

SYLLABUS

FOR

B.A

APPAREL DESIGN

AND

CONSTRUCTION

CHOICE BASED CREDIT SYSTEM

2016 – 2017 ONWARDS

ANNEXURE – I

SCHEME AND SYLLABUS FOR CHOICE BASED CREDIT SYSTEM IN B.A IN APPAREL DESIGN AND CONSTRUCTION TO BE IMPLEMENTED FROM THE SESSION 2016-2017 ONWARDS

CONTENTS

Sr. No	Course	Course Name	Semester	Course Code	Award Type	Credits	Marks	
							Min	Max
SEMESTER-I								
1.	Core Course	English/MIL-1	I	Common for all Students				
	Ability Enhancement Compulsory Course (AECC)	(English/MIL communication) Or Environmental Science	I	Common for all Students				
	ADC Core -1A	Fundamental Textile Science and Apparel Construction-I	I	BAADC 101	Theory (ESE)	3	23	50
	ADC Core -1A	Fundamental Textile Science and Apparel Construction-I	I	BAADC 101(P)	Practical (ESE)	2	9	20
	ADC Core -1A	Fundamental Textile Science and Apparel Construction-I	I	BAADC 101(A)	Internal Assessment (CCA)	1	14	30
	Core Course	DSC-2A (Choice based course from other discipline)	I					
SEMESTER-II								
	Core Course	English/MIL-1	II	Common for all Students				
	Ability Enhancement Compulsory Course (AECC)	(English/MIL communication) Or Environmental Science	II	Common for all Students				

2.	ADC Core -1B	Fundamental Textile Science and Apparel Construction-II	II	BAADC 202	Theory (ESE)	3	23	50
	ADC Core -1B	Fundamental Textile Science and Apparel Construction-II	II	BAADC 202(P)	Practical (ESE)	2	9	20
	ADC- Core -1B	Fundamental Textile Science and Apparel Construction-II	II	BAADC202(A)	Internal Assessment (CCA)	1	14	30
	Core Course	DSC-2B (Choice based course from other discipline)	II					
SEMESTER-III								
3.	Core Course	English/MIL-2	III					
	ADC Core -1C	Textile Design Technique	III	BAADC 303	Theory (ESE)	3	23	50
	ADC Core -1C	Textile Design Technique	III	BAADC 303(P)	Practical (ESE)	2	9	20
	ADC Core -1C	Textile Design Technique	III	BAADC 303(A)	Internal Assessment (CCA)	1	14	30
	ADC SEC-1	Effective Dressing Skills	III	BAADC 304	Theory (ESE)	3	32	70
	4.	ADC SEC-1		III	BAADC 304(A)	Internal Assessment (CCA)	1	14
5.	Core Course	DSC-3C (Choice based course from other discipline)						
SEMESTER-IV								
	Core Course	English/MIL-2	IV					
	ADC Core -1D	Fashion Studies and Design Development	IV	BAADC 405	Theory (ESE)	3	23	50

5.	ADC Core -1D	Fashion Studies and Design Development	IV	BAADC 405(P)	Practical (ESE)	2	9	20
	ADC Core -1D	Fashion Studies and Design Development	IV	BAADC405(A)	Internal Assessment (CCA)	1	14	30
	Core Course	DSC-2D (Choice based course from other discipline)	IV					
6.	ADC SEC-2	Apparel Retail	IV	BAADC 406	Theory (ESE)	3	32	70
	ADC SEC-2	Apparel Retail	IV	BAADC 406(A)	Internal Assessment (CCA)	1	14	30
SEMESTER-V								
7.	ADC SEC-3	Apparel e-tail	V	BAADC 507	Theory (ESE)	3	32	70
	ADC SEC-3	Apparel e-tail	V	BAADC507(A)	Internal Assessment (CCA)	1	14	30
8.	ADC DSE-1	Apparel Industry and Quality management	V	BAADC 508	Theory (ESE)	3	23	50
	ADC DSE-1	Apparel Industry and Quality management	V	BAADC 508(P)	Practical (ESE)	2	9	20
	ADC DSE-1	Apparel Industry and Quality management	V	BAADC508(A)	Internal Assessment (CCA)	1	14	30
	ADC GE-1	Appreciation of Textile Crafts	V	BAADC 509	Theory (ESE)	3	23	50
	ADC GE-1	Appreciation of Textile Crafts	V	BAADC 509(P)	Practical (ESE)	2	9	20

9.	ADC GE-1	Appreciation of Textile Crafts	V	BAADC509(A)	Internal Assessm ent (CCA)	1	14	30
SEMESTER-VI								
10.	ADC- SEC-4	Fashion Event Management	VI	BAADC 610	Theory (ESE)	3	32	70
	ADC SEC-4	Fashion Event Management	VI	BAADC610(A)	Internal Assessm ent (CCA)	1	14	30
11.	ADC DSE-2	Apparel Construction	VI	BAADC 611	Theory (ESE)	3	23	50
	ADC DSE-2	Apparel Construction	VI	BAADC 611(P)	Practical (ESE)	2	9	20
	ADC DSE-2	Apparel Construction	VI	BAADC611(A)	Internal Assessm ent (CCA)	1	14	30
12.	ADC GE-2	Fashion Design and Development	VI	BAADC 612	Theory (ESE)	3	23	50
	ADC GE-2	Fashion Design and Development	VI	BAADC 612(P)	Practical (ESE)	2	9	20
	ADC GE-2	Fashion Design and Development	VI	BAADC612(A)	Internal Assessm ent (CCA)	1	14	30

ANNEXURE – II

DISTRIBUTION OF MARKS FOR CONTINUOUS COMPREHENSIVE ASSESSMENT IN EACH COURSE IN EACH SEMESTER

1. Minor Test : 15 Marks
 2. Class Tests, : 10 Marks
Tutorials /Assignments
 3. Attendance : 5 Marks
- Total Marks** : $15+10+5 = 30$ Marks

(1) Distribution of marks for conducting Minor Test

Note: Time permitted for conducting minor test shall be 1 hour

Two types of questions will be set in Minor Test:

- i) Ten MCQ's of $\frac{1}{2}$ mark each = 5 marks.
- ii) Two questions of 5 marks each ($2 \times 5 = 10$) of short answer type.

Total marks of Minor Test = $5+10 = 15$

Attendance: 5 marks (as per University rules)

ANNEXURE – III

Paper Setting Scheme for Semester Term End Examination

Maximum marks: 50

Minimum marks: 23

Maximum time: 3 hrs.

1. Instructions for Paper setters:

The question paper will consist of 5 sections:

- A. Compulsory
- B. Unit I
- C. Unit II
- D. Unit III
- E. Unit IV

Section A : It will be compulsory consisting of 18 marks with 10 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of 1 mark each and 4 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section C: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section D: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section E: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Total marks: $18+8+8+8+8 = 50$

2. Instructions for the students:

The students are required to attempt 5 questions in all. One compulsory question from section A and selecting one question from each of the sections B, C, D and E of the question paper.

ANNEXURE – IV

Paper Setting Scheme for Semester Term End Practical Examination

Maximum marks: 20

Minimum marks: 9

Maximum time: 3 hrs.

1. Instructions for Paper setters and candidates:

Laboratory examination will consist of three parts:

- (i) Performing a practical exercise assigned by the examiner – 10 marks
- (ii) Viva voce examination – 5 marks
- (iii) Practical file – 5 marks

Note: Viva voce examination will be related to the practical performed / seminar / assignment done by the candidate related to the paper during the course of the semester.

ANNEXURE – V

Distribution of marks for Continuous Comprehensive Assessment for Skill Enhancement Courses (SEC) from Third Semester onwards:

1. Minor Test : 15 Marks
 2. Class Tests, : 10 Marks
Tutorials /Assignments
 3. Attendance : 5 Marks
- Total Marks** : $15+10+5 = 30$ Marks

(2) Distribution of marks for conducting Minor Test

Note: Time permitted for conducting minor test shall be 1 hour.

Two types of questions will be set in Minor Test:

- (i) Ten MCQ's of $\frac{1}{2}$ mark each = 5 marks.
- (ii) Two questions of 5 marks each ($2 \times 5 = 10$) of short answer type.

Total marks of Minor Test = $5+10 = 15$

Attendance: 5 marks (as per University rules)

Paper Setting Scheme for Semester Term End Examination

Maximum marks: 70

Minimum marks: 32

Maximum time: 3 hrs.

1. Instructions for Paper setters:

The question paper will consist of 5 sections:

- A. Unit I Compulsory
- B. Unit II
- C. Unit III
- D. Unit IV
- E. Unit V

Section A : It will be compulsory consisting of 30 marks with 10 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of 1 mark each and 4 short answer type questions of 5 marks each.

Section B: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section C: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section D: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section E: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Total marks: $30+10+10+10+10 = 70$

2. Instructions for the students:

The students are required to attempt 5 questions in all. One compulsory question from section A and selecting one question from each of the sections B, C, D and E of the question paper.

B.A. APPAREL DESIGN AND CONSTRUCTION

Category of Papers	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	4	
	2. Effective Dressing Skills	4	
	3. Apparel Retail	4	
	4. Apparel e-tail	4	
Generic Electives(GE)	1. Fashion: Design and Development	4	2
	2. Appreciation of Textile Crafts	4	2

SEMESTER – I

BAADC101: FUNDAMENTAL TEXTILE SCIENCE & APPAREL CONSTRUCTION-I (DSC) (CREDITS: THEORY-4, PRACTICAL-2)

Objectives:

- To familiarize 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.

Distribution of marks for Continuous Comprehensive Assessment

1. Minor Test	:	15 Marks
2. Class Tests, Tutorials /Assignments	:	10 Marks
3. Attendance	:	5 Marks
Total Marks	:	15+10+5 = 30 Marks

(1) Distribution of marks for conducting Minor Test

Note: Time permitted for conducting minor test shall be 1 hour.

Two types of questions will be set in Minor Test:

- (i) Ten MCQ's of $\frac{1}{2}$ mark each = 5 marks.
- (ii) Two questions of 5 marks each (2X5=10) of short answer type.

Total marks of Minor Test = 5+10 = 15

Attendance: 5 marks (as per University rules)

Semester Term End Examination

Maximum marks: 50

Minimum marks: 23

Maximum time: 3 hrs.

(1) Instructions for Paper setters:

The question paper will consist of 5 sections:

- A. Compulsory
- B. Unit I
- C. Unit II
- D. Unit III
- E. Unit IV

Section A : It will be compulsory consisting of 18 marks with 10 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of 1 mark each and 4 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section C: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section D: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section E: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Total marks: $18+8+8+8+8 = 50$

(2) Instructions for the students:

The students are required to attempt 5 questions in all. One compulsory question from section A and selecting one question from each of the sections B, C, D and E of the question paper.

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 fabric for clothing construction-shrinking, straightening, layout, marking and cutting of patterns

UNIT II – Introduction to the 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 and factors affecting choices.
- Fabric characteristics: Construction, Texture, Hand, weight, width
- Linings and interlinings(types and their application)
- Home furnishings: Standard size and selection of common household linen-towel, cushion cover, table linen, bed sheets and pillow covers
- Selection of fabrics and clothing for infants and children

UNIT IV - Textile Science

25

- Introduction to textile fibers:
Primary and Secondary properties of fibres
Fibre - classifications based on their origin (natural and human-made) and length (staple and filament)
Identification of fibres through visual inspection, burning test, microscopic

test, chemical test

- Demonstration of Burning, Microscopic tests
- Properties related to performance and care of the following fibers: cotton, linen, wool, silk, rayon, nylon, acrylic, polyester
- Project on market survey of fabrics and trimmings: 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

Semester Term End Practical Examination

Maximum marks: 20

Minimum marks: 9

Maximum time: 3 hrs.

1. Instructions for Paper setters and candidates:

Laboratory examination will consist of three parts:

- (i) Performing a practical exercise assigned by the examiner – 10 marks
- (ii) Viva voce examination – 5 marks
- (iii) Practical file – 5 marks

Note: Viva voce examination will be related to the practical performed / seminar / assignment done by the candidate related to the paper during the course of the semester.

PRACTICAL

BAADC101 (P)

30 periods

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

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 Practical, Asian Publishers, Darya Ganj, 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).

SEMESTER II

BAADC 202: FUNDAMENTAL TEXTILE SCIENCE & APPAREL CONSTRUCTION – II (DSC)

(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.

Distribution of marks for Continuous Comprehensive Assessment

1. Minor Test : 15 Marks
2. Class Tests, : 10 Marks
Tutorials /Assignments
3. Attendance : 5 Marks

Total Marks : 15+10+5 = 30 Marks

(1) Distribution of marks for conducting Minor Test

Note: Time permitted for conducting minor test shall be 1 hour.

Two types of questions will be set in Minor Test:

- (i) Ten MCQ's of $\frac{1}{2}$ mark each = 5 marks.
- (ii) Two questions of 5 marks each (2X5=10) of short answer type.

Total marks of Minor Test = 5+10 = 15

Attendance: 5 marks (as per University rules)

Semester Term End Examination

Maximum marks: 50

Minimum marks: 23

Maximum time: 3 hrs.

(1) Instructions for Paper setters:

The question paper will consist of 5 sections:

- A. Compulsory
- B. Unit I
- C. Unit II
- D. Unit III
- E. Unit IV

Section A : It will be compulsory consisting of 18 marks with 10 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of 1 mark each and 4 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section C: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section D: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section E: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Total marks: $18+8+8+8+8 = 50$

(2) Instructions for the students:

The students are required to attempt 5 questions in all. One compulsory question from section A and selecting one question from each of the sections B, C, D and E of the question paper.

THEORY

LECTURES: 60

UNIT I - Yarns

12

- Basic steps in mechanical and chemical spinning
- Yarn Properties : Yarn twist, Yarn numbering.
- 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 the Market
- Other methods of fabric construction: felting, non-woven, laces, braids, and nets - their properties

UNIT III - Finishes

12

- Introduction, significance and classification
- Basic finishes-scouring, bleaching, singeing, mercerization, tentering, calendaring
- Special finishes – Crease resistant, flame retardant, water - repellent, water proofing mothproofing, antistatic finish

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 patternmaking, Draping
Kinds of paper pattern - blocks, commercial pattern
Pattern information, marking symbols

Semester Term End Practical Examination

Maximum marks: 20

Minimum marks: 9

Maximum time: 3 hrs.

1. Instructions for Paper setters and candidates:

Laboratory examination will consist of three parts:

- (i) Performing a practical exercise assigned by the examiner – 10 marks
- (ii) Viva voce examination – 5 marks
- (iii) Practical file – 5 marks

Note: Viva voce examination will be related to the practical performed / seminar / assignment done by the candidate related to the paper during the course of the semester.

PRACTICAL

BAADC102 (P)

30 periods

Basic Drafting:

1. Child's basic bodice block
2. Child's basic sleeve block
3. Adaptation of drafts:
Basic sleeve adaptation to flared, puff sleeve
4. Drafting of collars on basic neckline-Peter pan, Shirt collar

Apparel Construction:

5. Samples of pleats, tucks, gathers
6. A-Line Frock
7. Child's Pyjama
8. Petticoat six paneled

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., USA, 1985.
- Joseph, M.L., Essentials of Textiles (5th Edition), Holt, Rinehart and Winston Inc., Florida, 1988.
- Tortora, G, Phyllis. Understanding Textiles (2nd Edition), Mc Millan 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 Academy, Bhopal, 2003. (Hindi Book).

SEMESTER III

BAADC 303: TEXTILE DESIGN TECHNIQUES (DSC)

(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- history, motifs used, colour combinations used, present day status.

Distribution of marks for Continuous Comprehensive Assessment

2. Minor Test	:	15 Marks
3. Class Tests, Tutorials /Assignments	:	10 Marks
4. Attendance	:	5 Marks

Total Marks : 15+10+5 = 30 Marks

(1) Distribution of marks for conducting Minor Test

Note: Time permitted for conducting minor test shall be 1 hour.

Two types of questions will be set in Minor Test:

- (i) Ten MCQ's of $\frac{1}{2}$ mark each = 5 marks.
- (ii) Two questions of 5 marks each (2X5=10) of short answer type.

Total marks of Minor Test = 5+10 = 15

Attendance: 5 marks (as per University rules)

Semester Term End Examination

Maximum marks: 50

Minimum marks: 23

Maximum time: 3 hrs.

(1) Instructions for Paper setters:

The question paper will consist of 5 sections:

- A. Compulsory
- B. Unit I
- C. Unit II
- D. Unit III
- E. Unit IV

Section A : It will be compulsory consisting of 18 marks with 10 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of 1 mark each and 4 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section C: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section D: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section E: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Total marks: $18+8+8+8+8 = 50$

(2) Instructions for the students:

The students are required to attempt 5 questions in all. One compulsory question from section A and selecting one question from each of the sections B, C, D and E of the question paper.

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

UNIT II - Dyeing Process

- 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 III - 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 IV -Traditional Indian Textiles and Embroidery

26

- Indian Hand Embroideries : Kantha of Bengal, Phulkari of Punjab, Kashida of Kashmir, Kutch work (Gujarat), Chikankari of Uttar Pradesh, Chamba Rumal of Himachal Pradesh, with reference to history, Motifs, Color combination, Type of threads stitches used.
- Traditional Indian Textiles: – Brocades of Benaras and Aurangabad, Baluchar sarees Jamdani, Ikat and Bandhani with reference to: history, production centres, techniques, designs and colours.

Visit: **Visit to Crafts Museum and Crafts Fairs**

Semester Term End Practical Examination

Maximum marks: 20

Minimum marks: 9

Maximum time: 3 hrs.

1. Instructions for Paper setters and candidates:

Laboratory examination will consist of three parts:

- (i) Performing a practical exercise assigned by the examiner – 10 marks
- (ii) Viva voce examination – 5 marks
- (iii) Practical file – 5 marks

Note: Viva voce examination will be related to the practical performed / seminar / assignment done by the candidate related to the paper during the course of the semester.

PRACTICAL

BAADC 303 (P)

30 periods

1. Dyeing with direct dyes-cotton.
2. Tie and Dye technique and different styles-preparation of samples
3. Block printing using single and double colour blocks –placement of blocks
4. Stencil printing-samples/article.
5. Fabric painting/batik - a household article

6. Embroidery a minimum of ten stitches – preparation of any article
7. Preparation of an article/garment with a combination of techniques learnt above

RECOMMENDED READINGS

- Chattopadhyaya, K., Handicrafts of India, All India Handicrafts Board, New Delhi, 1975.
- Ikat Textiles of India. Chetna Desai, Chronicle Books, San Francisco, 1988.
- Silk Brocades. Yashodhara Roli & Janssen, B.V, New Delhi. 2003.
- Hand-woven Fabrics of India. Jasleen 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 lifetime. 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., USA, 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 Academy, Bhopal, 2003. (Hindi Book).
- Meller, Sand Eiffer, J., Textile Design, Thames and Hudson, London, 1991.

SEMESTER -IV

BAADC 405: FASHION STUDIES AND DESIGN DEVELOPMENT (DSC)

(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.

Distribution of marks for Continuous Comprehensive Assessment

1. Minor Test : 15 Marks
2. Class Tests, : 10 Marks
Tutorials /Assignments
3. Attendance : 5 Marks

Total Marks : 15+10+5 = 30 Marks

(1) Distribution of marks for conducting Minor Test

Note: Time permitted for conducting minor test shall be 1 hour.

Two types of questions will be set in Minor Test:

- (i) Ten MCQ's of $\frac{1}{2}$ mark each = 5 marks.
- (ii) Two questions of 5 marks each (2X5=10) of short answer type.

Total marks of Minor Test = 5+10 = 15

Attendance: 5 marks (as per University rules)

Semester Term End Examination

Maximum marks: 50

Minimum marks: 23

Maximum time: 3 hrs.

(1) Instructions for Paper setters:

The question paper will consist of 5 sections:

- A. Compulsory
- B. Unit I
- C. Unit II
- D. Unit III
- E. Unit IV

Section A : It will be compulsory consisting of 18 marks with 10 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of 1 mark each and 4 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section C: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section D: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section E: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Total marks: $18+8+8+8+8 = 50$

(2) Instructions for the students:

The students are required to attempt 5 questions in all. One compulsory question from section A and selecting one question from each of the sections B, C, D and E of the question paper.

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, boutique, bespoke

Inspiration and sources of fashion- printed sources, historic /traditional costumes,
media, travel, fabrics, awareness

Factors influencing fashion

1. Psychological
2. Sociological
3. Role of designers
4. News, Events and Personalities
5. Values and attitudes
6. Technological developments
7. Fashion excess

Effect of Industrial revolution on fashion

Fashion Cycle

Consumer identification with fashion life cycle its three stages –fashion leaders /
followers /innovators/ motivators/victims

Theories of Fashion Adoption –Trickle down, trickle up bottom up, trickle
across

Factors favoring and retarding fashion

- Major fashion Centers of the world and their leading designers-Paris, Milan, Tokyo
study any one from each centre, New York, London, India

UNIT IV - Design Development

16

Role of a designer in the following:

- Design development and sourcing of fabric
- Development of a sample garment and line
- Specification sheet and cost sheet
- Fashion forecasting, sources of fashion forecasting information

Semester Term End Practical Examination

Maximum marks: 20

Minimum marks: 9

Maximum time: 3 hrs.

1. Instructions for Paper setters and candidates:

Laboratory examination will consist of three parts:

- (i) Performing a practical exercise assigned by the examiner – 10 marks
- (ii) Viva voce examination – 5 marks
- (iii) Practical file – 5 marks

Note: Viva voce examination will be related to the practical performed / seminar / assignment done by the candidate related to the paper during the course of the semester.

PRACTICAL

BAADC 403 (P)

30 periods

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

RECOMMENDED READINGS

- The Dynamics of Fashion, Elaine Stone, Fairchild Publication, 2008.
- Frings, Gini, Fashion - From Concept to Consumer (5th Edition), Prentice Hall Publications, 1996.
- Marshal, S.G, Jackson, H.O, Stanley, M. S, Kefgen & 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 Academy, Bhopal. 2003 (Hindi Book).
- Jarnow, J and Judelle, B. Inside Fashion Business. Merill Prentice Hall, New Jersey, 1987.
- Sodha, Manmeet. History of Fashion, Kalyani Publishers, Ludhiana. 2009.

SEMESTER V

BAADC 508: APPAREL INDUSTRY AND QUALITY ASSESSMENT (DSE)

(CREDITS: THEORY-4, PRACTICAL-2)

Objectives

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

Distribution of marks for Continuous Comprehensive Assessment

1. Minor Test : 15 Marks
2. Class Tests, Tutorials /Assignments : 10 Marks
3. Attendance : 5 Marks

Total Marks : 15+10+5 = 30 Marks

(1) Distribution of marks for conducting Minor Test

Note: Time permitted for conducting minor test shall be 1 hour.

Two types of questions will be set in Minor Test:

- (i) Ten MCQ's of $\frac{1}{2}$ mark each = 5 marks.
- (ii) Two questions of 5 marks each (2X5=10) of short answer type.

Total marks of Minor Test = 5+10 = 15

Attendance: 5 marks (as per University rules)

Semester Term End Examination

Maximum marks: 50

Minimum marks: 23

Maximum time: 3 hrs.

(1) Instructions for Paper setters:

The question paper will consist of 5 sections:

- A. Compulsory
- B. Unit I
- C. Unit II
- D. Unit III
- E. Unit IV

Section A : It will be compulsory consisting of 18 marks with 10 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of 1 mark each and 4 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section C: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section D: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section E: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Total marks: $18+8+8+8+8 = 50$

(2) Instructions for the students:

The students are required to attempt 5 questions in all. One compulsory question from section A and selecting one question from each of the sections B, C, D and E of the question paper.

THEORY

LECTURES: 60

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 in garments through -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 IV – Marketing in Apparel Industry

22

- Introduction to Apparel marketing and merchandising concepts 4P's 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

Semester Term End Practical Examination

Maximum marks: 20

Minimum marks: 9

Maximum time: 3 hrs.

1. Instructions for Paper setters and candidates:

- (i) Laboratory examination will consist of three parts:
- (ii) Performing a practical exercise assigned by the examiner – 10 marks
- (iv) Viva voce examination – 5 marks
- (v) Practical file – 5 marks

Note: Viva voce examination will be related to the practical performed / seminar / assignment done by the candidate related to the paper during the course of the semester.

PRACTICAL

BAADC 508 (P)

30 periods

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

RECOMMENDED READINGS

- Stamper, A. A., S. H. Sharp and L.B. Donnell. Evaluating Apparel Quality. Fairchild Publications, America. 1986.
- 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, McGraw Hill Inc. 1985.
- Jackson, Tim. Mastering Fashion and Merchandising Management, McMillan Press, London. 2001.
- Diamond, E. Fashion Retailing a Multi channel Approach. Prentice Hall. 2005.

- Grace, E. Introduction to Fashion Merchandising, Prentice Hall, New Jersey, 1978.

SEMESTER VI

BAADC: 611 APPAREL CONSTRUCTION (DSE)

(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.

Distribution of marks for Continuous Comprehensive Assessment

1. Minor Test : 15 Marks
2. Class Tests, : 10 Marks
Tutorials /Assignments
3. Attendance : 5 Marks

Total Marks : 15+10+5 = 30 Marks

(1) Distribution of marks for conducting Minor Test

Note: Time permitted for conducting minor test shall be 1 hour.

Two types of questions will be set in Minor Test:

- (i) Ten MCQ's of $\frac{1}{2}$ mark each = 5 marks.
- (ii) Two questions of 5 marks each (2X5=10) of short answer type.

Total marks of Minor Test = 5+10 = 15

Attendance: 5 marks (as per University rules)

Semester Term End Examination

Maximum marks: 50

Minimum marks: 23

Maximum time: 3 hrs.

(1) Instructions for Paper setters:

The question paper will consist of 5 sections:

- A. Compulsory
- B. Unit I
- C. Unit II
- D. Unit III
- E. Unit IV

Section A : It will be compulsory consisting of 18 marks with 10 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of 1 mark each and 4 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section C: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section D: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section E: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Total marks: $18+8+8+8+8 = 50$

(2) Instructions for the students:

The students are required to attempt 5 questions in all. One compulsory question from section A and selecting one question from each of the sections B, C, D and E of the question paper.

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 kinds 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, e tailing
- 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 functions of various CAD

Semester Term End Practical Examination

Maximum marks: 20

Minimum marks: 9

Maximum time: 3 hrs.

1. Instructions for Paper setters and candidates:

Laboratory examination will consist of three parts:

- (i) Performing a practical exercise assigned by the examiner – 10 marks
- (ii) Viva voce examination – 5 marks
- (iii) Practical file – 5 marks

Note: Viva voce examination will be related to the practical performed / seminar / assignment done by the candidate related to the paper during the course of the semester.

PRACTICAL

BAADC 611(P)

30 periods

1. Pattern making :

- 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 Aping

Demonstration

Basic Bodice Block-Front and Back

Skirt-front & back, Flared skirt

Workshops Special Lectures: 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 Practical. Asian Publishers, Darya Ganj 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).
- 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.

SEMESTER - III

BAADC 304: EFFECTIVE DRESSING SKILLS (SEC)

(CREDITS: THEORY- 4)

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 recognize 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

Distribution of marks for Continuous Comprehensive Assessment

1. Minor Test	:	15 Marks
2. Class Tests, Tutorials /Assignments	:	10 Marks
3. Attendance	:	5 Marks
Total Marks	:	15+10+5 = 30 Marks

(1) Distribution of marks for conducting Minor Test

Note: Time permitted for conducting minor test shall be 1 hour.

Two types of questions will be set in Minor Test:

- (i) Ten MCQ's of ½ mark each = 5 marks.
- (ii) Two questions of 5 marks each (2X5=10) of short answer type.

Total marks of Minor Test = 5+10 = 15

Attendance: 5 marks (as per University rules)

Semester Term End Examination

Maximum marks: 70

Minimum marks: 32

Maximum time: 3 hrs.

(1) Instructions for Paper setters:

The question paper will consist of 5 sections:

- A.** Compulsory
- B.** Unit I
- C.** Unit II
- D.** Unit III
- E.** Unit IV

Section A : It will be compulsory consisting of 30 marks with 10 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of 1 mark each and 4 short answer type questions of 5 marks each.

Section B: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section C: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section D: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section E: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Total marks: $30+10+10+10+10 = 70$

(2) Instructions for the students:

The students are required to attempt 5 questions in all. One compulsory question from section A and selecting one question from each of the sections B, C, D and E of the question paper.

THEORY

LECTURES: 60

UNIT I - Psychological and Sociological influences of clothing

10

- Theories of Clothing
- How dress affects behavior
- Non verbal Communication: First impressions and its importance
- Verbal Communication: Self Concept & Image

UNIT II - A. Evaluating the body-

15

- Silhouette – silhouette lines (outside, inside)
- Pattern & Fabric/ creating illusions
- 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 children adolescents and adults according to **20**

- 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

15

- 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 in Apparel designing

Care and Maintenance of Wardrobe- 4

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

RECOMMENDED READINGS

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

SEMESTER -IV

BAADC 406 APPAREL RETAIL (SEC)

(CREDITS: THEORY: 4)

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 P's of marketing, basic principles of visual merchandising and effective customer handling practices.

Distribution of marks for Continuous Comprehensive Assessment

- | | | |
|---|---|---------------------------|
| 1. Minor Test | : | 15 Marks |
| 2. Class Tests,
Tutorials /Assignments | : | 10 Marks |
| 3. Attendance | : | 5 Marks |
| Total Marks | : | 15+10+5 = 30 Marks |

(2) Distribution of marks for conducting Minor Test

Note: Time permitted for conducting minor test shall be 1 hour.

Two types of questions will be set in Minor Test:

- (i) Ten MCQ's of $\frac{1}{2}$ mark each = 5 marks.
- (ii) Two questions of 5 marks each (2X5=10) of short answer type.

Total marks of Minor Test = 5+10 = 15

Attendance: 5 marks (as per University rules)

Semester Term End Examination

Maximum marks: 70

Minimum marks: 32

Maximum time: 3 hrs.

(1) Instructions for Paper setters:

The question paper will consist of 5 sections:

- A. Compulsory
- B. Unit I
- C. Unit II
- D. Unit III
- E. Unit IV

Section A : It will be compulsory consisting of 30 marks with 10 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of 1 mark each and 4 short answer type questions of 5 marks each.

Section B: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section C: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section D: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section E: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Total marks: $30+10+10+10+10 = 70$

(2) Instructions for the students:

The students are required to attempt 5 questions in all. One compulsory question from section A and selecting one question from each of the sections B, C, D and E of the question paper.

THEORY

LECTURES: 60

UNIT I – Retailing

15

Introduction

- Role of retail in marketing system
- Retail evolution in India: structural changes
- Business ethics and social responsibility
- Retail expansion in early 20th century

UNIT II - Overview of Fashion Retailing

15

- Uniqueness of apparel retailing
- Types of fashion retail outlets – Department stores, specialty 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

15

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

UNIT IV - Visual Merchandising – its importance

15

- Elements of visual presentation
- 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. 2011. The Business of Fashion 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 Publication
- Diamond, Ellen. Fashion retailing: A multi channel approach. Pearson Publications. 2012.
- Frings, Gini, Stephens. Fashion: From Concept to Consumer. Pearson Publications.

SEMESTER - V
BAADC 507: APPAREL e -TAIL (SEC)
(CREDITS: THEORY- 4)

Objectives

1. To provide an overview and insights in to the evolving business of apparel e – tailing.
2. To create an awareness of the broad categories of e -tailing 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 e-tail operations and an appreciation of the role of multichannel retailing.
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 P's of marketing, basic principles of visual merchandising and effective customer handling practices.

Distribution of marks for Continuous Comprehensive Assessment

- | | | |
|---|---|----------|
| 1. Minor Test | : | 15 Marks |
| 2. Class Tests,
Tutorials /Assignments | : | 10 Marks |
| 3. Attendance | : | 5 Marks |

Total Marks : 15+10+5 = 30 Marks

(1) Distribution of marks for conducting Minor Test

Note: Time permitted for conducting minor test shall be 1 hour.

Two types of questions will be set in Minor Test:

- (i) Ten MCQ's of ½ mark each = 5 marks.
- (ii) Two questions of 5 marks each (2X5=10) of short answer type.

Total marks of Minor Test = 5+10 = 15

Attendance: 5 marks (as per University rules)

Semester Term End Examination

Maximum marks: 70

Minimum marks: 32

Maximum time: 3 hrs.

(1) Instructions for Paper setters:

The question paper will consist of 5 sections:

- A. Compulsory
- B. Unit I
- C. Unit II
- D. Unit III
- E. Unit IV

Section A : It will be compulsory consisting of 30 marks with 10 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of 1 mark each and 4 short answer type questions of 5 marks each.

Section B: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section C: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section D: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section E: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Total marks: $30+10+10+10+10 = 70$

(2) Instructions for the students:

The students are required to attempt 5 questions in all. One compulsory question from section A and selecting one question from each of the sections B, C, D and E of the question paper.

THEORY

LECTURES: 60

UNIT I - Overview of Fashion e-tailing

15

- Uniqueness of apparel in e-tailing
- Types of fashion e-tail outlets
- Strengths & weaknesses of apparel retail & e-tail from vendor and consumer points of view

UNIT II - Overview of Multi-channel retailing

10

- Organizational structure
- Advantages

UNIT III - Basics of e-tail business

20

- Broad categories of E-business models – brokerage model, advertising model, e-diary 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

15

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

RECOMMENDED READINGS

- Leslie David Burns, Nancy O. Bryant, 2011 The Business of Fashion Fairchild Publications
- Lynda Gamans Poloian, 2009, Multichannel retailing, Fairchild Publications.
- Elaine Stone, 198, 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.

SEMESTER - VI
BAADC: 610 FASHION EVENT MANAGEMENT (SEC)
(CREDITS: THEORY - 4)

Objectives

1. To create an understanding of the different types of fashion events and the planning required for their successful organization.
2. To familiarize the students with the various practical steps required for successful organization 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 organization of fashion events: Design development and sourcing of fabric, Development of a sample garment and line.
4. Specification sheet and cost sheet, Fashion forecasting, sources of fashion forecasting information rough project work.

Distribution of marks for Continuous Comprehensive Assessment

- | | | |
|---|---|----------|
| 1. Minor Test | : | 15 Marks |
| 2. Class Tests,
Tutorials /Assignments | : | 10 Marks |
| 3. Attendance | : | 5 Marks |

Total Marks : 15+10+5 = 30 Marks

(1) Distribution of marks for conducting Minor Test

Note: Time permitted for conducting minor test shall be 1 hour.

Two types of questions will be set in Minor Test:

- (i) Ten MCQ's of ½ mark each = 5 marks.
- (ii) Two questions of 5 marks each (2X5=10) of short answer type.

Total marks of Minor Test = 5+10 = 15

Attendance: 5 marks (as per University rules)

Semester Term End Examination

Maximum marks: 70

Minimum marks: 32

Maximum time: 3 hrs.

(1) **Instructions for Paper setters:**

The question paper will consist of 5 sections:

- A. Compulsory
- B. Unit I
- C. Unit II
- D. Unit III
- E. Unit IV

Section A : It will be compulsory consisting of 30 marks with 10 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of 1 mark each and 4 short answer type questions of 5 marks each.

Section B: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section C: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section D: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section E: There will be two questions of 10 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Total marks: $30+10+10+10+10 = 70$

(2) **Instructions for the students:**

The students are required to attempt 5 questions in all. One compulsory question from section A and selecting one question from each of the sections B, C, D and E of the question paper.

UNIT I - Understanding Fashion Events & their Planning and Management Needs 15

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 – fashion show, fairs & tradeshow, 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 avenue
 - Guest lists and Invitations
 - Organizing the required production team and preparing duty charts
 - Budget estimation
 - Seeking sponsorships–writing sponsorship letters

UNIT II - Designing Fashion Show**15**

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

UNIT III - Executing a fashion show**15****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 IV - Marketing & Managing Fashion events

15

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 (3rdEdition), Fairchild Publication. NY.
- Silvers, Julia Rutherford (2012). Professional Event Co-ordination. Wiley 2 edition.
- Taylor, Paula. (2012). How to Produce a Fashion Show, from A to Z, Pearson Prentice Hall.

SEMESTER -V

BAADC: 509 APPRECIATION OF TEXTILE CRAFTS (GE)

(CREDITS: THEORY- 4, PRACTICAL -2)

Objective

1. Encourage appreciation of the traditional crafts and textiles of India.

Distribution of marks for Continuous Comprehensive Assessment

1. Minor Test : 15 Marks
2. Class Tests, Tutorials /Assignments : 10 Marks
3. Attendance : 5 Marks

Total Marks : 15+10+5 = 30 Marks

(1) Distribution of marks for conducting Minor Test

Note: Time permitted for conducting minor test shall be 1 hour.

Two types of questions will be set in Minor Test:

- (i) Ten MCQ's of $\frac{1}{2}$ mark each = 5 marks.
- (ii) Two questions of 5 marks each (2X5=10) of short answer type.

Total marks of Minor Test = 5+10 = 15

Attendance: 5 marks (as per University rules)

Semester Term End Examination

Maximum marks: 50

Minimum marks: 23

Maximum time: 3 hrs.

(1) Instructions for Paper setters:

The question paper will consist of 5 sections:

- A. Compulsory
- B. Unit I
- C. Unit II
- D. Unit III
- E. Unit IV

Section A : It will be compulsory consisting of 18 marks with 10 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of 1 mark each and 4 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section C: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section D: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section E: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Total marks: $18+8+8+8+8 = 50$

(2) Instructions for the students:

The students are required to attempt 5 questions in all. One compulsory question from section A and selecting one question from each of the sections B, C, D and E of the question paper.

THEORY

LECTURES: 60

UNIT I - Traditional needle craft techniques

15

- Kashida of Kashmir
- Kasuti of Karnataka
- Kantha of Bengal
- Chikankari and Zardozi of Uttar Pradesh
- Cutch work of Gujarat
- Phulkari of Punjab.
- Chamba Rumals of Himachal Pradesh.

UNIT II - Dyed, Painted and Printed Textiles

15

- Kalamkari of Andhra Pradesh
- Bandhani of Rajasthan and Gujarat.
- Ikats
- Pichwais of Rajasthan
- Ajrakh
- Bagru
- Madhubani paintings of Bihar.

UNIT – III Woven Saris of India

17

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

UNIT - IV Shawls and Carpets of various centres

13

Kashmir, Uttar Pradesh, Sikkim, Nagaland

Semester Term End Practical Examination

Maximum marks: 20

Minimum marks: 9

Maximum time: 3 hrs.

1. Instructions for Paper setters and candidates:

Laboratory examination will consist of three parts:

- (iv) Performing a practical exercise assigned by the examiner – 10 marks
- (v) Viva voce examination – 5 marks
- (vi) Practical file – 5 marks

Note: Viva voce examination will be related to the practical performed / seminar / assignment done by the candidate related to the paper during the course of the semester.

PRACTICAL

BAADC 509 (P)

30 periods

1. Tie and Dye techniques

- Demonstration of techniques and preparation of samples
- Development of Home textile products

2. Embroidery different types of stitches

Samples of kantha, phulkari, Chikankari, Kutch work, Kashida, Chamba Rumals

- Interaction with artisan
- Development of bags/pouches yokes/borders for a desired product

3. Printing

- 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. New Delhi.
- Das, Shukla, 1992. Fabric Art - Heritage of India. Abhinav Publications, New Delhi.

SEMESTER VI

BAADC 612: FASHION: DESIGN AND DEVELOPMENT (GE)

(CREDITS: THEORY- 4, PRACTICAL - 2)

Objectives

1. To familiarize the students with the Indian costume of the Vedic and Mughal period.
2. To understand how fashion details are developed.
3. How fashion is forecasted and knowledge about the fashion centres of the world.

Distribution of marks for Continuous Comprehensive Assessment

1. Minor Test : 15 Marks
2. Class Tests, : 10 Marks
Tutorials /Assignments
3. Attendance : 5 Marks

Total Marks : 15+10+5 = 30 Marks

(1) Distribution of marks for conducting Minor Test

Note: Time permitted for conducting minor test shall be 1 hour.

Two types of questions will be set in Minor Test:

- (i) Ten MCQ's of $\frac{1}{2}$ mark each = 5 marks.
- (ii) Two questions of 5 marks each (2X5=10) of short answer type.

Total marks of Minor Test = 5+10 = 15

Attendance: 5 marks (as per University rules)

Semester Term End Examination

Maximum marks: 50

Minimum marks: 23

Maximum time: 3 hrs.

(1) Instructions for Paper setters:

The question paper will consist of 5 sections:

- A. Compulsory
- B. Unit I
- C. Unit II
- D. Unit III
- E. Unit IV

Section A : It will be compulsory consisting of 18 marks with 10 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of 1 mark each and 4 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section C: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section D: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Section E: There will be two questions of 8 marks each. These questions may contain sub parts and will be of long answer type. The student will attempt one out of the two questions.

Total marks: $18+8+8+8+8 = 50$

(2) Instructions for the students:

The students are required to attempt 5 questions in all. One compulsory question from section A and selecting one question from each of the sections B, C, D and E of the question paper.

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

Fashion centres and designers of the world

10

- France, Milan, Italy, UK, Japan, New York, India.

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 and designing a successful garment

21

- Forecasting background
- Forecasting industry
- Process: Colour, inspiration, graphics and labelling, fabrication and silhouette, details, mood boards
- Role of a designer
- Facets of successful design, aesthetics
- Organization of a line
- Fabricating a line
- Cost of a garment

Semester Term End Practical Examination

Maximum marks: 20

Minimum marks: 9

Maximum time: 3 hrs.

1. **Instructions for Paper setters and candidates:**

Laboratory examination will consist of three parts:

- (i) Performing a practical exercise assigned by the examiner – 10 marks
- (ii) Viva voce examination – 5 marks
- (iii) Practical file – 5 marks

Note: Viva voce examination will be related to the practical performed / seminar / assignment done by the candidate related to the paper during the course of the semester.

PRACTICAL

BAADC 612(P)

30 periods

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

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. (2008). Fashion Forecasting. Wiley Blackwell.
- Tate, S.L. and Edwards, M.S. (1982). The Complete Book of Fashion Design. Harper & Row Publication. New York.