

**SYLLABUS  
FOR  
B.A  
APPAREL DESIGN AND  
CONSTRUCTION  
CHOICE BASED CREDIT SYSTEM  
(ANNUAL)  
2018 – 2019 ONWARDS**

## ANNEXURE – I

### SCHEME AND SYLLABUS FOR CHOICE BASED CREDIT SYSTEM FOR B.A IN APPAREL DESIGN AND CONSTRUCTION (ANNUAL) TO BE IMPLEMENTED FROM THE SESSION 2018-2019 ONWARDS

#### CONTENTS

| Sr. No                         | Course                                       | Course Name  | Year | Course Code             | Award Type                | Credits | Marks |     |
|--------------------------------|--|--|------|-------------------------|---------------------------|---------|-------|-----|
|                                |  |  |      |                         |                           |         | Min   | Max |
| <b>B.A I<sup>st</sup> Year</b> |  |  |      |                         |                           |         |       |     |
| 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 (DSC)-1A                                 | Fundamental Textile Science and Apparel Construction-I | I    | BAADC-A-101             | Theory                    | 4       | 18    | 50  |
|                                | ADC (DSC)-1A                                 | Fundamental Textile Science and Apparel Construction-I | I    | BAADC-A-101(P)          | Practical                 | 2       | 8     | 20  |
|                                | ADC (DSC)-1A                                 | Fundamental Textile Science and Apparel Construction-I | I    | BAADC-A-101             | Internal Assessment (CCA) |         | 11    | 30  |
|                                | Core Course                                  | DSC-2A (Choice based course from other discipline)     | I    |                         |                           |         |       |     |
|                                | 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 |                           |         |       |     |

|    |              |   |   |                 |                           |   |    |    |
|----|--------------|---|---|-----------------|---------------------------|---|----|----|
| 2. | ADC (DSC)-1B | Fundamental Textile Science and Apparel Construction-II | I | BAADC-A-102     | Theory                    | 4 | 18 | 50 |
|    | ADC (DSC)-1B | Fundamental Textile Science and Apparel Construction-II | I | BAADC-A-102 (P) | Practical                 | 2 | 8  | 20 |
|    | ADC (DSC)-1B | Fundamental Textile Science and Apparel Construction-II | I | BAADC-A-102     | Internal Assessment (CCA) |   | 11 | 30 |
|    | Core Course  | DSC-2B (Choice based course from other discipline)      | I |                 |                           |   |    |    |

### B.A II<sup>nd</sup> Year

|    |              |  |    |                 |                           |   |    |    |
|----|--------------|--|----|-----------------|---------------------------|---|----|----|
| 3. | Core Course  | English/MIL-2                          | II |                 |                           |   |    |    |
|    | ADC (DSC)-1C | Textile Design Technique               | II | BAADC –A-201    | Theory                    | 4 | 18 | 50 |
|    | ADC (DSC)-1C | Textile Design Technique               | II | BAADC-A-201 (P) | Practical                 | 2 | 8  | 20 |
| 4. | ADC (DSC)-1C | Textile Design Technique               | II | BAADC-A-201     | Internal Assessment (CCA) |   | 11 | 30 |
|    | ADC (DSC)-1D | Fashion Studies and Design Development | II | BAADC-A-202     | Theory                    | 4 | 18 | 50 |
|    | ADC (DSC)-1D | Fashion Studies and Design Development | II | BAADC-A-202 (P) | Practical                 | 2 | 8  | 20 |
|    | ADC (DSC)-1D | Fashion Studies and Design Development | II | BAADC-A-202     | Internal Assessment (CCA) |   | 11 | 30 |
|    | ADC SEC-1    | Effective Dressing Skills              | II | BAADC-A-203     | Theory                    | 4 | 25 | 70 |
|    | ADC SEC-1    |  | II | BAADC-A-203     | Internal Assessment (CCA) |   | 11 | 30 |
|    |              |  |    |                 |                           |   |    |    |
|    |              |  |    |                 |                           |   |    |    |

|                                  |             |   |     |                |                           |   |    |    |
|----------------------------------|-------------|---|-----|----------------|---------------------------|---|----|----|
|                                  | Core Course | DSC-3C<br>(Choice based course from other discipline) |     |                |                           |   |    |    |
|                                  | Core Course | English/MIL-2   | II  |                |                           |   |    |    |
|                                  | Core Course | DSC-2D<br>(Choice based course from other discipline) | II  |                |                           |   |    |    |
| 5.                               | ADC SEC-2   | Apparel Retail  | II  | BAADC-A-204    | Theory                    | 4 | 25 | 70 |
|                                  | ADC SEC-2   | Apparel Retail  | II  | BAADC-A-204    | Internal Assessment (CCA) |   | 11 | 30 |
| <b>B.A III<sup>rd</sup> Year</b> |             |   |     |                |                           |   |    |    |
|                                  | ADC DSE-1A  | Apparel Industry and Quality management               | III | BAADC-A-301    | Theory                    | 4 | 18 | 50 |
| 6.                               | ADC DSE-1A  | Apparel Industry and Quality management               | III | BAADC-A-301(P) | Practical                 | 2 | 8  | 20 |
|                                  | ADC DSE-1A  | Apparel Industry and Quality management               | III | BAADC-A-301    | Internal Assessment (CCA) |   | 11 | 30 |
| 7.                               | ADC DSE-1B  | Apparel Construction                                  | III | BAADC-A-302    | Theory                    | 4 | 18 | 50 |
| 8.                               | ADC DSE-1B  | Apparel Construction                                  | III | BAADC-302(P)   | Practical                 | 2 | 8  | 20 |
|                                  | ADC DSE-1B  | Apparel Construction                                  | III | BAADC-A-302    | Internal Assessment (CCA) |   | 11 | 30 |
| 9.                               | ADC SEC-3   | Apparel e-tail  | III | BAADC –A-303   | Theory                    | 4 | 25 | 70 |

|     |               |                                      |     |                     |                                 |   |    |    |
|-----|---------------|--------------------------------------|-----|---------------------|---------------------------------|---|----|----|
|     | ADC<br>SEC-3  | Apparel e-tail                       | III | BAADC-A-<br>303     | Internal<br>Assessment<br>(CCA) |   | 11 | 30 |
| 10. | ADC-<br>SEC-4 | Fashion Event<br>Management          | III | BAADC-A-<br>304     | Theory                          | 4 | 25 | 70 |
|     | ADC<br>SEC-4  | Fashion Event<br>Management          | III | BAADC-A-<br>304     | Internal<br>Assessment<br>(CCA) |   | 11 | 30 |
| 11. | ADC<br>GE-1   | Appreciation of<br>Textile Crafts    | III | BAADC-A-<br>305     | Theory                          | 4 | 18 | 50 |
|     | ADC<br>GE-1   | Appreciation of<br>Textile Crafts    | III | BAADC-A-<br>305 (P) | Practical                       | 2 | 8  | 20 |
|     | ADC<br>GE-1   | Appreciation of<br>Textile Crafts    | III | BAADC-A-<br>305     | Internal<br>Assessment<br>(CCA) |   | 11 | 30 |
| 12. | ADC<br>GE-2   | Fashion Design<br>and<br>Development | III | BAADC-A-<br>306     | Theory                          | 4 | 18 | 50 |
|     | ADC<br>GE-2   | Fashion Design<br>and<br>Development | III | BAADC-A-<br>306 (P) | Practical                       | 2 | 8  | 20 |
|     | ADC<br>GE-2   | Fashion Design<br>and<br>Development | III | BAADC-A-<br>306     | Internal<br>Assessment<br>(CCA) |   | 11 | 30 |

## ANNEXURE – II

### DISTRIBUTION OF MARKS FOR CONTINUOUS COMPREHENSIVE ASSESSMENT IN EACH COURSE IN EACH YEAR

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 Term End Examination

**Maximum marks: 50**

**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 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

### Distribution of marks for Continuous Comprehensive Assessment for Skill Enhancement Courses (SEC) from second year 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 (2X5=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: 25**

**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.

## **ANNEXURE – V**

### **Paper Setting Scheme for Term End Practical Examination**

**Maximum marks: 20**

**Minimum marks: 8**

**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.

## B.A APPAREL DESIGN AND CONSTRUCTION

| Category of Papers                 | Name of Papers  | Theory Credits | Practical/ Tutorial Credits |
|------------------------------------|---|----------------|-----------------------------|
| Discipline Specific Course (DSC)   | <b>1. Fundamental Textile Science and Apparel Construction I</b>  | 4              | 2                           |
|                                    | <b>2. Fundamental Textile Science and Apparel Construction II</b> | 4              | 2                           |
|                                    | <b>3. Textile Design Techniques</b>                               | 4              | 2                           |
|                                    | <b>4. Fashion Studies and Design Development</b>                  | 4              | 2                           |
| Discipline Specific elective (DSE) | <b>1. Apparel Industry and Quality Assessment</b>                 | 4              | 2                           |
|                                    | <b>2. Apparel Construction</b>                                    | 4              | 2                           |
| Skill Enhancement Course (SEC)     | <b>1. Fashion Event Management</b>                                | 4              |                             |
|                                    | <b>2. Effective Dressing Skills</b>                               | 4              |                             |
|                                    | <b>3. Apparel Retail</b>  | 4              |                             |
| Generic Electives (GE)             | <b>1. Appreciation of Textile Crafts</b>                          | 4              | 2                           |
|                                    | <b>2. Fashion Design and Development</b>                          | 4              | 2                           |

## B.A I<sup>st</sup> Year

### BAADC-A- 101: FUNDAMENTAL TEXTILESCIENCE & APPARELCONSTRUCTION-I (DSC-1A) (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, : 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 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)**

#### Term End Examination

**Maximum marks: 50  
hrs.**

**Minimum marks: 18**

**Maximum time: 3**

(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 a compulsory question consisting of 18 marks with 3 very short answer type questions of 2 marks each and 4 short answer type questions of 3 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 fabrics 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

- Selection of different threads and needles for various fabrics

### **UNIT III –Use and Selection of fabrics**

**18**

- Application and selection of textiles for –Apparel, Home, Industry and factors affecting choices.
- Fabric characteristics: Construction, Texture, Hand, weight, width
- Linings and interlinings the different types and their application in apparel construction
- Home furnishings: Standard sizes and selection of common household linen-towels, cushion cover, table linen, bed sheets and pillow covers, blankets, quilts
- Selection of fabrics and clothing for infants, children, and adolescents.

### **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 and demonstration of fibers through visual inspection, burning test, microscopic test  
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

**PRACTICAL****BAADC-A- 101 (P)****30 periods**

|   |   |    |
|---|---|----|
| 1 | Temporary stitches -even, uneven, pin, machine and diagonal basting   | 5  |
| 2 | Permanent stitches–hemming, blind hemming, backstitch, running stitch, slip stitch  | 4  |
| 3 | Decorative stitches any ten -chain, herringbone, stem, running, lazy daisy, satin, French knot, bullion stitch, buttonhole etc.<br>Introduction to a sewing machine with a demonstration and practice of learning the running of Sewing machine. Straight lines, curved lines and corners | 10 |
| 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 | Pleats, tucks and gathers   | 2  |
| 9 | Construction of a pillow cover  | 2  |

**RECOMMENDED READINGS**

- Corbman, P.B., Textiles Fibre to Fabric Gregg Division/McGraw Hill Book Co., US, 1985.
- Joseph M., Essentials of Textiles (5<sup>th</sup>Edition), Holt, Rinehart and Winston Inc., Florida, 1988.
- Tortora, G, Phyllis, Understanding Textiles (2<sup>nd</sup>Edition), McMillan Co., USA, 1987.
- Pizzuto, J., Fabric Science (6<sup>th</sup>Edition), Fairchild Publications.
- Complete Guide to Sewing – Readers Digest, The Reader’s Digest Association, 1976.
- Complete Book of Sewing, Alison Smith Dorling Kindersley, 1999.
- Singer Sewing Book, Gladys Cunningham, The Singer Company.
- Verma, Gayatri, Cutting and Stitching Pratical, Asian Publishers, Darya 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)

**BAADC-A- 102: FUNDAMENTAL TEXTILE SCIENCE & APPAREL  
CONSTRUCTION –II (DSC-1B)  
(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 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)**

**Term End Examination**

**Maximum marks: 50**

**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 a compulsory question consisting of 18 marks with 3 very short answer type questions of 2 marks each and 4 short answer type questions of 3 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, sateen
- 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, moth proofing, Antistatic finish.

### UNIT IV - Apparel Construction 18

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

### PRACTICAL

BAADC-A- 102(P)

30 periods

Basic Drafting:

- |   |                            |   |
|---|----------------------------|---|
| 1 | Child's basic bodice block | 3 |
| 2 | Child's basic sleeve block | 3 |

Adaptation of drafts:

- |   |   |   |
|---|---|---|
| 3 | Basic sleeve adaptation to flared, puff sleeve                            | 5 |
| 4 | Drafting of collars on basic neckline-Peter pan, cape collar, baby collar | 4 |

Apparel Construction:

- |   |                |   |
|---|----------------|---|
| • | A-Line Frock   | 5 |
| • | Child's Pyjama | 4 |
| • | Petticoat      | 6 |

### 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 (5<sup>th</sup> Edition), Holt, Rinehart and Winston Inc., Florida, 1988.
- Tortora, G, Phyllis, Understanding Textiles (2<sup>nd</sup> 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, 4<sup>th</sup> 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., VastraVigyan Ke Mool Sidhant, Vinod Pustak Mandir, Hospital Road, Agra, 2007. (Hindi Book)
- Verma, Promila, VastraVigyan Avam Paridhan, Madhya Pradesh Hindi Granth Academy, Bhopal, 2003. (Hindi Book)

## B.A II<sup>nd</sup> Year

### BAADC-A- 201: TEXTILE DESIGN TECHNIQUES (DSC-1C) (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 Test: 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 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)**

#### Term End Examination

**Maximum marks: 50**  
hrs.

**Minimum marks: 18**

**Maximum time: 3**

#### (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 a compulsory question consisting of 18 marks with 3 very short answer type questions of 2 marks each and 4 short answer type questions of 3 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 stock dyeing piece dyeing and their effect on finished fabric
- Colorfastness: Factors affecting colorfastness, Testing washing 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, Mirror work Kutch work, (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

#### **PRACTICAL**

**BAADC-A-201(P)**

**30 periods**

|   |          |
|---|----------|
| 1 Dyeing with direct dyes-cotton  | <b>3</b> |
| 2 Tie and Dye technique and different styles-preparation of samples               | <b>6</b> |
| 3 Block printing –placement of blocks   | <b>4</b> |
| 4 Stencil printing-samples  | <b>4</b> |
| 5 Fabric painting /batik –samples   | <b>4</b> |
| 6 Embroidery – any article  | <b>5</b> |
| 7 Preparation of an article/garment with a combination of techniques learnt above | <b>4</b> |

#### **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.
- Handwoven 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 Costume 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 (5<sup>th</sup>Edition), Holt, Rinehart and Winston

Inc., Florida, 1988.

- Tortora, G, Phyllis, Understanding Textiles (2<sup>nd</sup>Edition), McMillan Co., USA, 1987.
- Miles, L., Textile Printing, (2<sup>nd</sup>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.

**BAADC-A- 202: FASHION STUDIES AND DESIGN DEVELOPMENT (DSC-1D)**  
**(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 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)**

**Term End Examination**

**Maximum marks: 50**

**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 a compulsory question consisting of 18 marks with 3 very short answer type questions of 2 marks each and 4 short answer type questions of 3 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
- Clothes and communication

**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**–trickle down, trickle up, trickle across Factors favoring and retarding fashion

- Major fashion Centers of the world and their leading designers- Paris, Milan, Tokyo 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

**PRACTICAL**

**BAADC-A- 202 (P)**

**30 periods**

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

**RECOMMENDED READINGS**

- The Dynamics of Fashion, Elaine Stone, Fairchild Publication, 2008.
- Frings Gini, Fashion-From Concept to Consumer, (5<sup>th</sup> Edition), Prentice Hall Publications, 1996.
- Marshall, S.G, Jackson, H.O, Stanley, M.S, Kefgen, M & Specht, T(2009), Individuality in Clothing & Personal Appearance, 6<sup>th</sup> Edition, Pearson Education, USA.

- Shorie ,G.P., Vastra Vigyan Ke Mool Sidhant, Vinod Pustak Mandir, Hospital Road, Agra, 2007(Hindi Book)
- Verma, Promila,VastraVigyan Avam Paridhan, Madhya Pradesh Hindi Granth Academy, Bhopal, 2003 (HindiBook)
- Jarnow, J and Judelle, B., Inside Fashion Business, Merill Prentice Hall, New Jersey, 1987.

## **BAADC-A- 203: EFFECTIVE DRESSING SKILLS (SEC-1)**

**(CREDITS: THEORY: 4)**

### **Objectives**

- 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

### **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)**

### **Term End Examination**

**Maximum marks: 70**

**Minimum marks: 25**

**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 a compulsory question consisting of 22 marks with 5 very short answer type questions of 2 marks each and 4 short answer type questions of 3 marks each covering the entire syllabus.

**Section B:** There will be two questions of 12 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 12 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 12 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 12 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:**  $22+12+12+12+12 = 70$

(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**

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

### **UNIT - II**

#### **A. Evaluating the body**

**15**

- 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

**UNIT – III A Suitability of clothing for- 8**

- Season/Climate
- Different body types
- Occasion
- Age- teenagers, adults, elderly
- Occupation

**B Selecting appropriate readymade garments in terms of- 8**

- Fabric
- Workmanship
- Price

**UNIT - IV Learning to use elements and principles of designs- 10**

- 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- 5**

- 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.

## BAADC-A- 204 APPAREL RETAIL (SEC-2)

(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 Ps 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: 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 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)**

### Term End Examination

**Maximum marks: 70**

**Minimum marks: 25**

**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 a compulsory question consisting of 22 marks with 5 very short answer type questions of 2 marks each and 4 short answer type questions of 3 marks each covering the entire



syllabus.

**Section B:** There will be two questions of 12 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 12 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 12 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 12 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:**  $22+12+12+12+12 = 70$

(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 – introduction**

**10**

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

### **UNIT - II Overview of Fashion Retailing**

**10**

- 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**

**25**

- 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**

**15**

- 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 Spooone, Herbert Greenwald, 1992, Retail Fashion Promotion and Advertising Macmillan.
- Michele, M. Granger, Tina, M. Sterling, 2011. Fashion Entrepreneurship Retail Business Planning, Fairchild Publication.

## **B.A III<sup>rd</sup> Year**

### **BAADC-A- 301: APPAREL INDUSTRY AND QUALITY ASSESSMENT (DSE-1A)**

**(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,<br>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 ( $2 \times 5 = 10$ ) of short answer type.

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

**Attendance: 5 marks (as per University rules)**

### **Term End Examination**

**Maximum marks: 50**

**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 a compulsory question consisting of 18 marks with 3 very short answer type questions of 2 marks each and 4 short answer type questions of 3 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.

**UNIT I – Quality Assessment 8**

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

**UNIT II - Importance of Labels and Consumer Awareness 6**

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

**UNIT III - Apparel Design 24**

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

**UNIT IV – Marketing in Apparel Industry 22**

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

- Problems and prospects

Apparel Retail: Various In store and non-store retail formats

Recent Structural changes in apparel retail

| <b>PRACTICAL</b>  | <b>BAADC-A- 301(P)</b> | <b>30 periods</b> |
|---|------------------------|-------------------|
| 1 Adult's basic bodice and sleeve block   |                        | <b>5</b>          |
| 2 Drafting of collars on basic neckline-shirt collar- Chinese and Peter Pan             |                        | <b>4</b>          |
| 3 Basic skirt block. Adaptation to slim, flared, gored                                  |                        | <b>2</b>          |
| 4 Garment construction: Adaptation of basic blocks to construct the following garments: |                        | <b>19</b>         |
| • Saree blouse  |                        |                   |
| • Simple kameez   |                        |                   |
| • Salwar and Churidar   |                        |                   |
| • Flared /pleated/straight 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.
- Bhardwaj, S. K. and Mehta, P. V., Managing Quality in the Apparel Industry, New Age International, New Delhi,1998.
- Constantino, M., Fashion Marketing, B. T 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.

## **BAADC-A-302 APPAREL CONSTRUCTION (DSE-1B)**

**(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

(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 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)**

### **Term End Examination**

**Maximum marks: 50**

**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 a compulsory question consisting of 18 marks with 3 very short answer type questions of 2 marks each and 4 short answer type questions of 3 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 functionalities of various CAD Packages used for garment designing, pattern making and marking

**PRACTICAL** **BAADC-A- 302 (P)** **30 periods**

- |   |  |           |
|---|--|-----------|
| 1 | Pattern-making:  | <b>8</b>  |
|   | <ul style="list-style-type: none"> <li>• Dart manipulation: Single dart series, Two dart series, style lines, Yokes</li> <li>• Hip length bodice</li> <li>• Basic trouser block</li> </ul> |           |
| 2 | Design variations: Raglan Sleeve, Raised neckline, cowl neckline   | <b>6</b>  |
| 3 | Garment Construction: Designing and Construction of one garment covering any age   | <b>12</b> |
|   | Group involving dart manipulation and handling of different fabrics  |           |
| 4 | Draping Demonstration:   | <b>4</b>  |
|   | 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.

### **BAADC-A- 303 APPAREL e -TAIL (SEC-3)**

#### **(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.

#### **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 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)**

## **Term End Examination**

**Maximum marks: 70**

**Minimum marks: 25**

**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 a compulsory question consisting of 22 marks with 5 very short answer type questions of 2 marks each and 4 short answer type questions of 3 marks each covering the entire syllabus.

### **Section B:**

There will be two questions of 12 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 12 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 12 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 12 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:**  $22+12+12+12+12 = 70$

### **(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 Multichannel retailing**

**15**

- Organisational structure

- Advantages

### **UNIT III Basics of e-tail business**

**15**

- 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, 1987, Fashion Buying, McGraw- Hill.
- Mary Frances Drake, Janice Harrison Spooone, Herbert Greenwald, 1992, Retail Fashion Promotion and Advertising Macmillan.
- Michele, M. Granger, Tina, M. Sterling, 2011. Fashion Entrepreneurship Retail Business Planning, Fairchild Publications.

## **BAADC- A- 304- FASHION EVENT MANAGEMENT (SEC-4)**

**(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

Specification sheet and cost sheet

Fashion forecasting, sources of fashion forecasting information through project work

### **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 ( $2 \times 5 = 10$ ) of short answer type.

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

**Attendance: 5 marks (as per University rules)**

### **Term End Examination**

**Maximum marks: 70**

**Minimum marks: 25**

**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 a compulsory question consisting of 22 marks with 5 very short answer type

questions of 2 marks each and 4 short answer type questions of 3 marks each covering the entire syllabus.

**Section B:** There will be two questions of 12 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 12 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 12 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 12 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:**  $22+12+12+12+12 = 70$

**(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 - 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 and purposes of fashion events – fashion show, fairs & trade show, product launch
- Role of an event coordinator - Administration, Design, Marketing, Operations, Risks
- 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** **15**

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 (3<sup>rd</sup>Edition), Fairchild Publications, NY.
- Silvers Julia Rutherford (2012), Professional Event Coordination, Wiley, 2<sup>nd</sup> edition.
- Taylor Paula (2012). How to Produce a Fashion Show from A to Z, Pearson Prentice Hall.

## BAADC-A- 305 APPRECIATION OF TEXTILE CRAFTS (GE-1)

(CREDITS: THEORY 4, PRACTICAL 2)

### THEORY

LECTURES: 60

**Objective:** 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,<br>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)**

### Term End Examination

**Maximum marks: 50**

**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 a compulsory question consisting of 18 marks with 3 very short answer type questions of 2 marks each and 4 short answer type questions of 3 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.

**UNIT I Traditional needle craft techniques**

**15**

- Kashida of Kashmir
- Kasuti of Karnataka
- Kantha of Bengal
- Chikankari of Uttar Pradesh
- Cutch work of Gujarat
- Phulkari of Punjab
- Chamba Rumal of Himachal Pradesh

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

**15**

- Kalamkari of Andhra Pradesh
- Bandhani of Rajasthan and Gujarat
- Ikats of Gujarat, Odisha and Andhra Pradesh
- Ajrakh Printing



- Bagru Printing

**UNIT – III Woven Saris of India** **15**

- Brocades of Varanasi and Aurangabad
- Jamdani of Bengal
- Baluchar of Bengal
- Paithani of Maharashtra
- Chanderi of Madhya Pradesh
- Kanjeevarams of Kanchipuram

**UNIT - IV Shawls and Carpets:**

- Kashmir
- Himachal Pradesh
- Nagaland

**PRACTICAL** **BAADC-A- 305 (P)** **30 periods**

**1. Tie and dye** **10**

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

**2. Embroidery** **10**

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

**3. Printing** **10**

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

**RECOMMENDED READINGS**

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

**BAADC-A- 306 FASHION: DESIGN AND DEVELOPMENT (GE-2)**

**(CREDITS: THEORY 4, PRACTICAL 2)**

**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: 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 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)**

**Term End Examination**

**Maximum marks: 50**

**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 a compulsory question consisting of 18 marks with 3 very short answer type questions of 2 marks each and 4 short answer type questions of 3 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:**  $18+8+8+8+8 = 50$

**(3) 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 21<sup>st</sup> century
- Indian costume- Vedic and Mughal

**UNIT - II Adoption of fashion**

**10**

- Consumer groups- fashion leaders, followers
- Adoption process- Trickle-down theory, bottom up theory & trickle across theory  
Fashion centres and designers of the world
- France, Milan, Italy, UK, Japan, New York, India.

**UNIT - III Development of fashion details**

**13**

- Necklines- Different types
- Collars – classification, stand and fall, shawl- flat & raised, shirt collar, peter-pan Collar, cape collar
- 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 labeling, 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-A- 306 (P)**

**30 periods**

1. Technical drawing of fashion details: skirts, bodices, sleeves, necklines, collars, accessories. **8**
2. Applied and in- seam pockets **5**
3. Style reading and Development of paper patterns of various collars and sleeves **5**
4. Design variations in bodice through dart manipulation **6**
5. Design variations in skirt on half scale templates **6**

## **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, 6<sup>th</sup> 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.