

**SHRI GOVIND GURU  
UNIVERSITY, GODHRA -389 001**

**CHOICE BASED CREDIT SYSTEM  
(CBCS)  
Ordinances and Regulations**

**(For the UG -B. A. Fashion Design  
Regular Programmes)**

(For the candidates to be admitted from the  
academic year 2018 - 2019 onwards)

**SHRI GOVIND GURU UNIVERSITY, GODHRA -380001**  
**CHOICE BASED CREDIT SYSTEM (CBCS)**

**Ordinances and Regulations**

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(For the candidates to be admitted from the academic year 2018 - 2019 onwards)

**Ordinances for B.A. = O. B.A. (FD) & Regulations for B.A. (FD) = R. B. A. (FD)**

**O.B. A. (FD) 1. Eligibility:**

1. For Admission : A pass in the Higher Secondary Examination (with Arts / Commerce / Science Subjects) conducted by the Government of Gujarat; or an examination accepted as equivalent thereto by the Executive Council / MHRD, India (subject to such conditions as may be prescribed there 12th and Diploma holders 10+3, All Technical Diploma). Merit list will be prepared on 12th / Diploma percentages and admission will be given accordingly.

For the Degree : The candidates shall have subsequently undergone the prescribed course of study in a college affiliated to this University for a period of not less than three academic years, passed the examinations prescribed and fulfilled such conditions as have been prescribed therefore.

**O. B. A. (FD) 2. Duration:**

Duration of Regular Programme is three years. Each academic year shall comprise of two semester's viz. Odd and Even semesters. Odd semesters I / III / V shall be from October /November to March/April and Even Semesters II / IV / VI shall be from April / May to September/ October. There shall be not less than 90 working days which shall comprise 450 teaching clock hours for each semester. (Exclusive of the days for the conduct of University or external end-semester examinations). A candidate can avail a maximum of 12 Semester (6 Years), in a continuous stretch of 6 Years from the year of enrollment to complete Bachelor's Degree

**O. B. A. (FD) 3. The CBCS System:**

All Programmes shall be run on Choice Based Credit System (CBCS). It is an instructional package developed to suit the needs of students to keep pace with the developments in higher education and the quality assurance expected of it in the light of liberalization and globalization in higher education. The fee structure for each semester given below:

Details of Fees	B.A.(ID) (Rs.)	Details of Fees	B.A (ID) (Rs.)
Tuition Fees	24500-00	Student welfare fees (University)	20-00
Library Fees	100-00	Student welfare fees (College)	20-00
Gymkhana Fees	100-00	Foundation/Elective	250-00
University Sports Fees	25-00	soft skill	250-00
Cultural activity ( college)	50-00	Laboratory fees	1000-00
University Cultural activity fees	25-00	Practical fees	12000-00
College Exam	150-00	Medical fees	30-00
C.W.D.C.	20-00	Enrollment Fees	200-00
I card ( one time )	25-00	University Development fee	3000-00
<b>TOTAL</b>		<b>41765-00</b>	

#### **O. B. A. (FD) 4. Courses in Programmes :**

The B. A. (FD) - programme consists of a number of courses. The term 'course' is applied to indicate a logical part of the subject matter of the programme and is invariably equivalent to the subject matter of a "paper" in the conventional sense. The following are the various categories of Courses suggested for the UG programmes.

##### **Soft Skill Courses**

##### **Foundation Courses**

The Soft Skill Courses (SS) and Foundation Courses (FC) are meant to develop the students' communicative skill and Social Awareness at the UG level. Core Courses are the basic courses compulsorily required for each of the programme of study. These will be related to the subject of the programme in which the candidate gets his / her degree.

For Sem. I & II, each practical batch should not have more than 15 students and for Sem. III to IV-20 & V to VI practical batch should not have more than 20 students.

The Soft Skill and Foundation Courses, six in number for each UG degree are open to all students.

- a. The Departmental Committee shall follow a selection procedure on a first come first served basis, fixing the maximum number of students, giving counseling to the students etc. to avoid overcrowding to particular course(s) at the expense of some other courses.
- b. The failed candidates in one FC / SS are permitted to opt for another FC / SS in another programme or they are permitted to continue with the same FC / SS.

- c. The Colleges shall provide all information relating to the FCs in each program to all the students so as to enable them to choose their FCs.

### **O. B. A. (FD) 5.**

The UGC recommended Certificate Course on Environmental Studies is to be offered in the second semester of all the UG Programmes as foundation course compulsorily.

### **O. B.A. (FD) 6.**

Part IV - Extension and Extra - Curricular Activities: These should be carried out outside the class hours. e.g. NSS, NCC, participation in Youth Welfare activities / Sports at National or International Level, will be assigned two additional credits / year.

### **O. B.A. (FD) 7. Semesters:**

An academic year is divided into two semesters. In each semester, courses are offered in 15 teaching weeks and the remaining 5 weeks are to be utilized for conduct of examinations and evaluation purposes. Each week has 40 working hours spread over 5 / 6 days a week.

### **O. B.A. (FD) 8. Credits:**

The term 'Credit' refers to the weightage given to a course, usually in relation to the instructional hours assigned to it.

The total minimum credits, required for completing a B. A. (FD) program is 210. The details of credits for individual components and individual courses are already given in structure above.

### **O. B.A. (FD) 9. Course:**

Each Course is to be designed variously under lectures / laboratory or field work / seminar / practical's / assignments / term paper or report writing etc., to meet effective teaching and learning needs.

### **O.B.A. (FD) 10. Examinations:**

- i. There shall be examinations at the end of each semester. A candidate who does not pass the examination in any course(s) shall be permitted to appear in such failed course(s) in the subsequent examinations.
- ii. A candidate should get enrolled for the first semester examination. If enrollment is not possible owing to shortage of attendance beyond condonation limit / regulations prescribed OR belated joining OR on medical grounds, the candidates are not permitted to move to the next

semester. Such candidates shall re - do the semester in the subsequent turn of that semester as a regular student; However, a student of First Semester shall be admitted in the Second Semester/a student of Third Semester shall be admitted in the Forth Semester/a student of Fifth Semester shall be admitted in the Six Semester, if he / she has successfully kept the term of previous semesters. However, a student of Fifth Semester will be allow to join Sixth Semester if he/she cleared all the previous semester examinations

For the movement in the said semester as described above, the candidate must have satisfactorily kept the term of the previous semester.

**O.B.A. (FD) 11. Condonation:**

Students must have **75%** of attendance in each course for appearing in the examination. Students who have 74% to 70% of attendance shall apply for condonation in the prescribed form with the prescribed fee of Rs. 500 per course. Along with the Medical Certificate. Students who have below 75% of attendance are not eligible to appear for the examination. It is furthered clarified that the students, who have 75% or more of attendance, shall be given 5 Marks Out of 5 in Internal Evaluation. Student (If Condoned), who has 74% to 70% of Attendance, shall be given 3 marks in internal Evaluation.

**O. B.A. (FD) 12. Question Paper Pattern:**

Question Paper shall have four questions corresponding to four units of each theory course. Question No. 5 shall have objective type of questions and / or answer in one line to be asked from all the four units of the theory course by giving equal weightage.

**O. B. A. (FD) 13. Evaluation:**

The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to grade points. Evaluation for each course shall be done by a continuous internal assessment (CIA) by the concerned course teacher as well as by an end semester examination and will be consolidated at the end of the course. The components for continuous internal assessment are :

One Tests	15 Marks (Second / repeat test for genuine absentees)
Assignments	10 Marks
Attendance	5 Marks
Total	30 Marks

For English the internal shall be for 25 Marks + 5 Marks for attendance. Attendance shall be taken as a component for continuous assessment, although the students should put in a minimum of 75% attendance in each course. In addition to continuous evaluation component, the end semester examination, which will be a written - type examination of at least 2 to 3 hours duration, would also form an integral component of the evaluation. The ratio of marks to be allotted to continuous internal assessment and to end semester examination is 30:70. The evaluation of laboratory component, wherever applicable, will also be based on continuous internal assessment and on an end - semester practical examination.

**O. B.A. (FD) 14. Passing Minimum:**

The passing minimum for CIA (Continues Internal Assessment) shall be 36% out of 30 marks (i.e. 11 marks), where the candidate is required to appear for the internal test at least once. Failed candidates in the Internal Assessment are permitted to improve their Internal Assessment marks in the subsequent semesters (2 chances will be given) by writing test and by submitting Assignments. The passing minimum for University or External Examinations shall be 36% out of 70 marks (i.e. 25 marks)

**O. B.A. (FD) 15. Grading:**

Once the marks of the CIA (Continues Internal Assessment) and end- semester examinations for each of the courses are available, they will be added. The marks thus obtained will then be graded as per details provided in Table 4. From the First semester onwards the total performance within a semester and continuous performance starting from the first semester are indicated respectively by Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA). These two are calculated by the following formulae:

$$SGPA = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i}$$

where 'Ci ' is the Credit earned for the Course i in any semester ; 'Gi' is the Grade Point obtained by the student for the Course i and 'n' is the number of Courses passed in that semester.

CGPA = GPA of all the Courses starting from the first semester to the current semester.

The SGPA and CGPA shall be calculated only when the student has successfully cleared all the courses with the assumption that the total credits for all the semesters are same.

### **O.B.A. (FD) 16. Classification of Final Results:**

- I. For each of the three parts, there shall be separate classification on the basis of CGPA as indicated in R. B. A. (FD) 4.
- II. For purposes of declaring a candidate to have qualified for the Degree of Bachelor of Arts in the First class / Second class / Pass class or First class with Distinction, the marks and the corresponding CGPA earned by the candidate in Part III alone will be the criterion, provided he / she has secured the prescribed passing minimum in Part I and part II. It is further provided that the candidate should have scored the First / Second Class separately in both the grand total and end Semester (External) examinations.
- III. Grade in Part IV Extension and Extra Curricular Activities, wherever applicable, shall be shown separately and it shall not be taken into account for classification.
- IV. The marks for the course as Foundation (compulsory) course of SEM - II on "Environmental Studies" will be given in a separate certificate also by the college as per the guidelines of UGC, MHRD & the Hon'ble Supreme Court of India. The College shall charge Rs.500/- separately to meet the expenditure incurred towards the completion of this course, as per UGC / MHRD guide lines.
- V. Internal and the end semester Exam for Foundation and Soft Skill Courses shall be conducted by respective colleges.

### **O.B.A. (FD) 17. Conferment of the Bachelor's Degree:**

- (i) A candidate shall be eligible for the conferment of the Degree of Bachelor of Arts (FD) only if he / she has earned the minimum required credits for the programme prescribed therefor.
- (ii) A candidate shall be required to pay Rs.2000/- towards the conferment of the Degree of B. A., which shall be enhanced by a 10% increase every three years.

### **O.B.A. (FD) 18. End Semester Examinations:**

- (i) The University shall conduct the External (End Semester) Examinations for all the Semesters. Format of Question Paper and Mark sheet suggested and/or Prepared by the University.
- (ii) The examination fees for all end semester examinations shall be Rs.2500. Rs.1250 for practical exams/term work/ project etc. for all subjects. (Which

shall be enhanced by a 20% increase every year and rounded off to a next 10/- rupees stage.)

### O. B.A. (FD) 19. Grievance Redressal Committee:

The College shall form a Grievance Redressal Committee for each course in each department with the Course Teacher and the HOD as the members. This Committee shall solve all grievances relating to the Internal Assessment marks of the students.

### O. B.A. (FD) 20. Transfer of Credits:

In case of Soft Skill courses, Students are permitted to transfer their course credits from Centre for Distance Education (CDE) of any University to Regular Stream and vice-versa. Similarly, they are also permitted to transfer their course credits from other state or central universities after verification of eligibility criteria.

### O. B.A. (FD) 21. Revision of Ordinances, Regulations and Curricula:

The University may from time to time revise, amend and change the Ordinances, the Regulations and the Curricula, if found necessary.

### R. B.A. (FD) 1 - (i) Details on the number of courses and credits per course in different.

Semester-I									
Sr No	Subject code	Subject Name	Credits	Ext. Exam		Internal Exam		Total Marks	University Exam type
				Theory	Practical / viva	Theory	Practical/ viva		
1	FD- 101	ELEMENTS OF DESIGN	6	NA	40	NA	60	100	Practical
2	FD- 102	INTRODUCTION TO TEXTILE	4	NA	40	NA	60	100	Viva
3	FD- 103	GARMENT CONSTRUCTION -I	5	NA	40	NA	60	100	Practical
4	FD- 104	INTRODUCTION TO FASHION	3	40	NA	60	NA	100	By Theory Exam
5	FD- 105	FASHION ILLUSTRATION	5	NA	40	NA	60	100	Practical
6	FD- 106	FUNDAMENTALS OF COMPUTERS	2	NA	40	NA	60	100	Practical
7	FD-107	ENGLISH AND COMMUNICATION SKILLS	2	40	NA	60	NA	100	By Theory Exam
8	FD-108	BASICS OF DESIGN	3	NA	40	NA	60	100	Practical
			30						
Semester-II									
Sr No	Subject code	Subject Name	Credits	Ext. Exam		Internal Exam		Total Marks	University Exam type
				Theory	Practical /	Theory	Practical/		



					viva		viva		
1	FD- 201	TRADITIONAL INDIAN TEXTILES	4	40	NA	30	30	100	By Theory Exam
2	FD- 202	FABRIC STUDIES (WOVEN AND KNIT)	3	NA	40	NA	60	100	Practical/viva
3	FD- 203	PATTERN DRAFTING	5	NA	40	30	30	100	Practical/viva
4	FD- 204	FASHION COMMUNICATION	2	40	NA	60	NA	100	By Theory Exam
5	FD- 205	FASHION ILLUSTRATION	6	NA	40	NA	60	100	Practical
6	FD- 206	GARMENT CONSTRUCTION -II	6	NA	40	NA	60	100	Practical
7	FD- 207	BASICS OF DESIGN	4	NA	40	NA	60	100	Practical
			30						
<b>Semester-III</b>									
Sr No	Subject code	Subject Name	Credits	Ext. Exam		Internal Exam		Total Marks	University Exam type
				Theory	Practical / viva	Theory	Practical/ viva		
1	FD- 301	COMPUTER AIDED DESIGN	3	NA	40	NA	60	100	Practical
2	FD- 302	PATTERN MAKING FOR BASIC GARMENT	6	NA	40	NA	60	100	Practical
3	FD- 303	APPAREL MANUFACTURING TECHNOLOGY	3	40	NA	60	NA	100	By Theory Exam
4	FD- 304	ADVANCED GARMENT CONSTRUCTION -I	6	40	NA	NA	60	100	By Theory Exam
5	FD- 305	HISTORY OF COSTUME	3	40	NA	NA	60	100	By Theory Exam
6	FD- 306	DRAPING AND DRAFTING	9	NA	40	NA	60	100	Practical
			30						
<b>Semester-IV</b>									
Sr No	Subject code	Subject Name	Credits	Ext. Exam		Internal Exam		Total Marks	University Exam type
				Theory	Practical / viva	Theory	Practical/ viva		
1	FD-401	FASHION PRESENTATION	5	NA	40	NA	60	100	Practical
2	FD- 402	APPAREL MERCHANDISING	3	40	NA	NA	60	100	By Theory Exam
3	FD- 403	WORLD ART APPRECIATION	2	40	NA	25	60	100	By Theory Exam
4	FD- 404	DRAPING AND DRAFTING II	5	NA	40	NA	60	100	Practical
5	FD- 405	ADVANCED PATTERN MAKING AND GRAD	6	50	40	50	60	100	Practical
6	FD- 406	ADVANCED GARMENT CONSTRUCTION II	5	NA	40	NA	60	100	Practical
7	FD-407	CAD (ILLUSTRATOR AND PATTERN MAKING	4	NA	40	NA	60	100	Practical
			30						

INDUSTRIAL TRAINING BETWEEN Semester-IV & V									
Sr No	Subject code	Subject Name	Credits	Ext. Exam		Internal Exam		Total Marks	University Exam type
				Theory	Practical / viva	Theory	Practical/ viva		
1	FD-408	INDUSTRIAL TRAINING (60 DAYS)	30	NA	NA	NA	100	100	Portfolio and certificate submission

Semester-V									
Sr No	Subject code	Subject Name	Credits	Ext. Exam		Internal Exam		Total Marks	University Exam type
				Theory	Practical / viva	Theory	Practical/ viva		
1	FD-501	FASHION PHOTOGRAPHY	4	NA	40	NA	60	100	Practical
2	FD- 502	APPAREL MARKETING AND RETAIL	2	40	NA	NA	60	100	By Theory Exam
3	FD- 503	ADVANCED DRAPING	4	NA	40	NA	60	100	Practical
4	FD- 504	ADVANCED GARMENT CONSTRUCTION -III	8	NA	40	NA	60	100	Practical
5	FD- 505	ACCESSORY DESIGN MODULE	6	NA	40	NA	60	100	Practical
6	FD- 506	FASHION SALES PROMOTION	3	NA	40	NA	60	100	Practical/viva
	FD-507	PROJECT-CRAFT DOCUMENTATION	3	NA	40	NA	60	100	Practical/viva
			30						

Semester-VI									
Sr No	Subject code	Subject Name	Credits	Ext. Exam		Internal Exam		Total Marks	University Exam type
				Theory	Practical / viva	Theory	Practical/ viva		
1	FD-601	ENTERPRENEURSHIP	2	40	NA	NA	60	100	By Theory Exam
2	FD- 602	FASHION PORTFOLIO	10	NA	40	NA	60	100	By Jury (Internal)
3	FD- 603	PRODUCTION LINE DEVELOPMENT AND PR	18	NA	40	NA	NA	100	FASHION SHOW
			30						

### B.A. (FD) Programmes

Sr. No.	Study Components	No. of Courses	B. A. (FD)			Total Weekly hours/180 weekly hours
			Credits per Course	Total Credits	Essential library work	
1						

2						
3						
4						
5						
6						
7						
<b>TOTAL</b>						

### R. B. A. (FD) 2 - Grading of the Courses

Percentage / Marks (Normalized)	Grade Points	Grade	Description
Above 85	8.5 - 10.0	O+	Outstanding
70 - 84.99	7.0 - 8.49	O	Excellent
60 - 69.99	6.0 - 6.99	A	Very good
55 - 59.99	5.5 - 5.99	B+	Good
48 - 54.99	4.8 - 5.49	B	Fair
36 - 47.99	3.6 - 4.79	C	Average
Below 36	0.0	D ( Dropped)	Dropped

### R. B. A. (FD) 3 - Final Result

CGPA	Letter	Classification of Final Result
From - to	Grade	
8.5 - 10	O+	First class with Distinction
7.0 - 84.99	O	
6.0 - 6.99	A	First Class
5.5 - 5.99	B+	Higher Second Class
4.8 - 5.49	B	Second Class
3.6 - 4.79	C	Pass Class
Below 3.6 = 0.0	D	Dropped

### Appendix - I

#### R. B.A. (FD) 5 - U. G. B. A. (FD) Programme - Foundation Courses (FCs) open to all Students of Arts Programme

##### Semester I

1. Tribble Fairs & Festivals
2. Computer Skills I
3. Yoga-Meditation

## **Semester II**

1. Environment Science

## **Semester III**

1. Computer Skills
2. Travel and tourism
3. Diaspora Studies
4. Personality Development
5. Tribal Culture of Panchmahals

## **Semester IV**

1. Indian Cultural Heritage
2. Basic Computer Applications
3. Translation Studies
4. Vedas and Upnishad
5. Skill Development

## **Semester V**

1. Gandhian Philosophy
2. Indian Religions
3. Adobe Photoshop and Sketching and Drawing
4. Indian Renaissance (1857 - 1947)
5. Office and Administration Support

## **Semester VI**

1. Gender Studies
2. Fundamental Rights and Duties
3. Data Analysis
4. Research Methodology
5. Carrier Counseling

## **Appendix - II**

### **R. B.A. (FD) 6 - B. A. (FD) Programme - Soft Skill Courses (SSs) open to all Students of Arts Programme**

#### **Semester I**

1. Tribal Language
2. Constitution of India-1
3. National Ethics

## **Semester II**

1. Leadership Development
2. Stress Management
3. Yoga Meditation

## **Semester III**

1. Human Resource Development
2. Cultural Heritage of Gujarat
3. World religions
4. Communication
5. First Aid and emergency Care

## **Semester IV**

1. Learning from World Leaders
2. Structure of Indian Society
3. Presentation Skills
4. Indian Knowledge system

## **Semester V**

1. International Relations
2. Health Management and Diet
3. E- Marketing
4. Child Counseling
5. E-Governance

## **Semester VI**

1. Indian Tribal Culture
2. Basics of Performing Arts
3. Vedic Sciences
4. Life of Shri Govind Guru

Note: The course curricula or reference materials for the soft skill as well as foundation courses shall be notified and such courses shall only be made available to the students. However, for the compulsory Foundation course of second semester i.e. Environmental Studies, the reference book prepared by A. Bharucha for UGC shall be used as a text by all the students of Arts programme.

## **R.B. A. (FD) 7 - Course Structure:**

- I. The B.A. (FD) programme is full time three years Under Graduate Programme. The medium of instruction shall be Gujarati/ English. The students are allowed to write the answers in respective medium in the examinations.

- II. The programme consists of Six Semesters-Semester I and II in the First Year of the Programme , Semesters III and IV in the Second Year and V and VI Semesters in the Third Year of the programme.
- III. The total programme consists of 210 credits equally divided into 30 credits.
- IV. The programme consists of the following types of courses
  - (i) Core Compulsory courses
  - (ii) Foundation courses for all specialization groups.
  - (iii) Soft Skill course for all specialization groups.

### **R. B.A (FD) 8 - Clearing and carrying forward the Semesters:**

Rules for carrying forward the semesters are:

- I. A candidate must have at least 75% overall attendance in the programme and should have satisfactory performance in class participation of each course and must have **appeared in internal written test to be eligible for grant of term.**
- II. In case, a candidate obtains D in any one course / all courses in the first semester, he / she shall be allowed to continue to proceed to the second semester provided he / she has kept his / her term of the first semester successfully.
- III. The candidate shall be allowed to proceed to the third semester only after clearing all the courses of the first semester.
- IV. In case, a candidate obtains D in any one course / all courses in the second semester, he / she shall be allowed to continue to proceed to the third semester provided he / she has kept his / her term of the second semester successfully.
- V. The candidate shall be allowed to proceed to the fourth semester only after clearing all the courses of the second semester.
- VI. In case a candidate obtains D in any one course / all courses in the third semester, he / she shall be allowed to continue to proceed to the fourth semester provided he / she has kept his/her term of the third semester successfully. Similarly a candidate is allowed to move in the fifth semester provided he / she has kept his / her term of the fourth semester successfully and a candidate is allowed to move in the sixth semester after he / she has successfully kept the term of fifth semester even if he / she has failed in any one or all courses of the fifth semester.
- VII. The candidate shall be eligible for the award of the degree after successful clearance of all the courses of semester I, II, III, IV, V & VI by the Sixth

semester examination of the third year programme or till expiry of registration / enrolment.

VIII. Whenever a candidate fails in a course due to failure of obtaining minimum marks in the internal component of the examination, the marks obtained in attendance and class participation shall be carried forward for the consideration of the repeat examination. The student has to appear in the internal test only to complete the requirement of the internal assessment.

### **R.B.A. (FD) 9 - Assessment and Evaluations:**

- I. Each course will be assessed on the basis of 100 marks. The marks would be divided between internal and external assessment.
- II. There shall be one end semester external examination of each course in every semester consisting of 70% (70 marks) weightage in theory and practical courses.
- III. Each Theory course shall have internal assessment of 30% weightage based on the following  
Each Practical course shall have internal assessment of 70% weightage based on the following  
Internal written test - 15% (15 marks)  
Attendance - 05% (5 marks)  
Class participation in assignments - 10% (10 marks)
- IV. Every student will be required to pass the external examination and internal assessment separately in each course.
- V. The minimum passing standard will be 36% for the external and internal component of each course, i.e. 25 marks out of 70 (external -36% of 70 marks) and 11 marks out of 30 (internal -36% of 30 marks).
- VI. **(A)** The grades for each course would be decided on the basis of the percentage marks obtained in the end-semester external and internal examinations as per following table.

<b>Percentage / Marks (Normalized)</b>	<b>Grade Points</b>	<b>Grade</b>	<b>Description</b>
Above 85	8.5 - 10.0	O+	Outstanding
70 - 84..99	7.0 - 8.49	O	Excellent

60 - 69.99	6.0 - 6.99	A	Very good
55 - 59.99	5.5 - 5.99	B+	Good
48 - 54.99	4.8 - 5.49	B	Fair
36 - 47.99	3.6 - 4.79	C	Average
Below 36	0.0	D	Dropped

**VII. (B) Final Result :**

<b>CGPA From - to</b>	<b>Letter Grade</b>	<b>Classification of Final Result</b>
8.5 - 10	O+	First class with Distinction
7.0 - 84.99	O	
6.0 - 6.99	A	First Class
5.5 - 5.99	B+	Higher Second Class
4.8 - 5.49	B	Second Class
3.6 - 4.79	C	Pass Class
00 - 00	F	Dropped

VIII. The semester grade point average (SGPA) will be calculated as an weighted average of all the grade point of the semester courses. That is Semester grade point average (SGPA) = (sum of grade points of all six courses of the semester) / total credit of the semester as per example given below



## Semester – I

Subjects:

1. Elements of Design (T)
2. Introduction to Textile – Fiber to Fabric (T+P)
3. Garment Construction – I (T+P)
4. Introduction to fashion (T)
5. Fashion Illustration (P)
6. Fundamentals of Computers (P)
7. English and Communication skills - I (T)
8. Basic of Design (P)

### 1. ELEMENTS OF DESIGN

#### UNIT – I

What is fashion?

#### UNIT – II

Elements of Design – Lines, Dots, Shapes, form, Shape, size, texture, color, Prints.

#### UNIT – III

Color – meaning of color and its significance and uses, visible color spectrum, Hue, value, intensity, saturation, color theory – primary, secondary, complimentary, Compound colors.

#### UNIT – IV

Elements of fashion-

Skirts	Dresses	Trousers
Tops	Jackets	Coats
Necklines	Collars	Sleeves
Cuffs	Pockets	Yokes

## UNIT – V

### Types of Textures

Creating texture – thread pulling, paper folding, thread rolling, thread crumple, paper crush, stencil, wax drop, crayon rubbing, smoke, blade, leaf/flower print, thumb impression, salt/sugar sprinkle, onion, lady finger, ink blow, etc.

## 2. INTRODUCTION TO TEXTILE

**OBJECTIVE:** Impart basic knowledge about fiber, their properties and identification. Formation and extraction process of basic fibers and yarns.

### **THEORY:**

#### UNIT – I

Fiber types & origin – Natural and manmade, filament (mono and multi) and staple, Properties of fibers, fiber Identification – physical, burning, chemical and microscopic. Classification of fibers on Content and origin  
Fiber/yarn analysis – burning, physical/visual  
Properties and characteristics of Cotton, Wool, Silk, Thermoplastics (polyester, nylon)

#### UNIT – II

What is yarn? What is spinning?

Fiber to Yarn – cotton, wool, silk, polyester (Yarn manufacturing and formation process)

Yarn Types – (ply, novelty, slob, spiral, loop, boucle, Knot, Knop, Chenille, grindelia, Flock, blended). What are Yarn Twist and Yarn Count Yarn Finishing.

### **PRACTICAL:**

Slide show on microscopic view of fibers.

Visit to spinning Mill – students to prepare notes on the same.

Create a swatch file of all the commonly available fabrics in the Indian market. Preview to industrial level swatch presentation.

## 3. GARMENT CONSTRUCTION – I

**THEORY OBJECTIVES:** To impart knowledge of machines and tools used for sewing. To impart knowledge of drafting and its importance. To impart knowledge of different garment components.

## UNIT-I

01. Anthropometric measurements- definition, instruments and landmarks

## UNIT-II

Standardization and size charts.

- a. Types of sewing machines
- b. Sewing machine parts, maintenance, common problems and their remedies.
- c. Tools and equipments used for clothing construction.
- d. Knowledge of size of needles, threads and stitches according to the fabric.

## UNIT- III

1. Fabric preparation
2. handling special fabrics

## PRACTICAL OBJECTIVES:

- i) To learn various basic hand stitches and seams
- ii) To acquire drafting skills for children's garments.

## DETAILED CONTENTS:

Basic hand stitches- basting, back stitch, hemming visible/invisible.

Types of seams- plain run and fell, French, lapped.

Types of seam finishes- hand overcast, turned and stitched, binding.

Classes }

Fullness-

Darts-single point, double point, fish, slash dart.

Tucks- Pin tucks, blind, diamond, released, corded, shell.

Pleats- Knife, Accordion, box, inverted, kick, pleat variations.

ruffles, frills and gathers- Introduction.

Neckline finishes- binding and facing, on round, square and 'V'-neck

Types of plackets (even hem, extended mock, diamond kurta, continuous wrap)

Types of pockets( patch, bello, welt, bound, in seam )

Snap button and fastener attachment

Taking measurements directly from body

Practice on use:

Squares and Scales

French curves – for armhole, necklines etc.

Practice on use of other equipments

Drafting of: Child's bodice block

#### 4. INTRODUCTION TO FASHION

OBJECTIVE: To create awareness on fashion and impart knowledge on apparel communication and fashion expression.

##### THEORY

fashion, Fashion/selling seasons and knock-offs.

Principles of fashion.

Fashion origin and evolution. Fashion cycle and differentiation on the basis of length of fashion cycle. Types of fashion: haute couture, Prêt-a-porter and Mass Fashion.

Levels of Fashion Acceptance-Fashion leader, fashion role model, fashion follower, Fashion victims.

Fashion theories- trickle down, trickle across and bottom up theory.

Factors affecting fashion

Fashion Inspiration

#### 5. FASHION ILLUSTRATION (Practical)

All practical work is to be done on A3 Sheets

Use of mediums & Shading techniques (Pencil + pencil color, water color, poster paint, pastels.)

Make sheet using each medium

Figure analysis 10 head theory

block figure –(front, side, 3/4 , back)

Flesh figure –(front, side, 3/4 , back)

Fashion face front & side

#### 6. FUNDAMENTAL OF COMPUTERS

OBJECTIVE: This module is prescribed in the course to impart knowledge of the computers and its applications in the real world.

UNIT I: Introduction to computers

Computer Definition, Computer vs. Human brain, Role of computers in our life, Types & Characteristics of computers and its limitations, Introduction to Data, Data Types.

UNIT II: Computer and its Architecture

Anatomy of computers, Hardware and its types- Input Devices, Output devices and storage devices, CPU, Types of memory, Security issues in Computing.

UNIT III:

Computer Software: Software, Types of softwares.

PRACTICAL

UNIT IV: MS Office (practical use for industry)

- Ms Word – Creating a document editing, formatting, saving opening, creating tables
- Ms Excel- Creating sheets, function in Ms Excel
- MS PowerPoint – Creating presentations
- Spreadsheets, word processors.

UNIT V: Communication with a computer: (practical use)

What is Internet? Its advantages and disadvantages, Email, E-commerce, Role of internet in Fashion Industry.

Suggested Readings:

1. Basandra , S.K computer Today, New Delhi : Galgotia Publications
2. Clark, A Small Business Computer Systems, Hodder and Stoughton
3. P K Sinha, Fundamental of computers

## 7. ENGLISH & COMMUNICATION SKILLS

**OBJECTIVE:** To acquaint the students with the knowledge of Communication, written as well as oral.

**THEORY:**

English Grammar: Proper use of Verb, Noun, Adverb, Adjective, Punctuation, Para Phrasing in Business Communication, understanding Direct and Indirect Narration, Skills of essay writing and precise writing, significance of knowledge of grammar in business communication.

Basic forms of communication, communication models, communication process, barriers in communication, corporate communication: formal and informal, communication networks, grapevine, non-verbal communication. Importance of communication in business world.

Business correspondence: Essentials of effective correspondence, different type of letters, sale letters, goodwill letters, greetings, notices, circulars and

orders. Application for employment, modern office techniques used in business communication.

Oral Communication: Public speaking, body language, presentation before the group, factors affecting presentation, effective listening, interviewing skills, arranging and participating in group discussions, seminars and conferences.

Report writing: Writing skills, planning, drafting, writing, re-writing, editing, different types of business reports, structure, steps towards writing of different types of business reports, style of report writings.

Fundamentals of computer: Basic knowledge of computers and its application, application of MS-Office, internet and its uses, advantages of e-commerce.

English reading, speaking, pronunciation and listening.

## 8. Basic Of Design

All practical work is to be done in A3 sheets. Lines and its psychological effects

Draw compositions of lines using at least ten lines in a 8"x8" block Draw Color wheel & mention Primary, secondary & tertiary colors.

Color schemes & its introduction

Monochromatic scheme- In a 8"x 8" block using floral design a using Monochromatic scheme Analogous- Make a sanghaneri print in a 8"x 8" block using Analogous color scheme Complimentary - Make a nursery print in a 8"x 8" block using Complimentary color scheme Polychromatic - Make a abstract design in a 8"x 8" block using Polychromatic color scheme Achromatic scheme - Make any design of your choice in a 8"x 8" block using Achromatic color scheme

Tints & Shades-Make a geometric pattern in a 8"x8", using tints & shades Neutral color.-Make a design out of dots & strips in a 8"x8" using neutral color.

warm & cool color -Make a 6"x6"- 2 Block and create a check prints each using warm & cool color.

Using marine life, in a 8"x8" block, vibgyor - draw print using vibgyor

## Semester – II

### Subjects:

- |  |       |
|--|-------|
| 1. Traditional Indian Textiles                         | (T+P) |
| 2. Fabric Studies (Woven & Knit)                       | (T)   |
| 3. Pattern Drafting                                    | (T)   |
| 4. Fashion Communication                               | (T)   |
| 5. Fashion Illustration – Figure drawing and rendering | (P)   |
| 6. Garment Construction – II                           | (P)   |
| 7. Basics of Designs                                   | (P)   |

### 1. B.A. FD 201- TRADITIONAL INDIAN TEXTILES

**OBJECTIVE:** Textile Industry is one of the largest and oldest industries in India. Textile Industry in India is a self-reliant and independent industry and has great diversification and versatility. The goal is to familiarize student with the rich heritage of Indian textile and its traditional designs and motifs.

#### UNIT-I

Traditional Textiles of India

- Resist dyed textiles- bandhani, batik, patola, ikat, pochampalli.
- Printed Textiles- Sanganeri
- Painted textiles- Kalamkari
- Woven textiles- brocade, jamavar, jamdani, chanderi, maheshwari, kanjivaram, paithni, baluchari.
- Kashmir Shawls- Kashmir carpet, Namda, Gaba.

#### UNIT-III

Traditional embroideries of different regions of India- history, motifs, stitches, threads and colours of the following:-

- Kantha of Bengal
- Chamba rumal of Himachal Pradesh
- Phulkari of Punjab
- Kashida of Kashmir
- Chickankari of Uttar Pradesh
- Kasuti of Karnataka
- zardosi of Uttar Pradesh
- Applique of Orrisa

### PRACTICAL OBJECTIVES:

- To learn basic embroidery stitches
- To learn application of traditional motifs and designs on various textiles.

### UNIT-I

1. Basic embroidery stitches- Running, stem, chain, back, open chain, blanket, feather, herring bone, couching, lazy daisy, French knot, satin, long and short and Romanian.
2. a. Sample making of following traditional embroideries {12 Classes} Kantha
  - a) Phulkari
  - b) Kashida
  - c) Chikankari
  - d) KasutiPreparation of an article using any one traditional embroidery.
- b. Sample making of following {8 Classes}
  - a) Bandhani / Tie &
  - b) Dye Batik
  - c) Block print
  - d) Screen printPreparation of an article using any one traditional printing technique

### 1 B.A. FD 202 - FABRIC STUDIES (WOVEN & KNIT):

**OBJECTIVE:** Impart knowledge to students on fabric formation, its properties and classification on fabric formation and machines used in the industry for the same.

#### THEORY:

##### UNIT – I

Different methods of fabric formation – weaving, knitting, non-woven, etc  
Comparison and differences between woven, knitted and non-woven

##### UNIT – II

Representation of weaves and knitted structures  
Types of looms and its parts  
Types of knitting machines & its working



### UNIT – III

Identification and properties of Woven (plain, matt, twill, broken twill, dobby, Jacquard, etc) and Knitted (warp-knit fabrics such as tricot, Raschel knit and weft-knit fabrics- Plain Purl & Ribbed) Jacquard knitting, terry, pile & velour knit, techniques/structures. Terminology on weave (like - EPI, PPI, Yarn count and GSM/oz calculation) and knit [like - adjacent columns ("wales") and row ("course")]

### UNIT – IV

Fabric Finishes

Fabric Defects and identification (Woven & Knitted)

#### PRACTICAL:

Drawing of weave structure on square grid. E.g. below -

- i. Industrial visit to a weaving and knitting mill – students will submit a document for the same.
- ii. Preparation of drafting for all basic weaves and 3-4 dobby weaves.
- iii. Basic knit sample preparation: weft-knit fabrics such as a hand-knit sweater.

### 3 B.A. FD 203 - PATTERN DRAFTING:

#### OBJECTIVE:

Introduction of basic blocks and teaching different aspects of pattern making.

#### UNIT-I

Terminology used in Pattern making: Pattern drafting, flat pattern making, template working pattern, production pattern, design specification sheet, pattern chart, cost-sheet, grain, dart, dart legs, dart intake, truing and blending, plumb line, vertical lines, horizontal lines, perpendicular lines, symmetric and asymmetric lines, style number, pattern size. Pivotal point and pattern manipulation, style reading, pattern making tools.

#### UNIT-II

Fitting- principles of good fit, various fitting problems and its remedies

#### UNIT-III

Methods of Pattern Development

- Drafting
- Flat Pattern Method, Slash and Spread, Pivot Method

## UNIT-IV

Fabric estimation and its importance

## UNIT – V

Introduction to Style Interpretation

## PRACTICAL EXERCISES

Drafting of:

Child's sleeve block

Child's skirt block

- Adaptation of child's bodice to : Bodice length  
Body yokes
  - Developing of patterns for
    - Adaption of basic sleeve Puff Sleeve
    - Cap sleeve
    - Flared Sleeve
    - Magyar Sleeve
    - Balloon Sleeve
    - Petal Sleeve
    - Leg-o- mutton sleeve
  - Drafting and adaptation of various collars
    - Baby Collar
    - Peter Pan Collar – Flat and raised Cape collar
    - Sailor's collar
    - Convertible collar

Thomas Anna Jacob, "The Art of Sewing", UBS Publishers Distributors Ltd.  
New Delhi, 1994

## 4 B.A. FD 204 - FASHION COMMUNICATION

### OBJECTIVE:

Empower students with effective communication solutions for the fashion and lifestyle industry. As a communications person, you will either be involved in running the event by liaising with people like contractors, models and media; or you can be the media responsible for reporting and making sure the event gets the coverage it deserves. Whether you are working with the fashion houses or the media, you will need to have a high stamina for a lot of socializing, a flair for writing and high fluency in at least one language.

## THEORY:

### UNIT - I

Introduction to Fashion communication. An in-depth understanding of promotional activities, corporate journalism and publications, events planning, international public relations, communication plans.

### UNIT - II

Understanding of web and multimedia design, computer graphics, illustration, product design, exhibition design, visualizing and art direction, typography and photography as communication tools.

### UNIT - III

Styling and its introduction, Introduction to Fashion Journalism, Display and Exhibit design, and Fashion Communicative devices in commercial publicity: letter styles, designs, pictorial presentation, slogans, colour variations.

### UNIT -IV

Public relations, Creative writing.

Principles and methods of modern group discussions, press conferences, interviews, seminars.

### UNIT -V

Branding, Corporate Communication: Business letter, emails, report writing, Agenda and minutes of the meeting, Job application, CV, Resume

## PRACTICAL:

Research an apparel brand and give a presentation on its key garment categories, fabric, price points, target customer, market segmentation, branding and its significance, use of color and in store experience.

Group Discussions

Personality development – mannerism, etiquettes, body language, etc.

## 5. B.A. FD205 - FASHION ILLUSTRATION

### OBJECTIVE:

Give students the idea and training on figure drawing and drawing with added knowledge of fabric interpretation and enhance their own personal style.

THEORY:

UNIT – I

Figure in Motion/ Balance movement

UNIT – II

Face analysis and features – eyes, nose, lips, ears and hair Hands and feet

UNIT – III

Fleshing or rendering techniques – skin and materials

Textural rendering of garments – lace, leather, silk, wool, fur, feather, latex, denim, knitted, etc

Practical- On 12 1/2 " croqui drape a garment using the textural rendering- separate sheets to be made

UNIT- IV

Drawing from photograph- Indian Traditional outfit, Contemporary, western.

#### 6. B.A. FD206 - BASIC OF DESIGN

- i. Embroidery placement
- ii. Single Drop
- iii. Half drop
- iv. Full drop
- v. Vertical
- vi. Horizontal
- vii. Diagonal
- viii. Double fold
- ix. Four fold
- x. Single fold

Take any 4-5 textures and design atleast 3 garments. Drape it on a 12" croqui.

- B.A. FD207 - GARMENT CONSTRUCTION – II

**OBJECTIVE:**

The fashion design students are supposed to prepare various components of garments such as plackets, neckline variations, sleeves, pocket, so it is very essential that they should be able to fabricate various components of fashion. Hence this subject is included in the curriculum to develop such competencies in the students. The subject deals with basics of garment construction.

**INSTRUCTIONS FOR PRACTICALS**

Prepare various types of sleeves & collar are to be created in construction of garments

Construction of the following Garments for

- kids Panty & Bloomer
- Frock(A- line, Long body, baby frock, fancy frock)
- Romper A- line
- skirt
- Sun suit

Assignment: - Collection of different trims and fasteners.

## Semester – III

Subjects:

1. Computer Aided Design – I (MS paint, Adobe Photoshop, Corel Draw) (P)
2. Patternmaking for Basic Garments (P)
3. Apparel Manufacturing Technology (T)
4. Advanced Garment construction - I (T+P)
5. History of Costume (T)
6. Draping and Drafting (P)

### 1. COMPUTER AIDED DESIGN:

OBJECTIVE:

Introduction to Computer aided design softwares for design,

UNIT – I

- 1) Introduction to design softwares (adobe photoshop, Corel Draw) and their interface and tools.
- 2) Introduction to FONTS and their usage.
- 3) Use and function of various editing/effects tools of Photoshop.

UNIT –II

- 1) Resolution, DPI, canvas size and layouts.
- 2) Introduction to Vector and raster graphics types.
- 3) Use and function of Corel Draw tools.

UNIT – III

- 1) Output device and how to create a presentable design layout.
- 2) Image categories; e.g. bitmap, tiff, png, jpeg, etc.

PRACTICAL:

- 1) Creation of Themed Collages using FX of computer softwares.
- 2) Creation of rendered illustrations.
- 3) Creation of Basic blocks.

### 2. FASHION ILLUSTRATION (Practical)

All practical work is to be done on A3 Sheets

UNIT – I

- 1) Figure analysis 10 head theory (Male)
- 2) block figure –(front, side, 3/4 , back)
- 3) Flesh figure –(front, side, 3/4 , back)

## UNIT – II

- 1) Fleshing or rendering techniques – skin and materials
- 2) Textural rendering of garments –leather, denim, knitted, etc {4 classes}

Practical- On 12 1/2 " croqui drape a garment using the textural rendering- separate sheets to be made

## UNIT- III

- 1) Drawing from photograph- Indian Traditional outfit, Contemporary, western Composition of Figures (Male & Female) at least 2 sheets.

## UNIT-IV

- 1) Design 6 outfits taking a theme of casual wear- 3 males & 3 Females (Garment to be draped on 12 ½ "croqui. Sheet background is required)

Design 6 outfits taking a theme of Indian Traditional costume - 3 males & 3 Females (Garment to be draped on 12 ½ " croqui. Sheet background is required)

## 3. PATTERNMAKING FOR BASIC GARMENTS:

OBJECTIVES: To teach different aspects of Pattern Making.

### THEORY

#### Unit -I

Principle of pattern making.

#### Unit –II: Sleeves.

Sleeves: - Classification of sleeves, types of sleeves

#### Unit II: Skirts.

Skirts: Different types of skirts and categorization of skirt on the basis of length and flare.

#### Unit-III: Collars

Collars – definition, parts of collar, classification of collar.

#### Unit IV: - Pockets

Pockets- Definition, classification, and creating variety in pocket.

Unit – V: - Pants.

Pants- Terminology, categorization on the basis of length and fit and their variations.

UNIT- VI: Dart manipulation

Dart manipulation- single dart, multiple dart, fullness (gathers, pleats, and tucks) contouring. {4Classes}

Analysis of apparel design from magazines

PRACTICAL

- 1) Drafting of adult bodice block and sleeve block
- 2) Drafting of adult's Skirt block
- 3) Adaptation of plain sleeve to the following sleeves
  - Bishop sleeve
  - Kimono sleeve
  - Raglan sleeve
  - Dolman sleeve
- 4) Drafting and adaptation of the following collars
  - Chinese band
  - Shawl collar
  - Stand and fall collar
  - Turtle neck
- 5) Drafting of  
Peticots (4 kali, 6 kali)  
Top (simple, yoke)  
Skirts- circular, Divided, pleated, wrap-on and hip-tight skirt.

#### 4. APPAREL MANUFACTURING TECHNOLOGY

OBJECTIVES:

Acquaint students with various machines used in apparel industry. To give knowledge about the Apparel Industry, work flow and importance of quality assurance.

UNIT-I

- I. Apparel Industry: Basic introduction
  - a) Domestic Industry
  - b) Export industry
- II. Work flow and brief study of various departments of apparel manufacturing unit



## UNIT-II

### Different types of sewing machines-Introduction

Single needle lock stitch	Single needle chain stitch,
4- Thread over-lock machine	5- Thread over-lock machine,
Button hole machine, Button stitching machine	Flat lock machine

## UNIT-III

### II Basic terminology used in Apparel Industry

Haute couture, custom clothes, Pret-e- porter, fashion, style, fad, classic, Hi-fashion, trims bias, yokes, grain, selvedge, fray, Notch, pucker, frill, flounces, Ruffles, style line, princess line, empire line, silhouette, accessories, design, motif.

### Unit IV: Fabric preparation & layout planning:

- 1) Fabric preparation: Preparing the fabric for cutting, Importance of grain in fabric cutting and garment construction. Methods of straightening fabric grains.
- 2) Lay planning Introduction, Types of layout.  
Lay out/Lay plans
  - i. Half garment lay
  - ii. Whole garment lay
  - iii. Single size lay
  - iv. Multi size lay
  - v. Sectional lay
  - vi. Interlocking lay
  - vii. Mixed multi size lay

Transferring pattern markings, Efficiency of the marker plan

### 3) Spreading: Different spreading methods

One way

Two ways Circular

### 4) Methods/Mean of spreading

a. Manual spreading

b. Spreading carriage

c. Automatics spreading machines.

Bundling, ticketing, cutting and Production

The methods of cutting and cutting tools

Types of production process

## Unit V:

Finishing/Labeling /inspection and packaging of garments

Packaging - Importance and various materials used for packaging.

Introduction to Quality control- Definition of quality, importance of quality assurance, stages of quality control in apparel industry.

### PRACTICAL

- Field trips to the textile manufacturing units and garment manufacturing units.
- To collect different fabric swatches and study various spreading and laying methods for them.

## 5. ADVANCE GARMENT CONSTRUCTION - I :

### OBJECTIVES:

To acquire understanding and construction skills for basic garments .

### THEORY

Unit I: - Seams and Fullness:

Definition, Seam types & their finishes.

Fullness: Definition, Types of fullness – Darts, Tucks, Pleats, flares, godets, gathers, shirrs & frills.

Unit II: - Neck finishes and yokes

Neck finishes: -Definition, Bias- definition, joining bias and uses. Bias facing and bias binding.

Yokes: - Definition & creating variety in yoke. Empire line and Princess line.

Unit – III

Lining, interlining, facing & interfacing.

Unit – IV

Trimmings:- Definition, types-Bias trimming, ruffles, embroidery, smocking, faggoting, Appliqué, lace, lace motifs, Scalloped edging, decorative fastening belts & bows

### PRACTICAL

Construction of different types of cuffs- lined/unlined.

Construction of the following Collars

- i. Chinese band
- ii. Shawl collar
- iii. Stand and fall collar- Peter pan collar

iv. Baby collar

Construction of the following Garments for ladies

- i. Peticosats (4 kali, 6 kali)
- ii. Top (simple, yoke)
- iii. Skirts- circular, Divided, pleated, wrap-on and hip-tight skirt.

6. HISTORY OF COSTUME:

OBJECTIVES:

To acquaint the students with different types of Indian and western costumes

PART-A

STUDY OF INDIAN COSTUMES DURING FOLLOWING PERIODS:

Study of dates.

Significant development Women's Costumes-dresses

UNIT-I

- Indus valley Civilization
- Vedic Period
- Maurya Period
- Sunga & Satvahana Period
- Kushan & Gupta Period
- Mughal Period & British Period

UNIT-II

Costumes of different states of India.

PART-B

STUDY OF WORLD COSTUMES DURING IN FOLLOWING PERIODS:

Study of dates.

Significant development Women's Costumes-dresses.

UNIT-III

- Costume History of Greek
- Roam
- Greece
- Egypt & Italy
- French

UNIT-IV

- French-Middle Ages, Renaissance, French revolution, Romantic period. 18th, 19th & 20th Centuries Costumes

NOTE:

- Screening of period film.
- A visit to museums (National Museum, Delhi).

7. DRAPING & DRAFTING

OBJECTIVE:

Teach the students to acquire the skill of draping on dress form by introduction to terminology, fundamentals and basic techniques of draping.

PRATICAL

UNIT – I

Introduction

- a. Mannequin(dress form) explain the measurements and how they relate to draping.
- b. Identify the morphological components of the female form in relation to Mannequin or industrial dress form.
- c. Explain the term Nomenclature.
- d. Position the style tape on the dress form, according to the measurements of the given size.
- e. Preparation of muslin (squared muslin) the module leader will explain how to square the muslin using pins, L square and industrial steam iron. The module leader will give a demonstration and the students will duplicate this technique.

Homework: Prepare the squared muslin pieces for the next exercise according to the measurements required.

UNIT – II

Exercise 1: Draping the Basic Skirt.

UNIT – III

Exercise 2: Draping of Yoke Skirt with pleats.

UNIT – IV

Exercise 3: Draping of the Peplum onto the Basic Skirt Exercise 1.

UNIT – V

Exercise 4: Draping of the Draped Skirt (Drape Full Body)

UNIT – VI

Skirt Project

UNIT – VII

Basic Bodice with dart variations.

UNIT – VIII

Princess Line Bodice

Revision for Final Exam

## Semester – IV

### Subjects:

1. Fashion Presentation – Mood boards, client board, color board, Look board, Flat Sketches, Swatch board, etc (P)
2. Apparel merchandising (T)
3. World Art Appreciation (T)
4. Draping & Drafting - II (P)
5. Advanced Patternmaking And Grading (P)
6. Advanced Garment construction - II (P)
7. CAD (Illustrator & Pattern Making) (P)

### 1. CAD (Illustrator & Pattern Making)

#### OBJECTIVE:

Introduction to Computer aided design softwares for design, Illustration and patternmaking.

#### UNIT – I

- 1) Introduction to design softwares (adobe Illustrator) and their interface and tools.
- 2) Introduction to FONTS and their usage.
- 3) Use and function of various editing/effects tools of Photoshop.

#### UNIT – II

- 1) Introduce students to CAD softwares for pattern making, marker making, Grading, Digitizing.
- 2) Introduction to digitizing and grading on the software.
- 3) Lay out of pattern for cutting and marker making for efficient fabric consumption.

### 2. FASHION PRESENTATION

#### OBJECTIVE:

Train the students in fashion presentation, creating boards and using basic presentation techniques.

## THEORY:

### UNIT – I

What is Moodboard? What are the basic elements in a moodboard?  
Basic information needed in Client boards? How to identify customer and their needs.  
Forecasting and Trend analysis.

### UNIT – II

Color forecasting (pantone, etc) and use of fashion websites (WGSN, style sight, Trendstop, mudpie, etc).  
What is Collage? Collage creation  
Swatch cutting and preparing fabric for presentation.

### UNIT – III

What is Fashion show? Preview of Wills Lifestyle India fashion week and other international fashion shows.  
Basic preparation of Fashion show – sound, light, models, ramp, choreographer, buyer invites, hair & make-up, accessories, publicity/advertisement and invite design.

## PRACTICAL:

Creating Moodboards – theme based concepts.

- Client boards – in relation to the end customer and customer identification.
- Swatch boards – swatch sizes, fabric information and its watch layouts.
- Computer aided flat sketches – garment sketches in colored Illustration and flat sketches with stitch detail.
- Creating color boards – its emphasis and importance in presentation.
- Computer aided color matching and its techniques.

## 3. APPAREL MERCHANDISING:

### OBJECTIVES:

To understand market dynamics. It focuses attention on apparel industry giving through knowledge of merchandizing. To be able to understand merchandising functions and works in the capacity of a merchandiser/ buyer.

### THEORY

Clothing Business terminology:

- 1) customer, vendor, supplier, franchise, sales, fashion marketing, prototype, mark ups, mark down, loss leaders, Ford , wholesaler, contractors, joint venture, knock-offs, cost price, selling price.

- 2) Merchandising – introduction, role of merchandiser, types of merchandising.
- 3) steps involved in merchandise planning
- 4) Prospects of Indian apparel in overseas market.
- 5) Importance of textile industry in Indian economy
- 6) Organization structure of Export house and export procedures.
- 7) Sourcing: Introduction of Factors responsible in deciding fabrics, price, quality, lead time, factory suitability.

### Apparel Merchandising

(Practical)

Sourcing of fabrics, fasteners and trims.

## 4. WORLD ART APPRECIATION:

### OBJECTIVE:

To understand the history of world art and its movement that shaped humanity. A deeper appreciation for art and the benefits of artistic expression, this subject will guide students to the abundant resources focusing on art appreciation and art history.

### THEORY

#### UNIT – I

- a. Prehistoric Art: Paleolithic, Mesolithic, Neolithic
- b. Ancient near East: Mesopotamian, Sumerian, Akkadian, Neo-Sumerian, Babylonian, Assyrian, Neo-Babylonian, Persian.
- c. Egyptian Art: Old Kingdom, Middle Kingdom, New Kingdom.

#### UNIT – II

- a. Greek Art: Minoan, Mycenaean, Greek
- b. Roman Art: Republican Rome, Imperial Rome
- c. Byzantine Art: Byzantine
- d. Art in Early Europe: Celtic, Iron-Age Europe

#### UNIT – III

- a. Islamic Art: Islamic, Abbasid, Ghaznavids, Ayyubid, Fatimid, Nasrid, Mughal, Safavid, Ottoman
- b. Early Medieval Art: Early Medieval, Romanesque.
- c. Gothic Art: Gothic Art, Manuscripts
- d. Renaissance Art in Italy: Italo-Byzantine, Early Renaissance, High Renaissance



## UNIT – IV

- a. Renaissance Art Outside Italy: Northern Renaissance
- b. Baroque Art: Baroque
- c. 18th-Century Art: Late Baroque, Rococo, Romanticism
- d. 19th-Century Art: Romanticism, Neo-Classicism, Realism, Pre-Raphaelites, Realism, Impressionism, Post-Impressionism, Neo-Impressionism, Pointillism, Symbolism, Art Nouveau
- e. 20th-Century Art: Expressionism, Cubism, Futurism, Dada, Surrealism, Abstract Expressionism, Pop Art, Op Art, Minimalism, Performance Art, Environmental Art, Neo-Expressionism, Post-modernism

## 5. DRAPING & DRAFTING - II:

### UNIT – I

Dropped shoulder Yoke shirt with pleats, collar band detail and collar.

#### ACTIVITY:

Submission of last weeks' drape. Demonstration of the draping method of the above. Students to begin under lecturer's supervision.

### UNIT – II

Draping of Basic Sleeve and Mandarin collar onto the Princess Bodice.

#### ACTIVITY:

Submission of last weeks' drape. Demonstration of the draping methods. Students to begin under lecturer's supervision.

### UNIT – III

Revision and All Submissions.

#### ACTIVITY:

Submission of last weeks' drapes and any redo's. Demonstration of the draping methods. Students to submit designs/sketches of blouse project. Approval of blouse project designs and swatches.

### UNIT – IV

Blouse Project

#### ACTIVITY:

Demonstration of the draping methods. Students to begin under lecturer's supervision.

### UNIT – V

Draping of Tent Blouse with Shawl Collar

### UNIT – VI

Draping of Cowl Neckline

## UNIT – VII

Draping of Cowl Armhole.

## UNIT – VIII

Draping of Draped Dress with Tailored Collar

### 6. ADVANCE PATTERNMAKING AND GRADING:

#### OBJECTIVES:

To teach different aspects of Pattern Making and Grading

#### PRACTICAL

Unit I {12Classes} Developing Patterns for Adult Garments

- i. Nighty and gown
- ii. Choli blouse
- iii. Ladie's salwar Kameez
- iv. Ladie's saree blouse
- v. Trousers for ladies
- vi. Formal shirt for ladies (with collars and cuffs) Jackets

#### Unit II

Introduction to:

- i. Track grading
- ii. Nest grading

Grading the following:

- i. Basic bodice block
- ii. Basic sleeve block.
- iii. Basic skirt
- iv. Trousers.

### 7. ADVANCED GARMENT CONSTRUCTION - II:

#### OBJECTIVE:

To understand and apply the knowledge of advanced garment construction techniques.

#### PRACTICAL

Construction of:

- Nighty / gown
- Choli blouse, long body blouse
- Ladie's salwar Kameez
- Ladie's saree blouse( plain, belted)



## Semester – V

### SUBJECT

1. Fashion Photography	(T+P)
2. Apparel Marketing & Retail	(T)
3. Advanced Draping	(P)
4. Advance Garment construction-III	(P)
5. Accessory Design Module	(T+P)
6. Fashion Sales Promotion	(T)
7. PROJECT: Craft documentation	(PJR)

### 1. FASHION PHOTOGRAPHY

#### OBJECTIVE:

Introduce the students to Photography and guide them on tools required for Fashion photography.

#### THEORY:

- i. Introduction to Photography as a technique and art? How is image created?
- ii. Basic parts of a professional camera and its function.
- iii. Lighting techniques – Indoor and outdoor
- iv. Principles of composition.
- v. Lenses, Focal point and its uses
- vi. Fashion styling
- vii. Framing
- viii. View point and camera angle
- ix. Shooting with models and makeup artists.

#### PRACTICAL:

- i. Taking photographs on Basic principles of photography
- ii. Indoor model photography
- iii. Take photographs for fashion portfolio
- iv. Exposure and depth of field, lighting, Image editing.

## 2. APPAREL MARKETING & RETAIL:

### OBJECTIVES:

To understand market dynamics and gain ability to market ones design and products. To be able to understand merchandising functions and works in the capacity of a merchandiser/buyer. To understand the basics of fashion forecasting and marketing.

### Marketing Terminology:

Marketing, target customers, target market, Fashion Piracy, Couturiers, private labels, logo/label, licensing, Signature lines, franchise.

### Fashion terminology:

style, fashion, apparel, Silhouette, High fashion or High style, Advent-Grade.

Retailing- introduction and types of retail stores.

Fashion forecasting – Process, sources of fashion forecasting information.

### Types of fashion show.

- i. Marketing, sales, market conditions, perfect competition, cost elements cost contribution.
- ii. Budgets
- iii. Pricing policies
- iv. Consumer behavior
- v. Fashion Buyer and Buyer classification.

### Visual Merchandising

- i. Introduction to Visual Merchandising
- ii. Visual merchandising and display
- iii. Purpose of visual merchandising; Store image; Target customers; Seasonal visual merchandise; Windows Display

### ASSIGNMENTS

- a. Survey on famous brands available in market for men, women & children.
- b. Study of Layout, design and illustration for different kinds of store displays.
- c. Design Window display for a specific store and boutique.

### 3. ADVANCED DRAPING:

#### OBJECTIVE:

Student is introduced to the bias cut. Muslin fitting on mannequins and live models. Draping according to chosen sketches. The making of patterns in accordance with muslins and realizing them fabric (final project)

#### UNIT – I

##### Draped Dress Project

- a. Draping of Draped Dress Project from the selected photograph or sketch
- b. Cut the fabric using pattern pieces and sew the dress using industrial machine.
- c. Presentation of Project on dress form, pass up muslin pieces and paper pattern.
- d. Conclusion and presentation of the completed Draped Dress Project on dress form by each student.

#### UNIT – II

##### Draped Gowns Project

- a. Selection of picture for draping project.
- b. Selection of the right fabric.

#### UNIT – III

Use of specialty fabrics like silk, georgette & other light weights in designer outfits.

- a. How to handle and understand the drape of various fabrics.
- b. Demonstration on draping and handling of various different fabrics.

#### UNIT – IV

- a. Conversion of draped garment to final model or customer and trial fits.
- b. FINAL submission of stitched garment prepared using techniques of draping.

### 4. ADVANCED GARMENT CONSTRUCTION - II:

#### OBJECTIVE:

To understand and apply the knowledge of advanced garment construction techniques.

#### PRACTICAL

Construction of:

- Lehnga (sharara, garara, kali)
- Trousers for ladies
- Formal shirt for ladies (with collars and cuffs)

- Jackets
- Evening gown

## 5. ACCESSORY DESIGN MODULE

### OBJECTIVE:

To introduce students to kinds of accessories and their importance in fashion and day to day dressing. Introduce the students to different materials used for accessories.

### THEORY

#### UNIT – I

- History of accessories and its importance.
- Categories of accessories: Functional accessory and decorative accessory.
- Introduction to leather, metal and other materials.

#### UNIT – II

- Introduction to important accessory co-ordinates in daily life. eg, wallets, bags, shoes, belts, etc.
- Preview on traditional Indian and contemporary jewelry.

#### UNIT – III

- Visit to local accessory manufacturing units. E.g.; Jewelry, bags, shoes. Students to prepare a project report on the same.

### PRACTICAL:

#### UNIT – IV

- Sketching and illustration of an accessory that the student wants to create. (under guidance of course leader)
- Selection of material for the design.
- Creation of the design.
- Photoshoot of the design with Model. (to be included in the final portfolio)

## 6. FASHION SALES PROMOTION

### OBJECTIVES:

After studying this subject students will be able to:-explain the meaning and purpose of sales promotion, describe how sales promotion objectives are set. And sales promotion tools and programs.

## THEORY

### Unit-I

Meaning and Purpose of Sales Promotion:

### Unit-II

How Sales Promotion Objectives are set:

- i. Kinds of product
- ii. The buyer
- iii. Nature and size of market
- iv. Stages in product life cycle
- v. Management policy
- vi. Budget allocation available
- vii. Government regulations

### Unit-III.

Sales Promotion Tools and Programmes:

Tools and programmes for consumer's sales promotion:

- i. Sample
- ii. Demonstrations or Instructions Coupon
- iii. Money-refund orders
- iv. Premium(Gift) offers Price-off
- v. Contests or quizzes
- vi. Trading stamps

Fairs and exhibitions

- i. Public relations activities
- ii. Exchange scheme

Tools and programmes for dealers/distributors sales promotion:

Free display

- i. Retail demonstrations
- ii. Trade deals

Buying allowance

- i. Buy-back allowance
- ii. Free goods
- iii. Advertising and display

Contents:

Dealer

Training for salesmen

## PRACTICAL

- i. Developing sales promotion plans for different media.
- ii. Study of stock clearance sales.



## 7. CRAFT DOCUMENTATION (PROJECT):

### OBJECTIVE:

The student is given an opportune environment, which is conducive to interact and live among the traditional Indian craftsmen, to understand and document their craft. Also, student has to design a line of contemporary fashion taking inspiration from these crafts.

Identification of Craft for Project research and documentation.

- i. To understand the importance and concept of Traditional Craft and how it binds our culture. Identification of research topics within the craft.
- ii. Formation of groups among the students depending on their interest on the specific crafts. Research on favorable locations where students can travel to learn the craft.

Booking of travel and lodging.

- i. Create database of local representatives for the craft with the persons photograph and contact details.
- ii. Carry all important documentation equipment, like camera, notebooks, (optional – mic, recording audio/video)
- iii. Acquire the contact details of closest helpline numbers; like local police, hospital, etc. All students to carry mandatory mobile phones.
- iv. Understanding the local craft from concept to creation.
- v. Documentation of complete manufacturing processes and finishing and presentation.

Once students return and resume next semester, they will have 1 week's time to submit the project report.

## 8. SUMMER INDUSTRIAL INTERNSHIP:

### OBJECTIVE:

- i. This program is designed to introduce the student to industry and give him/her an opportunity to create a range of garments in the factory along with documenting the workings of the company.
- ii. Identification of boutiques/fashion house/brands that the students can join for summer internship.
- iii. Student is required to work full time in any of the above specified, to understand and get first-hand experience of the workings of the fashion industry.

- iv. The student will be required to perform as per the requirement of the person in charge. The student will follow the rules of the organization.
- v. The assessment of the student performance will be in the hands of the person in charge in the organization.
- vi. The student will be required to make a collection of garments during the period of internship. The garments will need to be documented and presented to the institute on return.
- vii. The student will submit a project report on the internship. Also including the functioning and process of the organization.

# Semester – VI

## SUBJECT

1. Entrepreneurship (T)
2. Fashion Portfolio (P)
3. Product Line Development & Presentation (P)  
Final Collection concept and presentation to Jury  
Preparation and creation of Final range  
Final fashion Show

## 1. ENTREPRENEURSHIP

### OBJECTIVE:

The purpose of this paper is to prepare a ground where the students view- Entrepreneurship as a desirable and feasible career option. In particular the paper seeks to Build the necessary competencies and motivation for a career in Entrepreneurship.

### Theory

### UNIT-I {6Classes}

Entrepreneurship – Definition, Role and expectations –Entrepreneurial styles and types –  
Characteristics of the Entrepreneur – Functions of an Entrepreneur

### UNIT-II

- a. Role of Government agencies in the Entrepreneurship Development – District Industries Centers (DIC),
- b. Small Industries Service Institute (SISI),
- c. Entrepreneurship Development Institute of India (EDII),
- d. National Institute of Entrepreneurship & Small Business Development (NIESBUD),
- e. National Entrepreneurship Development Board (NEDB)

### UNIT III

- 1) Introduction to Retailing
  - a. Retail industry
  - b. Trends in retailing
- 2) Classification of retail organization
- 3) Setting up a retail organization

## UNIT-IV

### 1) Women Entrepreneurship –

- a. Need
- b. Growth of women Entrepreneurship

## PRACTICAL

Preliminary screening and aspects of the detailed study of the feasibility of the business idea.

## CASE STUDY-

Working one week in a local boutique, understanding their work culture Collection and Compilation of the material by the participants under the guidance of the Resource Person. Submission of assignment.

## PROJECT REPORT

- a. Market Survey/Research
- b. Report preparation, submission and presentation.

## 2. FASHION PORTFOLIO

### OBJECTIVE:

To create a professional fashion portfolio, using the skills acquired in the past 5 semesters, to showcase the signature style of the student and areas of interest towards the fashion industry.

### PROJECT:

Objective template and literature as a preface to the identity and signature style of the student.

Compilation of worthy past projects.

Prerequisite projects –

Commercial Design project (ideally targeting a competition brand)

Ethnic Design Collection

Internship collection and brief

Art and Craft project (from previous semester)

Kids wear collection.

Yarn Dye, Print project with 3D mapping

Each design collection with rendered Illustrations and

Flat sketches and cost sheets. Craft documentation

project with project brief.

Accessory Design project (sketch and photograph)

Final collection (illustration, swatches, photographs)

Most influential designer/fashion house. One page Case study on the same. Professional resume.

### 3. PRODUCT LINE DEVELOPMENT & PRESENTATION

#### OBJECTIVE:

To identify key competencies and skill sets of individual student and help him/her to conceptualize a theme for the final design collection.

#### PART -1: CONCEPT CREATION & PRESENTATION PRACTICAL

##### UNIT -I

- a) Discussion with the student on the inspiration for Design collection. 3 themes per student.
- b) Field work by students; collecting inspirations in terms of images, cuttings, videos, fabrics, etc Presentation of the same to internal mentors. Finalize on one theme for final design collection.
- c) Creation of design boards  
Mood board,  
Storyboard,  
Client board,  
Illustration sheet, (Minimum of 8 ensembles per collection) Flat specs  
Color Boards Swatch Card  
Embellishment/print board  
Trims/accessory board and cost sheet.

##### UNIT - II

- a) Preparation of drapes/pattern for each garment. Stitching and toile fittings on models.
- b) Presentation to concerned faculty for fitting issues and finalizing pattern

#### PART - 2: PREPERATION AND CREATION OF FINAL RANGE

##### UNIT - III

- i. Purchase of fabrics and trims for final garments.
- ii. Cutting of final garments.
- iii. Stitching of 3 ensemble of final collection.
- iv. Presentation of the same to External Jury for assessment /changes /comments.

Incorporate changes if any and proceed with the execution.

##### UNIT- IV

- i. Completion of stitching of final collection.
- ii. Final trial fit on the Models prior to Fashion Show.
- iii. Assessment of finishing/fit of the garments by concerned faculty.

## FINAL FASHION SHOW:

### OBJECTIVE:

To provide a platform to the students for showcasing their design collection to selected group of people from Industry, giving them a first-hand experience on how professional fashions are conducted.

### PRACTICAL

- a. Source accessories from Market for each ensemble to complete the look of the models.
- b. Photo shoot of the key ensembles of the collection.
- c. Work along with the complete team, including choreographer, models, light expert, sound expert, for rehearsals.
- d. Fashion Show of the Final Collection with complete look (including accessories, footwear, makeup, etc.)

Final assessment on ramp presence and appeal

