Twentieth Century Indian Poets, New Delhi: Oxford University Press,
Orient Black Swan (for recorded conversation)

Further Reading:
New Delhi: Tata Mg.Graw Hill Co
8. Synergy: Communication in English and Study Skills by Board of Editors. Orient Black Swan.
2. APPAREL AND TEXTILE MERCHANDISING (THEORY)

Objectives:
• Orient the students about the financial and other supporting facilities available for starting enterprises.
• Help plan and manage their resources.
• Impart knowledge on different types of business organizations.

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

Instruction to the examiners
• Question paper will have four sections.
• 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.
• Students will attempt one question from each unit and the compulsory question.
• All questions will carry equal marks

Unit – I
• Concept of Merchandising and Role of a Merchandiser
• Status of the Textile and Apparel Industry in India.

Unit – II
• Financing
• Nature, Scope and Functions of a Financing Institution.
• Methods of Financing • Financial Planning • Special Financing Institutions
• Government Policies • Preparation of Balance Sheets 50 • Business System – Ownership and Entrepreneurship
• Launching a Business Enterprise
• Sole – Proprietorship

Unit – III
• Sales Promotion Techniques
• Retail Fashion Merchandising

Unit – IV
• Introduction to Export, Import Management; Global Textile and Apparel Market
• Fashion Research and Analysis

Books Recommended:

Essential Reading

Further Reading:
3. PERSONALITY & CLOTHING (THEORY)

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

Objectives:
• To understand the importance of dressing right
• To apply the knowledge of right Clothing Practices

Instruction to the 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 attempt one question from each unit and the compulsory question.
• All questions will carry equal marks

Unit – I

History, Philosophy and theories of clothing; Definition of Personality

Unit – II

• Psychological implications of clothing on the wearer: children, young adults, elderly
• Social implications of clothing on the wearer: children, young adults, elderly
• Relation of clothing to physical and mental health of wearer: infants and children, young adult, elderly.

Unit – III

• Clothing in relation to values, attitudes, interests and practices:
  (a) Individual
  (b) Society
  (c) Environment
• Personality make over and clothing: Cite examples of celebrities who have undergone make over.

Unit – IV

• Effective use of elements and principles of design in clothing: textures, colours, structural and applied designs, form shape & silhouette
• Dressing right and dressing wrong: examples from lives of celebrities

Books Recommended:

Essential Reading:
1. Mary Shaw Ryan, Clothing; a study in human behavior, 1966, Holt, Rinehart and Winston (New York)
4. **FINE ART & FASHION ILLUSTRATION & DESIGN COLLECTION (PRACTICAL)**

**Objective:**
- To enable the students to apply the principles and knowledge of garment design development to create a collection

**Practical:** 6 Pds./Week

**Total Marks:** 100

**Time of Paper:** 4 Hrs.

**Instruction to the examiners:**
- The faculty incharge will mark each student’s works out of 80 marks
- An external examiner should be invited to assess the exhibit/showcase event; he/she will mark each student's exhibit out of 20 marks

Create a design collection of five ensembles and present the same on the basis of the following steps:
1. Theme Selection: Mood; Inspiration; Color palette, fabric story; client profile; philosophy
2. Initial concepts: story board; illustrations of design concepts with details
3. Research & Sourcing: Material Exploration; Material Development
4. Illustration through all the stages of Design Process
5. Design Development with making Industrial Patterns
6. Making a Prototype
7. Exhibit / Showcase

**Books Recommended:**

**Essential Reading:**

**Further Reading:**

5. **PATTERN DEVELOPMENT – V (PRACTICAL)**

**Practical:** 6 Pds/Week

**Total Marks:** 100

**Time of Paper:** 4 Hrs.

**Asst.20, Exam. 80**
• To enable the students to learn the developing of Industrial Patterns

**Instruction to the examiners:**
- The examiner will set questions covering the whole syllabus.
- Lined Jacket, Reversible Jacket
- Corset Dress; halters; wraps; off shoulder dress.
- Evening Gown; One piece dress • Grading of any two patterns
- Commercial paper pattern of any of the above garment including layout details etc.

**Books Recommended:**

**Essential Reading:**
1. Sandra Betzina., Fast Fit – Easy Pattern Alterations for Every Figure , 2003, Taunton Pr.
4. Further Reading:

**6. COMMERCIAL CLOTHING – II (PRACTICAL)**

**Objective:**
• To enable the students to understand the construction and finishing of commercial clothing

**Practical: 6 Pds/Week**
**Total Marks : 100**
**Time of Paper: 4 Hrs.**
    Int. 20, Exam. 80

**Instruction to the examiners:**
- Students will be given one article out of the syllabus mentioned below to cut and stitch
- The examiner will sketch the detailed design of the article for the students to see and follow.

**Construct the following garments:**
1. Lined Jacket, Reversible Jacket
2. Corset Dress; halters; wraps; off shoulder dress (any two)
3. Evening Gown; One piece dress

**Books Recommended:**

**Essential Reading:**

Further Reading:

7. COMPUTER GRAPHICS – VI (PRACTICAL)

Objectives:
• To enable the students to understand the application and use of tools of Tuka Cad in making advanced pattern designs.

Practical: 2 Pds/Week

Total Marks: 50

Time of Paper: 4 Hrs

Int. 10, Exam. 40

Instruction to the examiners:
• The examiner will set questions covering the whole syllabus
• Pattern/Tech Pack or measurements of designs may be provided by the examiner.
• Detailed study of tools of Pattern Grading and Marker Making.
• Basic Bodice
  Classic Princess Line, Armhole Princess Line, Fullness along Princess Line, Fullness at a Yoke above the Bust, One cup choli cut; Two cups choli
• Skirt Block Designs
  Simple Skirt: A line; Flared, 4 to 6 gore, pegged, cascade, godets, peplums, circular.
  Design an Industrial Pattern for any one piece or a 2 piece dress of your choice incorporating the design features learnt so far.
  Grade all the pattern pieces to 3 different sizes.
  Show the best layout with minimum wastage in the given amount of fabric

Books recommended:
• According to the software manual.

8. FASHION PHOTOGRAPHY (PRACTICAL)

Objectives:
• To equip students with the knowledge of fashion photography
• To enable them to understand the various aspects of fashion photography

Practical: 3 Pds/Week

Total Marks: 50

Exam: 40
Instruction to the examiners:

- **The syllabus shall be covered through workshops, seminars and projects.**

**Concept of Fashion Photography:**

a) Role of a fashion photographer; Expressing through fashion photography
b) Developing a style
c) Technique of getting the right shot
d) Marketing and Branding oneself as a fashion photographer
e) Sourcing contacts
f) Duties as a fashion photographer
g) Becoming a freelance fashion news photographer

**Features of Professional Fashion Photography:**

a) The professional mindset of a Fashion Photographer: Shooting like a professional; Do’s and donts of professional photography.
b) Equipment needed by a specialist photographer: Tripods, Monopods, Camera Bags, Lens Bags with cases, Digital storage etc.
c) Need of digital photography; 12 things you should know about digital photography; in the dark room – wet and digital.
d) Correcting imperfect images, cropping; level of brightness, contrast and colour etc.
e) The top ten types of pictures
f) How to avoid the mistakes amateurs often make

g) Making money as a professional photographer

**Skill Development in outdoor and indoor photography**

a) Finding locations
b) Preparation and Equipment
c) Setting up for a shoot
d) Choosing lighting and background
e) Deciding the right pose
f) Positioning the subject
g) The do’s and donts of photography
h) Dealing with potential clients
i) Presenting the photos; Developing a portfolio

**9. PORTFOLIO MAKING**

**Pds./Week 2**

<table>
<thead>
<tr>
<th>Total Marks 50</th>
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<td>Int. Asst. 10, Int. Exam: 40</td>
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**Objective:**

To enable the students to understand the meaning and importance of making a good portfolio:

1. **Purpose and Scope of a Portfolio; What is a Portfolio and what it is not:** Types of Portfolio; Varied Number of Portfolios
2. **Contents:** Resume; Personal Philosophy and Philosophy of your education; Cover/ Title page of a portfolio; Brief information and descriptions of work; Thumbnails; Snapshots of self, team mates at work;
3. **Purpose:** Portfolio for client and Portfolio for a prospective job interview (Best looking portfolio at the interview)
4. **Portfolio tips and tools:**
• Use of best quality tools covers, trimming, mounting, mating, glazing, color, binding, size etc. available for portfolio development
• Focus and design ability as well as trimming and matting skills. Pay attention to details; Mount art works on boards for a good firm backing that will not fold or easily break.
• Large enough portfolio carrying case (ring binder etc.) Use a size suitable to showcase the largest flat pieces with enough margin; smallest pieces should not become lost in the board; avoid damaging corners of boards due to shifting too much in the case; Maintain a uniform size of boards; keep boards in immaculate shape; Portfolio case and boards should last a good long time; Subtle color of boards enhances the work; keep the color of the boards uniform; do not let the work drown in loud color; most used color is black; a medium gray for back ground if the works are black. Use clear plastic sheets to hold the pages; avoid glare from use of plastic sheets.

5. Methods to show the works: Sort out the best works; place works in logical order; Conscious choices on layout; scrapbook, magazine, small postcard samples.

6. Exercise imagination: Uniqueness and creativity in making a portfolio and a portfolio case; Designing a Personal Book or Bound Book unique to taste; Keeping separate portfolios for Illustrations, Designs etc.

7. Make a CD: A digital version of portfolio: PDF files

10. INPLANT TRAINING, PROJECT AND SEMINAR

Practical: 2Pds./week

Exam: 40

Total Marks: 50
Int. Asst. 10, Int.

Note:

• This will require the students to undergo industrial training in an export house; readymade garments unit; apparel and furnishing and textile manufacturing units and designers for six weeks during the summer break at the end of third year of Bachelor of Fashion and Lifestyle Technology.
• Student will prepare a report for the work and the project undertaken during the training program. They will present the same through seminar. Student will obtain a certificate of completion of training which will be a must for being awarded the B.Sc. degree in Fashion and Lifestyle Technology.

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