

PROPOSED SYLLABUS

B.A. (Prog) Apparel Design & Construction

Choice Based Credit System

**From UGC
2015**

Preamble

As much as apparel is a basic necessity, the apparel sector is a vital constituent of the economy and a significant provider of employment and self-employment opportunities. The B.A Programme course with Apparel Design & Construction not only aims at preparing the students for a wide variety of jobs in the garment industry but also focuses on enabling the students to develop and apply their creative mind in the design of apparel and home linen. The theoretical and practical knowledge imparted through this course is also designed and structured to provide a strong foundation for their further studies or professional careers.

The core papers of this course introduce the students to both the art and science of apparel design and construction essential for understanding and applying the relevant theories, principles and techniques. These also aim at developing the requisite theoretical and practical knowledge required for selecting, sourcing and using the fabrics, trims, equipment, tools and instruments required in the apparel design and construction process. As part of the textile science focus, the students learn about the properties as well as the basic production and finishing processes of a variety of textile fibres, yarns, fabrics and garments. For enabling the students to develop and apply creativity, particularly in the apparel design process, the students are provided with an orientation on the elements and principle of design and taken through a complete design development process. Students are also apprised of basic concepts, terminologies and processes associated with fashion design and given a general introduction to the fashion industry. In addition, the students get to learn a variety of textile design concepts and techniques and particularly those which form part of the rich heritage of Indian textiles. There is also equal focus on imparting practical knowledge and understanding. Students are given the opportunity to gain first hand practical knowledge of stitches and seams and the ways to attach trims besides the techniques used drafting blocks and making basic patterns. The fashion illustration practicals familiarises the students with the techniques of developing designs making use of sketching. The dyeing and printing practicals acquaints them with the art and techniques using a variety of dyeing and printing methods including batik and tie and dye.

The discipline specific elective papers build on the knowledge gained by the students from the core papers and familiarises them with the advanced techniques of garment construction including an introduction to draping and computer aided designing. They are also acquainted with the overall structure and functioning of the Indian garment industry including an overview of the different machineries and systems used in industrial scale garment manufacturing. These papers also create an appreciation of the quality and care labelling requirements and the techniques used for manipulating the patterns for achieving desired results. These papers also focus equally on the commercial aspects of the garment industry such as marketing and retailing and the rights of the consumers.

The skill based papers help expand the employability options for the students pursuing B.A Programme course with Apparel Design & Construction. The options available are 1) Fashion Event Management, 2) Effective Dressing Skills, 3) Apparel Retail 4) Apparel etail, and 5) Design Development Project.

B.A. (PROG) APPAREL DESIGN AND CONSTRUCTION

Category of Paper	Name of Papers	Theory Credits	Practical/ Tutorial Credits
Discipline Specific Course (DSC)	1. Fundamental Textile Science and Apparel Construction I	4	2
	2. Fundamental Textile Science and Apparel Construction II	4	2
	3. Textile Design Techniques	4	2
	4. Fashion Studies and Design Development	4	2
Discipline Specific Elective (DSE)	1. Apparel Industry and Quality Assessment	4	2
	2. Apparel Construction	4	2
Skill Enhancement Course (SEC)	1. Fashion Event Management	2	
	2. Effective Dressing Skills	2	
	3. Apparel Retail	2	
	4. Apparel etail	2	
	5. Design Development Project		2
Generic Electives (GE)	1. Fashion : Design and Development	4	2
	2. Fashion Accessories	4	2
	3. Textiles : Care and Conservation	4	2
	4. Appreciation of Textile Crafts	4	2

**CHOICE BASED CREDIT SYSTEM IN
B.A. (PROG) APPAREL DESIGN AND CONSTRUCTION**

SEMESTER	CORE COURSE (12)	ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) (2)	SKILL ENHANCEMENT COURSE (SEC) (2)	DISCIPLINE SPECIFIC ELECTIVE DSE (4)	GENERIC ELECTIVE (GE) (4)
I	English/ MIL-1	English/MIL Communication /Environmental Science			
	DSC -1A				
	DSC-ADC-2A Fundamental Textile Science and Apparel Construction –I (Theory + Practical)				
II	MIL/English-1	Environmental Science/ English/MIL Communication			
	DSC--1B				
	DSC-ADC-2B Fundamental Textile Science and Apparel Construction –I (Theory + Practical)				
III	English/ MIL-2		SEC-1		
	DSC -1C				
	DSC-ADC-2C Textile Design Techniques (Theory + Practical)				
IV	MIL/English-2		SEC-2		
	DSC-1D				
	DSC-ADC-2D : Fashion Studies and Design Development (Theory + Practical)				
V			SEC-3	DSE-1 A	GE-1
				DSE-2 A	
VI			SEC-4	DSE-1 B	GE-2
				DSE-2 B	

ELECTIVE: DISCIPLINE SPECIFIC DSE (Any 2) (1 in Sem V and 1 in Sem VI):
CREDITS – 6 (4 Period Theory and 4 Period Practical per Week)

DSE-ADC -2A: Apparel Industry and Quality Assessment (Theory + Practical)

DSE-ADC -2 B: Apparel Construction (Theory + Practical)

SKILL ENHANCEMENT ELECTIVE COURSE (Any 4, 1 each in Sem III, IV, V and VI):
CREDITS – 2 (2 Period Theory or 4 Period Practical per Week)

SEC-1: Fashion Event Management

SEC-2: Effective Dressing Skills

SEC-3: Apparel Retail

SEC-4: Apparel etail

SEC-5: Design Development Project

ELECTIVE: GENERIC (GE) (Any 2, 1 each in Sem 5 and 6):
CREDITS – 6 (4 Period Theory and 4 Period Practical per Week)

GE 1: Fashion: Design and Development

GE 2: Fashion Accessories

GE 3: Textiles: Care and Conservation

GE 4: Appreciation of Textile Crafts

DISCIPLINE SPECIFIC COURSES

DSC- ADC -2 A: FUNDAMENTAL TEXTILE SCIENCE & APPAREL CONSTRUCTION-I (CREDITS: THEORY-4, PRACTICAL-2)

Objectives:

- To familiarise the students with the terminologies related to apparel and its construction.
- To impart knowledge about textile fibres in terms of their origin and performance characteristics.
- To create awareness regarding selection criteria relating to apparel and home textiles.
- To acquaint the students with the tools and equipment used for sewing.

THEORY

LECTURES 60

UNIT I Introduction to Apparel Construction

12

- Introduction to fabric
woven fabric structure : warp, weft, selvedge,
fabric grain – types, identification and importance in apparel construction
- Sewing:
Common terms: Seam allowance, Pattern, Grading, Notch, Stay stitching, Yoke, Gusset
Tools and equipment required for measuring, drafting, pinning, marking and cutting, sewing, pressing
- Preparation of fabrics for clothing construction- shrinking, straightening, layout, marking and cutting of patterns

UNIT II Introduction to Sewing Machine

5

- Sewing machine: its parts and functions, working defects and remedies, care and maintenance
- Use of different threads and needles for various fabrics

UNIT III Use and Selection of fabrics

18

- Application of textiles – Apparel, Home, Industry
- Fabric characteristics : Construction, Texture, Hand, weight, width
- Trims (types and their application)
- Linings and interlinings (types and their application)
- Market survey of trimmings, lining and interlinings available in market.
- Home furnishings: Standard size and selection of common household linen- towel, cushion cover, table linen, bed sheet and pillow covers
- Selection of fabric and clothing according for infants and children

- Introduction to fibers:
 - Primary and Secondary properties of Fibres
 - Fiber-classifications based on their origin (natural and man-made) and length (staple and filament)
 - Identification of fibers through visual inspection, burning test, microscopic test, chemical test.
- Demonstration of Burning, Microscopic and Chemical test.
- Properties related to performance and care of the following fibers: cotton, linen, wool, silk, rayon, nylon, acrylic, polyester
- Demonstration of tests - crease recovery, abrasion resistance and dimensional stability
- Project on market survey of fabrics : Collection of the swatches of different type of fabrics commonly available in market and presentation of the following information
- Statement of the unit price, characteristics, end use of the fabrics
- A list of the names and addresses of the sources of fabric swatches
- Preparation of a portfolio of the above.

Visits: Visit to a Textile-testing Lab

PRACTICAL

1	Temporary stitches - even, uneven, pin, machine and diagonal basting, thread mark	1
2	Permanent stitches –hemming, blind hemming, back stitch, fine stitch, running stitch, slip stitch	2
3	Decorative stitches - chain, herringbone, stem, running, lazy-daisy, satin, French knot, bullion stitch, buttonhole	2
	Introduction to a sewing machine with a demonstration and practice of learning the running of sewing machine on paper on straight lines, curved lines and corners	1
4	Plain seam and seam finishes – Pinking, Turned and Stitched, Edge stitched, overcast finish, overlapped, piped finish	2
5	French seam, run-n-fell seam, lapped seam, top stitching, piped seam	2
6	Fasteners: button, buttonholes, press buttons, hook-n-eye	1
7	Necklines and their finishing: bias binding, bias facing, shaped facing with fusing	2
8	Construction of a flanged pillow cover	2

RECOMMENDED READINGS

- Corbman,P.B., Textiles-Fibre to Fabric, Gregg Division/McGraw Hill Book Co.,US, 1985.
- Joseph M.L.,Essentials of Textiles (5th Edition), Holt, Rinehart and Winston Inc.,Florida, 1988.
- Tortora, G,Phyllis, Understanding Textiles (2nd Edition), McMillan Co., USA, 1987.
- Pizzuto, J.,Fabric Science (6th Edition), Fairchild Publications.
- Complete Guide to Sewing-Readers Digest, The reader's digest association, 1976
- Complete Book of Sewing, Alison Smith Dorling Kindersley, 1999
- Singer Sewing Book, Gladys Cunningham, The Singer Company

- Verma, Gayatri, Cutting and Stitching Pratical, Asian Publishers, Darya Gang, New Delhi, 2007. (Hindi Book)
- Shorie, G.P., Vastra Vigyan Ke Mool Sidhant, Vinod Pustak Mandir, Hospital Road, Agra, 2007. (Hindi Book)
- Verma, Promila., Vastra Vigyan Avam Paridhan, Madhya Pradesh Hindi Granth Academy, Bhopal, 2003. (Hindi Book)

**DSC- ADC -2 B: FUNDAMENTAL TEXTILE SCIENCE & APPAREL
CONSTRUCTION-II
(CREDITS: THEORY-4, PRACTICAL-2)**

Objectives

- To impart knowledge about yarn production and properties.
- To foster an understanding of the various fabric construction techniques.
- To develop an understanding of the various finishes used in the apparel industry.
- To acquaint the students with the importance of taking correct body measurements and size charts.
- To introduce the concept of drafting and paper patterns.

THEORY

LECTURES 60

UNIT I Yarns

12

- Basic steps in mechanical and chemical spinning
- Yarn Properties: Yarn twist, Yarn numbering systems; Demonstration of yarn count
- Spun and filament yarns
- Simple, Complex, Textured Yarns

UNIT II Fabric Construction Techniques

18

- Weaving: woven structure, General properties of woven fabrics
- Basic parts of a loom and their functions
- Basic weaves and variations – Plain, twill, satin
- Fancy Weaves – Leno, Dobby, Jacquard, Pile, Surface figure
- Knitting: wales, courses and identification, General properties of knitted fabrics, basic weft and warp knitted structures
- Blends: Reasons for Blending, properties, common blends available in Market
- Other methods of fabric construction: felting, non-woven, laces, braids, and nets- their properties
- Common fabric and yarn defects

UNIT III Finishes

12

- Introduction, significance and classification

- Regular finishes- scouring, bleaching, singeing, mercerization, tentering, calendaring
- Special finishes- Crease resistant, flame retardant, water-repellant, moth proofing, Soil release

UNIT IV Apparel Construction

18

- Correct procedure of taking body measurements, size charts.
- Clothing concepts : Ease type and amount in different garment, Dart – importance and types
- General principles of clothing construction:
Methods of pattern development: Drafting, Flat pattern making, Draping
Kinds of paper pattern- blocks, commercial pattern
Pattern information, marking symbols.

PRACTICAL

Basic Drafting:

1	Child's basic bodice block	1
2	Child's basic sleeve block	1
	Adaptation of drafts:	
3	Basic sleeve adaptation to flared, puff sleeve	2
4	Drafting of collars on basic neck line - Peter pan, Shirt collar	3
	Apparel Construction:	
5	Samples of pleats, tucks, gathers	2
6	A-Line Frock	3
7	Child's Pyjama	1
8	Petticoat	2

RECOMMENDED READINGS

- Marsh, J.T., An Introduction to Textile Finishing, B.I. Publishers, 1979
- Corbman,P.B., Textiles-Fibre to Fabric, Gregg Division/McGraw Hill Book Co.,US, 1985.
- Joseph M.L.,Essentials of Textiles (5th Edition), Holt, Rinehart and Winston Inc.,Florida, 1988.
- Tortora, G,Phyllis, Understanding Textiles (2nd Edition), McMillan Co.,USA, 1987.
- Bains, S. and Hutton, J., Singer Sewing Book, Hamlyn, London, 1972
- Patternmaking for Fashion Designers, Lori A. Knowles, 2006, Fairchild Publications Inc.
- Principles of Flat Pattern Design, 4th Edition, Nora M. MacDonald, Fairchild Publications Inc.,2009.
- Armstrong, Helen.,Pattern Making for Fashion Design,Harper Collins Publishers.,1997.
- Kindersley, Dorling.,The Complete Book of Sewing, Dorling Kindersley Limited, 1992.

- Shorie,G.P.,Vastra Vigyan Ke Mool Sidhant,Vinod Pustak Mandir, Hospital Road, Agra,2007.(Hindi Book)
- Verma, Promila.,Vastra Vigyan Avam Paridhan,Madhya Pradesh Hindi Granth Akademy, Bhopal, 2003.(Hindi Book)

**DSC- ADC -2 C: TEXTILE DESIGN TECHNIQUES
(CREDITS: THEORY-4, PRACTICAL-2)**

Objectives

- To provide comprehensive knowledge about the concepts of dyeing and printing of textiles.
- To foster understanding of traditional Indian embroideries-motifs used, colour combinations used etc.

THEORY

LECTURES 60

UNIT I Introduction to Dyes

20

- Natural and Synthetic dyes
- Preparation of fabric for dyeing
- Dye classes : their suitability and fastness on different fabrics-direct, reactive, acid, vat and disperse dyes
- Dyeing procedure for Direct, reactive and acid dyes
- Stages of dye application and their effect on finished fabric
- Colorfastness: Factors affecting colorfastness, Testing Wash fastness, Light fastness

UNIT II Concept of Printing

14

- Dyeing vs. Printing
- Styles of printing – Direct, Resist, Discharge
- Methods of printing – Block, Roller, Screen, Rotary screen, Heat Transfer, Digital, Flock
- Common dyeing and printing defects

UNIT III Traditional Indian Textiles and Embroidery

26

- Indian Hand Embroideries: Kantha, Phulkari, Kashida, Mirrorwork (Gujarat), Chikankari with reference to Motifs, Color combination, Type of thread used, Stitches
- Traditional Indian Textiles : Brocades, Baluchari, Jamdani, Bandhni, Ikat with reference to: History, production centres, techniques, designs and colours

Visit: Visit to Crafts Museum and Crafts Fairs

PRACTICAL

1	Dyeing with direct dyes- cotton, rayon, silk	2
2	Dyeing with reactive dyes- cotton, wool, silk, nylon	2
3	Dyeing with acid dyes- wool, silk	1
4	Tie and dye technique	2
4	Block printing using single and double coloured blocks, various placements of blocks	2
5	Batik technique	2
6	Preparation of an article/garment with a combination of techniques learnt above	4

RECOMMENDED READINGS

- Chattopadhyaya, K., Handicrafts of India, All India Handicrafts Board, New Delhi, 1975.
- Ikat textiles of India Chelna Desai, Chronicle Books, San Francisco, 1988
- Silk Brocades Yashodhara Roli & Janssen BV, New 2003
- Hand-woven Fabrics of India, Jaslen Dhamija and Jyotindra Jain, Mapin Publishing Pvt. Ltd. Ahmedabad, 1989
- Tie-Dyed textiles of India, Veronica Murphy & Rosemary Crill, Victoria & Albert Museum, London, 1991
- Traditional Indian costumes and Textiles, Parul Bhatnagar, Abhishek Publication, Chandigarh, 2004
- Threads and voices Laila Tyabji Marg Publications, 2007
- Designs for a life time Usha Shrikant, Samata Enterprise, Mumbai, 2002
- Marsh, J.T., An Introduction to Textile Finishing, B.I. Publishers, 1979
- Corbman, P.B., Textiles-Fibre to Fabric, Gregg Division/McGraw Hill Book Co., US, 1985.
- Joseph M.L., Essentials of Textiles (5th Edition), Holt, Rinehart and Winston Inc., Florida, 1988.
- Tortora, G., Phyllis, Understanding Textiles (2nd Edition), McMillan Co., USA, 1987.
- Miles, L., Textile Printing, (2nd Edition), Society of Dyers and Colourists, England, 1994.
- Clarke, W., An introduction to Textile Printing, Newnes-Butterworths, Boston, 1977.
- Storey, J., Manual of Textile Printing, Thames and Hudson publication, London, 1992
- Shorie, G.P., Vastra Vigyan Ke Mool Sidhant, Vinod Pustak Mandir, Hospital Road, Agra, 2007. (Hindi Book)
- Verma, Promila., Vastra Vigyan Avam Paridhan, Madhya Pradesh Hindi Granth Akademy, Bhopal, 2003. (Hindi Book)
- Meller, S and Eiffer, J., Textile Design, Thames and Hudson, London, 1991.

**DSC- ADC -2 D: FASHION STUDIES AND DESIGN DEVELOPMENT
(CREDITS: THEORY-4, PRACTICAL-2)**

Objectives

- To understand the concept related to elements and principles of design.
- To understand terminology related to fashion.
- To acquaint the students with the basic factors influencing fashion.
- To foster an understanding of international designers and their work.
- To familiarize the students with the role of a designer.

THEORY

LECTURES 60

UNIT I Design Concepts

12

- Structural and applied design
- Garment Silhouettes
- Elements of design and their effects- Line, shape, Color and Texture.
- Principles of design and their effects- Proportion, Balance, Emphasis, Rhythm, Harmony

UNIT II Social aspects of clothing

8

- Clothing functions and theories of origin
- Individuality and conformity, conspicuous consumption and emulation

UNIT III Terms and Concepts Related To Fashion

24

- Fashion:
Fashion terms: Fashion, Fad, Classic, Trend, Haute-couture, Prêt-a-porter, Knockoff, accessories, toile, atelier, boutique, bespoke
Inspiration and sources of fashion- printed sources, historic/traditional costumes, media, travel, fabrics, awareness
Fashion cycle
Consumer identification with fashion life cycle – fashion leaders/ followers/ innovators/ motivators/ victims
Theories of Fashion adoption – trickle down, trickle up, trickle across
Factors favoring and retarding fashion
Fashion categories – women's : style, size, price
- Major fashion centers of the world and their leading designers- Paris, Milan, Tokyo, New York, London, India

UNIT III Design Development

16

- Role of a designer in the following:

Design development and sourcing of fabrics
Development of a sample garment and line
Specification sheet and cost sheet

- Fashion forecasting, sources of fashion forecasting information

PRACTICAL

1	Geometric Croqui	1
2	Muscle figure development of geometric croqui	2
3	Draping of garments on croqui	2
4	Different silhouettes: necklines, sleeves, tops and collars, skirts, trousers	2
5	Concepts of color: Color wheel, Value and Intensity	2
6	Matching according to different colors, prints, textures using various color mediums	2
7	Full rendering of dresses on croqui along with swatches	2
8	Preparation of a portfolio of any 3 themes with one sketch each	2

RECOMMENDED READINGS

- The Dynamics of Fashion, Elaine Stone, Fairchild Publication, 2008
- Frings Gini, Fashion-From Concept to Consumer, (5th Edition), Prentice Hall Publications, 1996
- Marshall S G, Jackson H O, Stanley MS, Kefgen M & Specht T, (2009), Individuality in
 - Clothing & Personal Appearance, 6th Edition, Pearson Education, USA.
- Shorie, G.P., Vastra Vigyan Ke Mool Sidhant, Vinod Pustak Mandir, Hospital Road, Agra, 2007. (Hindi Book)
- Verma, Promila., Vastra Vigyan Avam Paridhan, Madhya Pradesh Hindi Granth Akademy, Bhopal, 2003 (Hindi Book)
- Jarnow, Jand Judelle, B., Inside Fashion Business, Merill Prentice Hall, New Jersey, 1987

DISCIPLINE SPECIFIC ELECTIVE (DSE)

DSE –ADC-2 A: APPAREL INDUSTRY AND QUALITY ASSESSMENT (CREDITS: THEORY-4, PRACTICAL-2)

THEORY

LECTURES 60

Objectives

- To provide a comprehensive knowledge about judging the quality of ready made garments.
- To acquaint the students with the ready made garment industry and its problems and prospects.
- To understand the concept of marketing and its 4 P s.
- To work on various promotional campaigns like advertising brochures, etc.
- To understand the role of a merchandiser in the apparel industry.

UNIT I Quality Assessment

8

- Judging the quality of readymade garments: overall appearance, fabric, fit, workmanship, price
- Project work: Visit to readymade garment retail outlets belonging to three different levels (designer outlets, middle class outlets, ordinary outlets) and compare the workmanship, fabric, etc. of the garments. Presentation of the report by students

UNIT II Importance of Labels and Consumer Awareness

6

- Garment Labels: Types and importance of labels with special reference to care labels
- Consumer Problems and protection, Rights and Responsibilities

UNIT III Apparel Design

24

- Apparel classification and categories
- Study of garment components : necklines, collars, sleeves, plackets, pockets, hemlines
- Disposal of fullness- Darts, tucks, pleats and gathers
- Garment designing according to age, climate, occasion, occupation
- Garment designing for special needs, basic principles and requirements – Self-help, maternity wear

UNIT III Marketing In Apparel Industry

22

- Introduction to Apparel marketing and merchandising concepts
4Ps of Marketing- Product, Price, Place and Promotion
Market Segmentation-Target group and Demographics
Role of a merchandiser, Principles and techniques of merchandising

- Indian Readymade garment industry:
Importance in Export and Domestic sector
Recent Structural changes in garment industry
Problems and prospects
Apparel Retail: Various In store and non-store retail formats
Recent Structural changes in apparel retail

PRACTICAL

1	Adult's basic bodice and sleeve block	1
2	Drafting of collars on basic neck line- shirt collar- one piece, 2 piece, Chinese band	2
3	Basic skirt block. Adaptation to slim, flared, gored, wrap-around.	3
4	Garment construction: Adaptation of basic blocks to construct the following garments:	9
	• Saree blouse	
	• Simple kameez	
	• Salwar and Churidar	
	• Skirt	

RECOMMENDED READINGS

- Stamper, A.A., S. H. Sharp and L.B. Donnell (1986) Evaluating Apparel Quality, Fairchild Publications, America
- Kotler, P and Armstrong, G., Principles of Marketing, Prentice Hall of India, New Delhi, 1999.
- Fritz, A and Cant, J., Consumer Textiles, Oxford University Press, 1988
- Bharadwaj, S.K. and Mehta, P.V., Managing Quality in the Apparel Industry, New Age International, New Delhi, 1998.
- Constantino, M, Fashion Marketing, BT Batsford, London, 1998
- Stone, Elaine, Fashion Merchandising, Mc Graw Hill Inc, 1985
- Jackson, Tim, Mastering Fashion and Merchandising Management, Mc Millan Press, London, 2001
- Diamond, E., Fashion Retailing a Multichannel Approach, Prentice Hall, 2005
- Grace, E, Introduction to Fashion Merchandising, Prentice Hall, New Jersey, 1978

DSE –ADC-2 B APPAREL CONSTRUCTION (CREDITS: THEORY-4, PRACTICAL-2)

Objectives

- To familiarize the students with the concept of handling of different fabrics.
- To understand the common fitting problems and their correction.
- To understand the role of CAD in garment designing in the apparel industry.
- To equip the students with the knowledge about the problems faced by a textile consumer and his rights.

THEORY

LECTURES 60

UNIT I Layout planning and Handling Special fabrics

18

- Laying patterns on fabric: types of layouts, layout on different fabric widths and types
- Marker development, Calculations of material requirements
- Planning assembly of women's wear; Assessing quality at various stages of garment assembly.
- Precautions to be taken while working with different kind of fabrics: sheers and lace, silk & crepe, velvets, wool, plaids, stripes and figured prints. Handling of fabrics with reference to designing, marking, cutting, stitching, care and maintenance, shrinkage, needle sizes, stitch sizes, threads used, seams and other special considerations. Preparation of a sample file

UNIT II Fit related problems and introduction to draping

14

- Figure types-designing for various figure types
- Factors affecting fit
- Common fitting problems and remedies
- Introduction To Draping- Terminology, Muslin Preparation

UNIT III Industrial machines, tools and equipment

6

- Industrial machines: spreading, cutting, sewing, work aids, pressing and finishing

UNIT IV Introduction to Internet & Computer Aided Designing

22

- Basic computer terminology: hardware, software, network, internet, emailing,
- Use and importance of Internet and websites as a source for Design Ideas. Using search engines to source design ideas, designers, design trends. Hands on practice on the internet for using search engines, browsing internet for collecting information, sending emails
- Introduction to the role of Computer Aided Designing (CAD) in garment designing. Demonstration of various features and functionalities of various CAD Packages used for garment designing, pattern making and marking

PRACTICAL

1 Pattern-making:

6

- Dart manipulation: Single dart series, Two dart series, style lines, Yokes
- Hip length bodice
- Basic trouser block
- Design variations: Raglan Sleeve, Raised neckline, cowl neckline

- | | | |
|---|--|---|
| 2 | Garment Construction: Designing and Construction of one garment covering any age group involving dart manipulation and handling of different fabrics | 5 |
| 3 | Draping Demonstration:
Basic Bodice Block- Front And Back
Skirt-front & back , Flared skirt | 4 |

Special Lectures and workshops:

-By Academicians, Fashion Designers and professionals in the readymade garment industry

RECOMMENDED READINGS

- Doongaji, S and Deshpande, R., basic Processes and Clothing Construction, Raj Publications, New Delhi, 1988.
- Verma, Gayatri, Cutting and Stitching Pratical, Asian Publishers, Darya Gang, New Delhi, 2007. (Hindi Book)
- Shorie, G.P., Vastra Vigyan Ke Mool Sidhant, Vinod Pustak Mandir, Hospital Road, Agra, 2007. (Hindi Book)
- Verma, Promila., Vastra Vigyan Avam Paridhan, Madhya Pradesh Hindi Granth Akademy, Bhopal, 2003. (Hindi Book)
- Bains, S. and Hutton, J., Singer Sewing Book, Hamlyn, London, 1972
- Armstrong, Helen., Pattern Making for Fashion Design, Harper Collins Publishers., 1997.
- Kindersley, Dorling., The Complete Book of Sewing, Dorling Kindersley Limited, 1992

SKILL ENHANCEMENT COURSES

SEC 1: FASHION EVENT MANAGEMENT (CREDITS: THEORY:-2)

OBJECTIVES

1. To create an understanding of the different types of fashion events and the planning required for their successful organisation.
2. To familiarise the students with the various practical steps required for successful organisation of fashion events and impart knowledge about the ways in which all the relevant activities could be effectively coordinated.
3. To impart practical knowledge of the main administrative, design, marketing, operational and risk management steps required for the successful organisation of fashion events through project work.

THEORY

LECTURES 30

UNIT I Understanding Fashion Events & their Planning and Management Needs 8

- 1 Anatomy of Fashion Events
 - Introduction to event management – Types and category, Sports, Rallies, Wedding, Fashion and corporate events
 - Principles of Event Management
 - Key roles, types and purposes of fashion events – fashion show, fairs & trade show, product launch
 - Role of an event coordinator - Administration, Design, Marketing, Operations, Risk
 - Creating an event plan
- 2 Initial Planning Requirements
 - Creating themes for the event
 - Targeting the audience /vendors
 - Timing the event and Finding a venue
 - Guest lists and Invitations
 - Organising the required production team and preparing duty charts
 - Budget estimation
 - Seeking sponsorships – writing sponsorship letters

UNIT II Designing & Executing Fashion Show

12

- 1 Venue requirements
 - Stage/ booth design
 - Seating patterns and plan
 - Lighting and allied audio-visual effects
 - Preparation of Programme Booklet
 - Catering arrangements
 - Progress monitoring through checklists

- 2 Catwalk Presentation Requirements
 - Merchandise selection
 - Models selection
 - Music and choreography
 - Final show sequence and rehearsals
 - Fitting sessions
 - Dressing area arrangements
 - Commentary requirements
 - Closing and striking the show

UNIT III Marketing & Managing Fashion events

10

- 1 Pre-Show Marketing and post show follow up
 - Creating a pre and post-event promotion plan
 - Building media relations, preparing press release and media kit
 - Post Show Evaluation
- 2 Ensuring Legal Compliance, Safety & Security
 - Licenses and permissions to be obtained
 - Risk Management for prevention of hazards
 - Security for people and merchandise

RECOMMENDED READINGS

- Everett Judith C., Swanson Kristen K. (2012), Guide to Producing a Fashion Show (3rd Edition), Fairchild Publications, NY
- Silvers Julia Rutherford (2012), [Professional Event Coordination](#), Wiley; 2 edition
- Taylor Paula,(2012), How to Produce a Fashion Show, from A to Z , Pearson Prentice Hall

SEC 2: EFFECTIVE DRESSING SKILLS (CREDITS: THEORY:2)

Objectives

- To provide an understanding of the role of effective dressing in making one's presence felt.
- To create an awareness of the differences in body types and about the art of selecting styles that enhance the visual appeal.

- To equip the students with basic knowledge and skills required for making the required minor alterations in readymade garments to get the correct look and fit
- To help develop the ability to recognise and evaluate quality workmanship and making wise buying decisions
- To help learn the ways to leverage various optical illusions of line, colour and texture to create the right impression with clothes and accessories.
- To help the students in acquiring skills for dressing up effectively for special occasions including interviews
- To enable students to learn the required dressing styles and skills for various professions

THEORY

LECTURES 30

UNIT I Psychological and sociological influences of clothing 6

- How dress affects behaviour
- First Impression
- Non verbal Communication: First impression
- Verbal Communication: Halo Effect Self Concept & Image

UNIT II A Evaluating the body- 8

- Figure analysis and standard figure
- Different body types
- Recognizing problem areas

B Recognizing Correct Fit

- Basic fitting standards
- Learning to fit a garment-
- Armhole and sleeve correction
- Bust correction
- Hip correction
- Neckline correction, etc

UNIT III A Suitability of clothing for- 7

- Season/Climate
- Different body types
- Occasion
- Age
- Occupation

B Selecting appropriate readymade garments in terms of-

- Fabric
- Workmanship
- Price

UNIT IV Learning to use elements and principles of designs- 5

- Elements of Design- Line, Shape (Silhouette), Colour, Texture
- Principles of Design- Balance, Proportion & Rhythm, Emphasis, Harmony
- Usage of Elements and Principles of Design for different body types for Clothing and Accessories

UNIT V Care and Maintenance of Wardrobe- 4

- Daily and Periodic care
- Storage
- Cleaning-Wet and Dry
- Stain Removal

RECOMMENDED READINGS

- Sturm M, 1973, Guide to Modern Clothing McGraw- Hill
- Chata Romano, 2002, Plan your Wardrobe , New Holland Publication
- Navneet Kaur, 2010, Comdex Fashion Design, Dreamtech Press
- Elizabeth Liechty, Steineckert D., Rasband J., 2009, Fitting and Pattern Alteration, Fairchild Publication

**SEC: 3 APPAREL RETAIL
(CREDITS: THEORY:-2)**

Objectives

1. To create an awareness and understanding of the evolution and current structure of the apparel retailing industry in India
2. To develop and understanding and appreciation of the four Ps of marketing, basic principles of visual merchandising and effective customer handling practices

THEORY

LECTURES 30

UNIT I Retailing – introduction 4

- Role of retail in marketing system
- Retail evolution in India: structural changes

UNIT II Overview of Fashion Retailing 8

- Uniqueness of apparel retailing

- Types of fashion retail outlets – Department stores, speciality stores, chain stores, discount retailers, Supermarket retailing, convenience stores, contractual retailers, ware house retailers, non-store retailers

UNIT III Role of marketing strategy - 4 p's of marketing 8

- Product – Merchandise Assortment
- Place- Store location and layout
- Price – Pricing strategy
- Promotion – In-store promotion and Advertising
- Roles and responsibilities of retail store personnel – consumer handling

UNIT IV Visual Merchandising – its importance 10

- Schedules – Seasons, Promotions, special sales. Themes
- Type of displays – Window display, Interior displays -
- Elements of display – merchandise, forms, props, signage, lighting
- Common problems in display

RECOMMENDED READINGS

- Leslie David Burns, Nancy O. Bryant , 2011The Business of Fashion Fairchild Publications
- Elaine Stone, 1987,Fashion Buying, McGraw- Hill
- Mary Frances Drake, Janice Harrison Spooone, Herbert Greenwald, 1992 ,Retail Fashion Promotion and advertising Macmillan
- Michele M. Granger, Tina M. Sterling , 2011 ,Fashion Entrepreneurship Retail Business Planning, Fairchild Publications

**SEC 4 : APPAREL eTAIL
(CREDITS: THEORY:-2)**

Objectives

1. To provide an overview and insights in to the evolving business of apparel etailing
2. To create an awareness of the broad categories of etailing business models and the important factors governing the design of online apparel stores.
3. To provide an understanding of the relative strengths and weaknesses of apparel retail and etail operations and an appreciation of the role of multichannel retailing

THEORY

LECTURES 30

UNIT I Overview of Fashion etailing 5

- Uniqueness of apparel in etailing
- Types of fashion etail outlets

- Strengths & weaknesses of apparel retail & etail from vendor and consumer points of view

UNIT II Overview of Multichannel retailing **7**

- Organisational structure
- Advantages

UNIT III Basics of etail business **10**

- Broad categories of E-business models – brokerage model, advertising model, ediary model, merchant, manufacturer, affiliate, community, subscription model
- Products and managing inventory
- Marketing an e-business
- E-business customer service
- Steps in Setting up an ecommerce site

UNIT IV Effective online store design **8**

- Traits for effective sites
- Framework for website design
- Essentials of web content

RECOMMENDED READINGS

- Leslie David Burns, Nancy O. Bryant , 2011The Business of Fashion Fairchild Publications
- Lynda Gamans Poloian, 2009, Multichannel retailing, Fairchild Publications
- Elaine Stone, 1987,Fashion Buying, McGraw- Hill
- Mary Frances Drake, Janice Harrison Spoone, Herbert Greenwald, 1992 ,Retail Fashion Promotion and advertising Macmillan
- Michele M. Granger, Tina M. Sterling , 2011 ,Fashion Entrepreneurship Retail Business Planning, Fairchild Publications

**SEC 5 : DESIGN DEVELOPMENT PROJECT
(CREDITS: PRACTICAL :-2)**

Objectives : To gain work experience in design development process through work experience within the industries

PRACTICAL

Design Development in form of Portfolio-

- Design brief
- Design inspiration – Mood board/ theme board

- Sourcing of Fabrics
- Development of Design
- Feedback and improvement
- Exam as portfolio and viva –voce

RECOMMENDED READINGS

- Aspelund Karl ,2010, Design Process, Fairchild Publication
- Seivewright Simon 2012, Basics Fashion Design -Research and Design, Bloomsbury Publication India

GENERIC ELECTIVE COURSES

GE 1 : FASHION: DESIGN AND DEVELOPMENT (CREDITS : THEORY 4 , PRACTICAL 2)

THEORY

LECTURES: 60

Unit I Fashion study

12

- Timeline of clothing of draped style of early civilization up to stitched style of 21st century
- Indian costume- Vedic and Mughal

Unit II Adoption of fashion

5

- Consumer groups- fashion leaders, followers
- Adoption process- Trickle-down theory, bottom up theory & trickle across theory

Unit III Development of fashion details

12

- Necklines- high and low
- Collars – classification, stand and fall, shawl- flat & raised, shirt collar, peter-pan collar on deep open necklines
- Sleeves and cuffs- cap, leg-o-mutton, shirt maker and bishop, pet al & saddler
- Skirts- high and low waist, gathered, gored, pleated, flared with & without yokes
- Pockets- applied, in-seam & slashed
- Plackets – centralized, asymmetric and double breasted

Unit IV Fashion forecasting

10

- Forecasting background
- Forecasting industry
- Process: Colour, inspiration, graphics and labelling, fabrication and silhouette, details, mood boards

Unit V Designing a successful garment

15

3. Role of a designer
4. Facets of successful design, aesthetics
5. Organization of a line
6. Fabricating a line
7. Cost of a garment

Unit VI Fashion centres and designers of the world

10

- France, Italy, UK, Japan, NY
- India

PRACTICAL

1. Technical drawing of fashion details: skirts, bodices, sleeves, necklines, collars, accessories. **4**
2. Applied and in- seam pockets **2**
3. Style reading and Development of paper patterns of various collars and sleeves **4**
4. Design variations in bodice through dart manipulation **2**
5. Design variations in skirt on half scale templates **2**

RECOMMENDED READINGS

- Armstrong, H.J. (2009), Pattern Making for Fashion Design, Harper Collins Publishers, INC, New York.
- Fringes, G.S. (1999), Fashion from Concept to Consumer, 6th edition, NJ, Prentice Hall.
- Jarnow, J. Dickerson Kitty G (1987), Inside the Fashion Business, New Jersey, Merrill, Prentice Hall.
- Mc. Kelvey, K., Muslow, J., Fashion Forecasting (2008) Wiley Blackwell
- Tate, S.L. and Edwards, M.S.(1982) The Complete Book of Fashion Design, New York, Harper & Row Publication.

GE: 2 FASHION ACCESSORIES (CREDITS : THEORY 4 , PRACTICAL 2)

THEORY

LECTURES 60

Unit I Role and Significance of Fashion Accessories 15

- Importance of fashion accessories in apparel industry
- History and overview of accessory design
- Role of an accessory designer
- Leading contemporary accessory designers and brands

Unit II Understanding categories, styles and production methods of fashion

Accessories 25

- Brief history, common styles, components, materials used and production methods of select accessories
 - Handbags
 - Footwear
 - Hats
- Common styles and production methods of other accessories – Jewellery, Belts, Gloves, Scarves
- Coordinating accessories and outfits

Unit III From Concept to Creation: Key Steps in Accessories Design **20**

- Creative Design Development of accessories
 - Inspiration and Research
 - Trend forecasting of fashion accessories
 - Design development
 - Developing a range
- Presentation techniques

PRACTICAL

1. Using Illustration, colouring and rendering techniques for designing fashion accessories – handbags, footwear, jewellery **4**
2. Designing and construction of a Tote Bag **3**
3. Restyling project - Restyling of plain accessories using creative techniques **3**
4. Final Project – Based on an inspiration, the students are required to design a collection of accessories **3**
5. Project report and Presentation **2**

RECOMMENDED READINGS

- Stephens Frings Gini, 2007, Fashion: From Concept to Consumer (9th Edition), Prentice Hall
- Genova Aneta 2011, Accessory Design, Fairchild Pubns; 1 edition
- Schaffer Jane, Saunders Sue 2012, Fashion Design Course: Accessories: Design Practice and Processes for Creating Hats, Bags, Shoes, and Other Fashion Accessories, Barron's Educational Series
- Lau John 2012, Basics Fashion Design 09: Designing Accessories: Exploring the design and construction of bags, shoes, hats and jewellery, A Publishing; 1 edition

GE 3: TEXTILES : CARE AND CONSERVATION
(CREDITS : THEORY 4 , PRACTICAL 2)

THEORY

LECTURES 60

Unit I Water

7

- Role of water in cleaning
- Hardness of Water

Unit II Materials and Practices in care

18

- Composition and Functions of Detergents
- Stiffening Agents and bleaching agents
- Special Fibre and fabric structures

- Dry cleaning

Unit III Cleaning Equipment **15**

- Industrial cleaning and finishing machines
- Laundromats, drying and Ironing equipment

Unit IV Conservation of Textiles in Museums **20**

- Current practices, ethics and materials used in conservation
- Factors affecting textile stability
- Handling
- Cleaning
- Display and Storage

PRACTICAL

1. Stain Removal of fabrics
2. Colour fastness of dyed cotton fabrics
3. Impact of softening agents on cotton
4. Impact of washability on shrinkage
5. Felting shrinkage
6. Restoration and stabilization of textiles
7. Handling of silk and wool

RECOMMENDED READINGS

- Agarwal, O.P., 1977, Care and Presentation of Museum projects – II, NRL
- Finch K. and Putnam G, 1985, The Care and Preservation of Textiles
- Landi, S. 1991, Textile Conservator's Manual, Routledge

**GE 4: APPRECIATION OF TEXTILE CRAFTS
(CREDITS : THEORY 4 , PRACTICAL 2)**

THEORY

LECTURES: 60

UNIT I Traditional needle craft techniques **15**

- Kashida
- Kasuti
- Kantha
- Chikankari
- Cutch work
- Phulkari

UNIT II Dyed, Painted and Printed Textiles **15**

- Kalamkari
- Bandhani
- Ikats
- Pichwais
- Ajrakh
- Bagru

UNIT III Woven Saris of India **17**

- Brocades
- Jamdani
- Baluchar
- Paithani
- Chanderi
- Kanjeevarams

UNIT IV Shawls and Carpets of various centres **8**

PRACTICAL

1. Bandhej & Laharia **5**

- Demonstration of techniques
- Handouts and related videos
- Development of Home textile products

2. Embroidery **5**

- Demonstration of traditional hand stitches
- Interaction with artisan
- Development of bags/pouches yokes/borders for a desired product

3. Printing **5**

- Demonstration of a block printing/mud resist printing
- Visit to craft centre/museum
- Development of stole/dupatta

RECOMMENDED READINGS

- Chattopadhaya, K.D., 1995, Handicrafts of India, Wiley Eastern Limited, N Delhi
- Das, Shukla, 1992, Fabric Art- Heritage of India, Abhinav Publications, N Delhi