

**SYLLABUS
FOR
B.A
APPAREL DESIGN AND
CONSTRUCTION
CHOICE BASED CREDIT SYSTEM
2016 – 2017 ONWARDS**

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

SEMESTER – I

FUNDAMENTAL TEXTILESCIENCE & APPARELCONSTRUCTION-I

(DSC) BAADC101

(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

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 $\frac{1}{2}$ marks 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

Semester Term End Examination

Maximum marks: 40

Minimum marks: 18

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 12 marks with 12 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of ½ marks each and 3 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 7 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 7 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 7 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 7 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: $12+7+7+7+7 = 40$

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, bedsheets 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
Fiber- classifications based on their origin (natural and human-made) and length (staple and filament)
Identification of fibers 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

PRACTICAL**BAADC 101(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	Decorativestitches-chain,herringbone,stem,running,lazy-daisy,satin,Frenchknot,bullion Stitch ,buttonhole, satin, etc.	2
	Introduction to a sewing machine with a demonstration and practice of learning the running of	1
	Sewing machine fabric paper on straight lines, curved lines and corners	
4	Plain seam and seam finishes–Pinking, Turned and Stitched, Edge stitched, overcast finish, Over locked, piped finish	2
5	French seam, run-n-fell seam, lapped seam, topstitching, piped seam	2
6	Fasteners : button ,buttonholes ,press buttons ,hook-n-eye	1
7	Necklines and their finishing: bias binding ,bias facing,	2
8	Construction of a pillow cover	2

RECOMMENDED READINGS

- Corbman,P.B.,Textiles- FibretoFabric,GreggDivision/McGrawHillBookCo.,US,1985.
- Joseph M.L., Essentials of Textiles (5thEdition), Holt, Rinehart and WinstonInc.,Florida,1988.
- Tortora, G, Phyllis ,Understanding Textiles (2ndEdition),McMillanCo.,USA,1987.
- Pizzuto, J. ,Fabric Science (6thEdition), Fairchild Publications.
- CompleteGuidetoSewing-ReadersDigest,Thereader'sdigestassociation,1976
- CompleteBookofSewing,AlisonSmithDorlingKindersley,1999
- Singer Sewing Book, Gladys Cunningham, The Singer Company
- Verma,Gayatri,CuttingandStitchingPratical,AsianPublishers,DaryaGang,NewDelhi,2007.(Hindi Book)
- Shorie,G.P.,VastraVigyanKeMoolSidhant,VinodPustakMandir,HospitalRoad,Agra ,2007.(Hindi Book)
- Verma,Promila.,VastraVigyanAvamParidhan,MadhyaPradeshHindiGranthAcademy,Bhopal,2003.(Hindi Book)

SEMESTER II

BAADC 202 : FUNDAMENTAL TEXTILE SCIENCE & APPAREL CONSTRUCTION -II

(CREDITS: THEORY-4,PRACTICAL-2)

Objectives

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

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

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

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

Total marks of Minor Test = 5+10 = 15

Semester Term End Examination

Maximum marks: 40

Minimum marks: 18

Maximum time: 3 hrs.

3. Instructions for Paper setters:

The question paper will consist of 5 sections:

- Compulsory
- Unit I
- Unit II
- Unit III
- Unit IV

Section A : It will be compulsory consisting of 12 marks with 12 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of $\frac{1}{2}$ marks each and 3 short

answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 7 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 7 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 7 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 7 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: $12+7+7+7+7 = 40$

4. 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 variation s–Plain ,twill, satin
- Fancy Weaves –Leno ,Dobby, Jacquard, Pile, Surface figure
- Knitting :wales, courses and identification, General properties of knitted fabrics ,basic weft and warp knitted structures
- Blends: Reasons for Blending, properties, common blends available in Market
- Other methods of fabric construction: felting, non-woven, laces ,braids, and nets-their properties

UNIT III -Finishes

12

- Introduction, significance and classification

- Basic finishes-scouring, bleaching, singeing, mercerization, tentering , calendaring
- Special finishes – Crease resistant, flame retardant, water-repellant, 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.

PRACTICAL

BAADC202(P)

periods 30

Basic Drafting:

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

RECOMMENDED READINGS

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

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

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-motifs used, colour combinations used etc.

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

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 $\frac{1}{2}$ marks 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

Semester Term End Examination

Maximum marks: 40

Minimum marks: 18

Maximum time: 3 hrs.

5. 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 12 marks with 12 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of $\frac{1}{2}$ marks each and 3 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 7 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 7 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 7 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 7 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: $12+7+7+7+7 = 40$

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

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

PRACTICAL

BAADC303(P)

periods -30

- 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
- 4 Fabric painting- a household article
- 5 Batik
- 6 Embroidery – 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.
- Ikattextiles of India Chelna Desai, Chronicle Books, San Francisco, 1988
- Silk Brocades Yashodhara Roli & Janssen BV, New 2003
- Hand-woven Fabrics of India, Jaslen Dhamija and Jyotindra Jain, Mapin Publishing Pvt. Ltd. Ahmedabad, 1989
- Tie-Dyed textiles of India, Veronica Murphy & Rosemary Crill, Victoria & Albert Museum, London, 1991
- Traditional Indian costumes and Textiles, Parul Bhatnagar, Abhishek Publication, Chandigarh, 2004
- Threads and voices Laila Tyabji Marg Publications, 2007
- Designs for a 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., US, 1985.
- Joseph M. L., Essentials of Textiles (5th Edition), Holt, Rinehart and Winston Inc., Florida, 1988.
- Tortora, G, Phyllis, Understanding Textiles (2nd Edition), McMillan Co., USA, 1987.
- Miles, L., Textile Printing, (2nd Edition), Society of Dyers and Colourists, England, 1994.
- Clarke, W., An introduction to Textile Printing, Newnes-Butterworths, Boston, 1977.
- Storey, J., Manual of Textile Printing, Thames and Hudson publication, London, 1992
- Shorie, G. P., Vastra Vigyan Ke Mool Sidhant, Vinod Pustak Mandir, Hospital Road, Agra, 2007. (Hindi Book)
- Verma, Promila., Vastra Vigyan Avam Paridhan, Madhya Pradesh Hindi Granth Akademy, Bhopal, 2003. (Hindi Book)
- Meller, 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.
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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

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 marks each = 5 marks.
- ii)Two questions of 5 marks each (2X5=10) of short answer type.

Total marks of Minor Test = 5+10 = 15

Semester Term End Examination

Maximum marks: 40

Minimum marks: 18

Maximum time: 3 hrs.

6. 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 12 marks with 12 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of ½ marks each and 3 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 7 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 7 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 7 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 7 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: $12+7+7+7+7 = 40$

7. 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
- **Fashion Cycle**
Consumer identification with fashion lifecycle–fashion
leaders/followers/innovators/motivators/victims
Theories of Fashion Adoption–trickledown ,trickle up ,trickle across Factors
favoring and retarding fashion
- Major fashion Centers of the world and their leading designers-Paris, Milan, Tokyo

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

PRACTICAL

BAADC 405 (P)

Periods 30

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

RECOMMENDED READINGS

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

SEMESTER V

BAADC 508 : APPAREL INDUSTRY AND QUALITY ASSESSMENT (DSE)

(CREDITS:THEORY-4,PRACTICAL-2)

THEORY

LECTURES 60

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

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 $\frac{1}{2}$ marks 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

Semester Term End Examination

Maximum marks: 40

Minimum marks: 18

Maximum time: 3 hrs.

8. 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 10 marks with 12 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of ½ marks each and 2 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 5marks 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 5 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 5 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 5 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: $12+7+7+7+7 = 40$

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 – Quality Assessment 8

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

UNIT II - Importance of Labels and Consumer Awareness 6

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

UNIT III -Apparel Design 24

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

- Introduction to Apparel marketing and merchandising concepts 4Ps of Marketing –Product, Price, Place and Promotion
Market Segmentation-Target group and Demographics
- Role of a merchandiser, Principles and techniques of merchandising.
- Indian Readymade garment industry:
Importance in Export and Domestic sector
Recent Structural changes in garment industry
Problems and prospects

Apparel Retail: Various In store and non-store retail formats Recent Structural changes in apparel retail

PRACTICAL

BAADC 508

periods 30

- 1 Adult's basic bodice and sleeve block
- 2 Drafting of collar on basic neckline-shirt collar-one piece, 2 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:
 - Saree blouse
 - Simple kameez
 - Salwar and Churidar
 - Skirt

RECOMMENDED READINGS

- Stamper, A. A., S. H. Sharp and L.B. Donnell (1986) Evaluating Apparel Quality, Fairchild Publications, America
- Kotler, Pand
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 Multichannel Approach, Prentice Hall, 2005
- Grace, E, Introduction to Fashion Merchandising, Prentice Hall, New Jersey, 1978

SEMESTER VI

BAADC611 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, Tutorials /Assignments	:	10 Marks
3.Attendance	:	5 Marks
Total Marks	:	15+10+5 = 30 Marks

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

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

Total marks of Minor Test = 5+10 = 15

Semester Term End Examination

Maximum marks: 40

Minimum marks: 18

Maximum time: 3 hrs.

9. Instructions for Paper setters:

The question paper will consist of 5 sections:

- Compulsory
- Unit I
- Unit II
- Unit III
- Unit IV

Section A : It will be compulsory consisting of 12 marks with 12 objective type questions which

could be multiple choice questions, true / false, fill in the blanks etc. of ½ marks each and 3 short answer type questions of 2 marks each covering the entire syllabus

Section B: There will be two questions of 7 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 7 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 7 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 7 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: $12+7+7+7+7 = 40$

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 **LECTURES60**

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 as ample 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 t o Draping-Terminology, Muslin Preparation

UNIT III - Industrial machines, tools and equipment

6

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

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

PRACTICAL**BAADC 611****periods 30**

- 1 Pattern-making:
 - Dart manipulation: Single dart series, Two dart series, style lines, Yokes
 - Hip length bodice
 - Basic trouser block
- 2 Design variations :Raglan Sleeve ,Raised neckline, cowl neckline **Garment Construction:** Designing and Construction of one garment covering any age group Involving dart manipulation and handling of different fabrics
- 3 Draping Demonstration:
Basic Bodice Block-Front and Back
Skirt- front& back, Flared skirt

Workshops Special Lectures and:-By Academicians, Fashion Designers and professionals in the readymade garment industry

RECOMMENDEDREADINGS

- Doongaji,SandDeshpande,R.,basicProcessesandClothingConstruction,RajPublic ations,NewDelhi,1988.
- Verma,Gayatri,CuttingandStitchingPratical,AsianPublishers,DaryaGang,NewDelh i,2007.(Hindi Book)
- Shorie,G.P.,VastraVigyanKeMoolSidhant,VinodPustakMandir,HospitalRoad,Agr a,2007.(Hindi Book)
- Verma,Promila.,VastraVigyanAvamParidhan,MadhyaPradeshHindiGranthAka demy,Bhopal,2003.(Hindi Book)
- Bains,S.andHutton,J.,SingerSewingBook,Hamlyn,London,1972
- Armstrong,Helen.,PatternMakingforFashionDesign,HarperCollinsPublishers.,1997.
- Kindersley,Dorling.,TheCompleteBookofSewing,DorlingKindersleyLimited,1992

SEMESTER VI

BAADC 610 FASHION EVENT MANAGEMENT (SEC)

(CREDITS: THEORY:-2)

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

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

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 $\frac{1}{2}$ marks 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

Semester Term End Examination

Maximum marks: 40 **Minimum marks: 18**

Maximum time: 3 hrs.

10. 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 10 marks with 12 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of ½ marks each and 2 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 5 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 5 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 5 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 5marks 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: $12+7+7+7+7 = 40$

11. 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

30

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

- 1 Anatomy of Fashion Events
 - Introduction to event management– Types and category, Sports, Rallies, Wedding ,Fashion and corporate events
 - Principles of Event Management
 - Keyroles,typesandpurposesoffashionevents– fashionshow,fairs&tradeshow,productlaunch
 - 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 venue
- 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

12

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

UNIT III - Executing a fashion show

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

UNIT IV -Marketing &Managing Fashion events

10

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

RECOMMENDED READINGS

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

SEMESTER -IV

BAADC 406 : EFFECTIVE DRESSING SKILLS (SEC)

(CREDITS: THEORY:2)

Objectives

- To provide an understanding of the role of effective dressing in making one's presence felt.
- 21
- 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

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

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

Total marks of Minor Test = 5+10 = 15

Semester Term End Examination

Maximum marks: 40 **Minimum marks: 18**

Maximum time: 3 hrs.

12. 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 10 marks with 12 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of ½ marks each and 2 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 5 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 5 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 5 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 5 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: $12+7+7+7+7 = 40$

13. 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 6

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

UNIT - II A Evaluating the body-

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

B Recognizing Correct Fit

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

UNIT – III A Suitability of clothing for- 7

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

B Selecting appropriate readymade garments in terms of-

- Fabric

- Workmanship

- Price

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

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

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

Navneet Kaur,2010, Comdex Fashion Design,Dream Tech Press

• Elizabeth Liechty, Steineckert D., Rasband J., 2009, Fitting and Pattern Alteration, Fairchild Publication

SEMESTER -IV

BAADC 406 APPAREL RETAIL (SEC)

(CREDITS: THEORY:-2)

Objectives

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

14. 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 – introduction

- Role of retail in marketing system

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 |

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

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

Total marks of Minor Test = 5+10 = 15

Semester Term End Examination

Maximum marks: 40

Minimum marks: 18

Maximum time: 3 hrs.

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 10 marks with 12 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of ½ marks each and 2 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 5 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 5 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 5 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 5 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: $12+7+7+7+7 = 40$

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 – introduction

- Role of retail in marketing system

Retail evolution in India: structural changes

UNIT - II Overview of Fashion Retailing

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

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

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

UNIT – IV

Visual Merchandising – its importance 10

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

RECOMMENDED READINGS

- Leslie David Burns, Nancy O. Bryant , 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.

SEMESTER VI

BAADC 612 FASHION: DESIGN AND DEVELOPMENT(GE)

(CREDITS : THEORY 4 , PRACTICAL

Objectives : To familiarize the students with the indian costume of the Vedic and Mughal period
To understand how fashion details are developed
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, Tutorials /Assignments	:	10 Marks
3.Attendance	:	5 Marks
Total Marks	:	15+10+5 = 30 Marks

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 marks each = 5 marks.
- ii)Two questions of 5 marks each (2X5=10) of short answer type.

Total marks of Minor Test = 5+10 = 15

Semester Term End Examination

Maximum marks: 40

Minimum marks: 18

Maximum time: 3 hrs.

15. 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 12 marks with 12 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of ½ marks each and 3 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 7 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 7 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 7 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 7 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: $12+7+7+7+7 = 40$

16. 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 6

- How

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 25

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

PRACTICAL

BAADC 612(P)

periods 30

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

RECOMMENDED READINGS

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

SEMESTER -V

BAADC 509 APPRECIATION OF TEXTILE CRAFTS (GE)

(CREDITS : THEORY 4 , PRACTICAL 2

THEORY

LECTURES: 60

Objectives: 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

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 $\frac{1}{2}$ marks 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

Semester Term End Examination

Maximum marks: 40

Minimum marks: 18

Maximum time: 3 hrs.

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 12 marks with 12 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of $\frac{1}{2}$ marks each and 3 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 7 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 7 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 7 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 7 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: $12+7+7+7+7 = 40$

17. 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 Traditional needle craft techniques	15
<ul style="list-style-type: none">• Kashida• Kasuti• Kantha• Chikankari• Cutch work• Phulkari	
UNIT – II - Dyed, Painted and Printed Textiles	15
<ul style="list-style-type: none">• Kalamkari• Bandhani• Ikats• Pichwais• Ajrakh• Bagru	
UNIT – III Woven Saris of India	17
<ul style="list-style-type: none">• Brocades• Jamdani• Baluchar• Paithani• Chanderi• Kanjeevarams	
UNIT - IV Shawls and Carpets of various centres	8
PRACTICAL	BAADC 509(P)
1. Bandhej & Laharia	5
<ul style="list-style-type: none">• Demonstration of techniques	

- Handouts and related videos
- Development of Home textile products

2. Embroidery 5

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

3. Printing

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

RECOMMENDED READINGS

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

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

(CREDITS: THEORY:-2)

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 etail operations and an appreciation of the role of multichannel retailing

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 |

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

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

Total marks of Minor Test = 5+10 = 15

Semester Term End Examination

Maximum marks: 40

Minimum marks: 18

Maximum time: 3 hrs.

18. 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 10 marks with 12 objective type questions which could be multiple choice questions, true / false, fill in the blanks etc. of $\frac{1}{2}$ marks each and 2 short answer type questions of 2 marks each covering the entire syllabus.

Section B: There will be two questions of 5 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 5 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 5 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 5 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: $12+7+7+7+7 = 40$

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 30

UNIT I Overview of Fashion retailing 5

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

UNIT II Overview of Multichannel retailing 7

- Organisational structure
- Advantages

UNIT III Basics of retail business 10

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

UNIT IV Effective online store design 8

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

RECOMMENDED READINGS

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