

SCHEME OF EXAMINATION & DETAILED SYLLABUS

For
Bachelor of Vocational Studies
(B. Voc.)
(Fashion Technology)

B.VOC (FASHION TECHNOLOGY)

Semester I						
Code No	Paper	Category	Credits	End Semester Exam	Internal Marks	Total Marks
BVFT101	Listening and Speaking Skills in English	Gen	4	70	30	100
BVFT102	IT For Business	Gen	4	70	30	100
BVFT103	Fundamentals of Textiles	Gen	4	70	30	100
BVFT104	Basic Pattern Making and Sewing Techniques	Skill	6	70	30	100
BVFT105	Introduction to Fashion Art	Skill	6	70	30	100
BVFT106P	Project 1 – Home Furnishing	Skill	6	70	30	100
	Total		30	420	180	600

Semester II						
Code No	Paper	Category	Credits	End Semester Exam	Internal Marks	Total Marks
BVFT201	Writing and Presentation Skills in English	Gen	4	70	30	100
BVFT202	Indian Traditional Textiles and Costumes	Gen	4	70	30	100
BVFT203	Introduction to Fashion and Apparel Industry	Gen	4	70	30	100
BVFT204	Elements of Fashion Design	Skill	6	70	30	100
BVFT205	Pattern Making and Garment Construction- Ladies Wear	Skill	6	70	30	100
BVFT206P	Internship I – Ladies Wear	Skill	6	70	30	100
	Total		30	420	180	600

Semester III						
Code No	Paper	Category	Credits	End Semester Exam	Internal Marks	Total Marks
BVFT301	Principles of Management	Gen	4	70	30	100
BVFT302	Fashion Marketing	Gen	4	70	30	100
BVFT303	Fashion Merchandising	Gen	4	70	30	100
BVFT304	Draping	Skill	6	70	30	100
BVFT305	Pattern Making and Garment Construction - Children's Wear	Skill	6	70	30	100
BVFT306P	Project II – Draped Children's Wear	Skill	6	70	30	100
	Total		30	420	180	600

Semester IV

Code No	Paper	Category	Credits	End Semester Exam	Internal Marks	Total Marks
BVFT401	Soft Skills and Personality Development	Gen	4	70	30	100
BVFT402	Export Procedures and Documentation	Gen	4	70	30	100
BVFT403	Advanced Fashion Illustration	Gen	4	70	30	100
BVFT404	Computer Aided Design	Skill	6	70	30	100
BVFT405	Pattern Making and Garment Construction - Men's Wear	Skill	6	70	30	100
BVFT406P	Internship II - Export House	Skill	6	70	30	100
	Total		30	420	180	600

Semester V

Code No	Paper	Category	Credits	End Semester Exam	Internal Marks	Total Marks
BVFT501	Environmental Studies	Gen	4	70	30	100
BVFT502	Fashion Forecasting	Gen	4	70	30	100
BVFT503	Art Appreciation	Gen	4	70	30	100
BVFT504	Accessory Designing	Skill	6	70	30	100
BVFT505	Computer Aided Pattern Making & Grading	Skill	6	70	30	100
BVFT506P	Project III – New Product Development	Skill	6	70	30	100
	Total		30	420	180	600

Semester VI

Code No	Paper	Category	Credits	End Semester Exam	Internal Marks	Total Marks
BVFT601	Entrepreneurship Development	Gen	4	70	30	100
BVFT602	Cost Accounting for Apparel Industry	Gen	4	70	30	100
BVFT603	Boutique Management	Gen	4	70	30	100
BVFT604	Thematic Line Development	Skill	6	70	30	100
BVFT605	Portfolio Presentation	Skill	6	70	30	100
BVFT606P	Internship III – Boutique	Skill	6	70	30	100
	Total		30	420	180	600

1ST SEMESTER

BVFT 101: LISTENING AND SPEAKING SKILLS IN ENGLISH

OBJECTIVE:

To introduce the students to the speech sounds of English in order to enable them to listen to English and speak with global intelligibility. To enable the students to speak English confidently and effectively in a wide variety of situations. To help the students to improve their reading efficiency by refining their reading strategies.

UNIT-I: SPEECH SOUNDS: Phonemic symbols – Vowels – Consonants – Syllables – Word stress – Stress in polysyllabic words – Stress in words used as different parts of speech – Sentence stress – Weak forms and strong forms – Intonation

SAMPLE ACTIVITIES:

- 1 Practice reading aloud. Use a variety of texts including short stories, advertisement matter, brochures, etc
- 2 Read out a passage and ask the students to identify the stressed and unstressed syllables.

UNIT-II: BASIC GRAMMAR: Articles - Nouns and prepositions - Subject-verb agreement - Phrasal verbs - Modals - Tenses - Conditionals – Prefixes and suffixes – Prepositions -Adverbs – Relative pronouns - Passives - Conjunctions - Embedded questions - Punctuation –Abbreviations- concord- collocations-phrasal verbs- idiomatic phrases

SAMPLE ACTIVITIES:

- 1 Ask students to write a story/report/brochure, paying attention to the grammar.

UNIT-III: LISTENING: Active listening – Barriers to listening – Listening and note taking – Listening to announcements – Listening to news on the radio and television.

SAMPLE ACTIVITIES:

- 1 Information gap activities (e.g. listen to a song and fill in the blanks in the lyrics given on a sheet)
- 2 Listen to BBC news/ a play (without visuals) and ask the students to report what they heard.

UNIT-IV: SPEAKING: Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills, interview skills and telephone skills.

SAMPLE ACTIVITIES:

- 1 Conduct group discussion on issues on contemporary relevance.
- 2 Ask students to go around the campus and talk to people in the canteen, labs, other departments etc. and make new acquaintances.
- 3 Conduct mock interviews in class.
- 4 Record real telephone conversations between students and ask them to listen to the recordings and make the corrections, if any are required.

UNIT-V: READING: Theory and Practice – Scanning – Surveying a textbook using an index – reading with a purpose – Making predictions – Understanding text structure – Locating main points – Making inferences – Reading graphics – Reading critically – Reading for research.

BOOKS FOR REFERENCE:

1. V.Sasikumar, P Kiranmai Dutt and GeethaRajeevan, Communication Skills in English, Cambridge University Press and Mahatma Gandhi University.
2. Marilyn Anderson, Pramod K Nayar and Madhucchandra Sen, Critical Thinking, Academic Writing and Presentation Skills, Pearson Education and Mahatma Gandhi University.

FOR FURTHER ACTIVITIES:

1. A Course in Listening and Speaking I & II, Sasikumar, V., Kiranmai Dutt and Geetha Rajeevan, New Delhi: CUP, 2007
2. Study Listening: A Course in Listening to Lectures and Note-taking Tony Lynch New Delhi: CUP, 2007
3. Study Speaking: A Course in Spoken English for Academic Purposes. Anderson, Kenneth, Joan New Delhi: OUP, 2008

BVFT 102: IT FOR BUSINESS

OBJECTIVE:

The objective of the course is to help the student understand and appreciate the critical role of Information Systems in today's organizations

UNIT-I: INTRODUCTION TO INFORMATION TECHNOLOGY: Information and Communication Technology (ICT), Information systems E-World - Computer Architecture: Input Hardware - Processing & Memory Hardware, Storage Hardware, Output Hardware, Communication Hardware - Concept of operating system - Understanding your computer customization configuring screen, mouse, printer.

UNIT-II: WORD PROCESSING PACKAGE: Introduction - Features - Word User Interface Elements; Creating new Documents; Basic Editing, Saving a Document; Printing a Document; Print Preview, Page Orientation - Viewing Documents; Setting tabs - Page Margins; Indents; Ruler, Formatting Techniques; Font Formatting, Paragraph Formatting; Page Setup; Headers & Footers; Bullets and Numbered List; Borders and Shading; Find and Replace; Page Break & Page Numbers; Mail Merging-Spelling and Grammar Checking; Tables; Formatting Tables;

UNIT-III: SPREADSHEET PACKAGE: Introduction, Excel User Interface, working with cell and cell addresses, selecting a Range, Moving, Cutting, Copying with Paste, Inserting and Deleting cells, freezing cells, Adding, Deleting and Copying Worksheet within a workbook, Renaming a Worksheet. Cell Formatting Options, formatting fonts, Aligning, Wrapping and Rotating text, Using Borders, Boxes and Colours, Centering a heading, Changing row/column height/width, Formatting a Worksheet Automatically, Insert Comments, Clear contents in a cell. Using print Preview, Margin and Orientation, Centering a Worksheet, Using header and footer.

UNIT-IV: ADVANCED FEATURES OF SPREADSHEET PACKAGE: All Functions in Excel, Using Logical Functions, Statistical functions, Mathematical etc. Elements of Excel Charts, Categories, Create a Chart, Choosing chart type, Edit chart axis - Titles, Labels, Data series and legend, Adding a text box, Rotate text in a chart, Saving a chart.

UNIT-V: PRESENTATION PACKAGE: Ms-PowerPoint: Advantages of Presentation Screen layout creating presentation inserting slides adding sounds & videos-formatting slides -slide layout views in presentation -slide transition Custom animation Managing slide shows - using pen Setting slide intervals

BOOKS FOR REFERENCE:

1. Antony Thomas, Information Technology for Office.Pratibha Publications
2. Gini Courter & Annette Marquis. MS Office 2007 : BPBP Publication.

BVFT 103: FUNDAMENTALS OF TEXTILES

OBJECTIVE:

- To gain knowledge about textile fibres and their uses.
- To develop an understanding about various kinds of fabrics, their structure and the utility.
- To impart knowledge about Textile dyeing and printing.
- To develop skill in understanding textiles available in the market.
- To teach the basic hand embroidery stitches and other surface ornamentation techniques.

UNIT-I: Introduction to Textiles and terminology

FIBRE: Classification according to source – Natural and Man-made, Basic fibre properties, Identification, properties, end uses and care of textile fibres: Cotton, Silk, Wool, Jute, Rayon, Polyester, Nylon.

Yarn: Definition, types of spinning, yarn count, yarn twist, classification and uses.

SEWING THREADS: Properties & Uses

UNIT-II: FABRIC CONSTRUCTION METHODS:

WEAVING: Types of weaves (Basic weaves & Derivatives) Common fabric names: calico, muslin, taffeta, cambric, poplin, corduroy, crepe, organza, denim etc. (Student assignment)

KNITTING: Weft knitting : Jersey, Rib, Purl - Warp Knitting : Tricot, Raschel Stitches

NON-WOVEN: Definition

UNIT-III: FINISHES: definition, importance, classification according to durability and function. Preparatory Finishes: Sizing, Singeing, De-sizing, Scouring, Bleaching, Mercerization,

Calendaring, Tendering.

Aesthetic Finishes: Heat Setting, Napping

Functional Finishes: Water repellent and Water proof finishes

DYEING & PRINTING: Definition, stages of dyeing

Printing – direct - (block, screen, stencil), resist-(tie & dye, batik), discharge.

Students must prepare samples for dyeing, Tie & dye, Batik, Block printing

UNIT-IV: SURFACE ORNAMENTATION

Hand Stitches: Running stitch, Back and Stem stitch, Chain stitch, Lazy daisy stitch, Buttonhole stitch, Feather stitch, Herringbone stitch, Bullion knot stitch, French knot stitch, Satin stitch.

Students must prepare sample for the above mentioned surface ornamentation techniques

UNIT-V: OTHER TECHNIQUES OF FABRIC ORNAMENTATION: Fabric painting (Techniques like Filling, Shading, dry brush) Smocking- Honeycomb, Gathered with embroidery Students must prepare sample for the above mentioned surface ornamentation techniques

REFERENCE:

1. Bernard P. Corbman, Textiles Fiber To Fabric, McGraw Hill Publications, New York
2. Harriet Hargrave, From Fiber To Fabrics, C & T Publishing, United States
3. Judith Jerde, Encyclopedia of Textiles, Facts on File Inc, New York
4. Hollen N, Textiles, Macmillan publishing company, USA
5. Dr. Navneet Kaur, Comdex Fashion Design: Fashion Concepts - Vol. 1, Dreamtech Press, India
6. Jan Eaton, Complete Stitch Encyclopedia, Barrons Educational Series Inc, USA
7. Vaine. J, The Art of Elegant Hand Embroidery, Embellishment and Applique Landauer Publishing, Urbandale, Iowa, USA
8. Elliot. M, Painting Fabric, Henry Holt and Company, New York

BVFT 104: BASIC PATTERN MAKING AND SEWING TECHNIQUES

OBJECTIVE:

- To familiarize students with tools and methodologies of pattern making and sewing
- To understand the language of pattern making and develop the ability to create designs through the flat pattern method.
- To enable the students to draft basic bodice block and sleeve block.
- To introduce students to various Industrial Machineries.
- To acquire basic skills of operating industrial sewing machines.
- To understand basic sewing techniques.
- To teach students various techniques and application of plackets, fasteners, zippers and pockets

UNIT-I: Pattern making: Introduction to pattern making, Methods of Pattern making, Pattern Making terminologies, tools Basic Principles of flat pattern making, how to take body measurements – Taking measurements on dress forms Standard Measurement chart

Drafting the basic pattern set – Basic bodice front and back Basic Sleeve
(Standard size UK 12).

UNIT-II: INTRODUCTION TO INDUSTRIAL SEWING MACHINE: Machine parts, Terminology, Safety Rules, Care and Maintenance
Over lock machine and its application

BASIC HAND STICHES: (10"x10")
Temporary- Even, Uneven, Diagonal Basting
Permanent Stitches- Hemming, Slip stitch, Blanket, Fagotting

STITCHING PRACTICE: Straight lines, Broken Lines, Cornered Lines, Waves, Concentric circles
Prepare samples in 10"x10" size

UNIT-III: SEAMS: Plain, Lapped, Bound, French, Flat Felled
Decorative Seam Finishes: Pinked, Hand Overcast, Over Locked, Bias Bound, Edge Stitch

HEM FINISHES: Hand Hemming- Visible, Invisible

DECORATIVE HEM: Piping, Facing, Ruffles Prepare samples in 10"x10" size

UNIT-IV: FULLNESS: Tucks- Blind, Spaced, Pin

PLEATS: Knife, Box, Inverted

GATHERING, SHIRRING, RUFFLES GOSETS

Prepare samples in 10"x10" size

POCKETS: Patch, Inseam, Welt

PLACKETS: Continuous Placket, Tailored Placket and Inseam Placket.

FASTENERS: Button Attachments, Button Hole, Hook and Eye, Press Button, Velcro and Zipper application (Exposed zipper application, lapped zipper application and open end zipper application).

Prepare samples

UNIT-V: SLEEVES: Attachment of Sleeves to the bodice - Puff at hem and cap with piping at hem, Petal sleeve with faced hem, Shirt sleeve with French cuff. [For sleeve attachment Centre front to Centre back bodice (i.e. one side) is enough.]

REFERENCES

1. Pleasantville, Complete guide to Sewing - The Reader's Digest Association Inc., New York/Montreal, Canada.
2. Cooklin. G, Garment Designing for Fashion Designers, Blackwell, USA
3. Bray Natalie, Dress fitting, OM Books Service
4. Armstrong Joseph Hellen, Pattern Making for Fashion Designing, Pearson, UK
5. Gillian Holman, Pattern Cutting made easy, B.T. Batsford Ltd., London

BVFT 105: INTRODUCTION TO FASHION ART

OBJECTIVE:

To introduce students to:

- Basic sketching techniques.
- Aspects of human anatomy & importance of fashion illustration.
- Drawing a fashion figure or a Croqui with proportion.
- Various mediums for sketching and rendering life forms.

UNIT-I: Different types of Lines-vertical, horizontal, diagonal, wavy, zigzag, dotted, dashed, spiral etc.

Free hand drawing techniques & related exercises.

Free hand practice of brush & pencil.

UNIT-II: Two & three dimensional forms, its composition, perspective & Object shading.

Still life drawings

Introduction to different mediums: poster paints, watercolours, colour pencils & rotoring ink or Indian ink.

UNIT-III: Basic 8 head Croqui.

Basic 10 head Croqui. 10

Head ¾ pose

10 Head side pose

10 Head back poses.

UNIT-II: Face block: Front, Side

Fashion face: eyes, ears, nose, mouth & head.

Hair styles Unit V

Croqui analysis: analysing figures from fashion magazines & life.

REFERENCES

1. Elisabetta 'Kuky' Drudi, Tiziana Paci, Figure Drawing for Fashion Design, Pepin Press, Amsterdam
2. John H Vanderpoel, Human Figure, Dover Publications Inc., New York
3. Bina Abling, Fashion Rendering with Colour, Prentice Hall, United States
4. Julian Seaman, Fashion Illustration Basic Techniques, Batsford, London
5. Erte, Erte's Fashion Designs: 218 Illustrations from 'Harper's Bazar' 1918-1932, Dover Publications Inc, New York
6. Julian Seaman, Foundation in Fashion Design and Illustration, Batsford, London
7. Janet Boyes, Essential Fashion Design, Batsford, London

BVFT 106P: PROJECT I – HOME FURNISHING

Students have to develop a home furnishing collection and adorn it with any of the surface ornamentation techniques. Students must do this project individually. Project should be worked out through various production stages under the guidance and approval of the supervising faculty/faculties. Students have to complete the project within the given time period.

Students must submit the finished project along with the required paper works, photographs and a comprehensive report to the Head of the Department, before the day of the project evaluation. The project will be evaluated by the external and internal examiners appointed by the University. Delayed, incomplete submissions will be considered as per the University rules.

2ND SEMESTER

BVFT201: WRITING AND PRESENTATION SKILLS IN ENGLISH

OBJECTIVE:

To make the students aware of the fundamental concepts of critical reasoning and to enable them to read and respond critically, drawing conclusions, generalizing, differentiating fact from opinion and creating their own arguments. To assist the students in developing appropriate and impressive writing styles for various contexts. To help students rectify structural imperfections and to edit what they have written. To equip students for making academic presentations effectively and impressively.

UNIT-I: LETTER WRITING: Letters - letters to the editor - resume and covering letters -parts and layout of business letters-business enquiry letters offers, quotation-orders and execution-grievances and redressal-sales letters-follow-up letters-status enquiry-collection letters-preparation of power of attorney for partnership- job application letters-resume-CV-reference and recommendation letters- employment letters.

UNIT-II: OTHER TYPES OF ACADEMIC AND BUSINESS COMMUNICATION (WRITTEN): Seminar papers- project reports - notices - filling application forms - minutes, agenda-reports-essays.

UNIT-III: PRESENTATION SKILLS: Soft skills for academic presentations - effective communication skills – structuring the presentation - choosing appropriate medium – flip charts – OHP – Power Point presentation – clarity and brevity - interaction and persuasion.

***Compulsory activity: PowerPoint presentations to be conducted by each student in class**

UNIT-IV: Non-verbal communication-Body language-Kinesics, Proxemics-Para language Channels-Barriers-Principles of effective communication

UNIT-V: Online writing and Netiquette- Writing e-mails- use of language – writing for blogs – social media etiquette-professional networking online (LinkedIn, E-factor etc.)

Compulsory activity: Each student should create a blog and/or profile in LinkedIn.

BOOKS FOR REFERENCE:

1. Marilyn Anderson, Pramod K Nayar and Madhuchandra Sen. Critical Thinking, Academic Writing and Presentation Skills. Pearson Education and Mahatma Gandhi University.
2. Antony Thomas, Business Communication and MIS, Pratibha Publications. Bhatia R.C. Business Communication
3. Salini Agarwal Essential communication skill. Reddy P.N, and Apopannia, Essentials of Business communication.
4. Sharma R.C, KRISHNA Mohan, Business Communication and Report writing Leod, M.C., Management Information system

BVFT202: INDIAN TRADITIONAL TEXTILES AND COSTUMES

OBJECTIVE:

- To introduce the students about different Indian traditional textiles and embroidery
- To study about different costumes used in India

UNIT-I: NORTH INDIAN TEXTILES: Brocades of Varanasi & its types, Kashmiri carpet & shawl, Kullu Shawls, Chamba Rumals, Block Printing of Uttar Pradesh. Traditional costumes of: Jammu & Kashmir, Haryana, Punjab, Uttar Pradesh, Himachal Pradesh, Uttarakand

UNIT-II: SOUTH INDIAN TEXTILES: Pochampalli, Kalamkari, Kancheepuram silk, Erezha Thorthu, Balaramapuram Sarees, Chendamangalam Sarees, Kuthampally Sarees, Kannur Handloom Home Furnishings, Mysore silk and Kunbi Sarees. Traditional costumes of: Andhra Pradesh, Telangana, Karnataka, Tamil Nadu, Kerala

UNIT-III: WEST & CENTRAL INDIAN TEXTILES: Brocade weave, embroidery styles, appliqué, block Printing, Screen Printing, Tie & Die- Bandini and Laharia, Patola, Himrus, Amrus, Pithani, Pitabar, Chanderi, Maheshwari saree, Bhagalpuri silk, Mashru Traditional costumes of: Gujarat, Rajasthan, Maharashtra, Goa, Bihar, Madhya Pradesh, Chhattisgarh

UNIT-IV: EAST INDIAN TEXTILES: Dacca sarees and its types, Bengal cotton sarees, Balucharbuttedar Traditional costumes of: Odhisha, West Bengal, Assam, Nagaland, Mizoram, Meghalaya, Manipur, Sikkim, Tripura, Jharkhand

UNIT-V: TRADITIONAL EMBROIDERY: Kashidha of Kashmir, Phulkari of Punjab, Kutch embroidery, Kasuti of Karnataka, Chikankari of Lucknow, Kantha of Bengal, Mirror work, Bead work, Banjara Embroidery Students must prepare sample for all traditional embroideries

BOOKS FOR REFERENCE:

1. Santosh Gupta, KRJ's Indian Ethnic Textile Designs, OM Book International, New Delhi
2. Chattopadhaya, K.D, Handicrafts of India, Wiley Eastern Limited, New Delhi
3. Shukla Das, Fabric Art- Heritage of India, Abhinav Publications, New Delhi
4. Buhler, Alfred, Eberhard Fischer & Marie – Louise Nabholz, Historic Textiles of India Vol.4: Indian Tie- Dyed Fabrics, Calico Museum of Textiles, Ahmedabad
5. John Gillow & Nicholas Barnard, Traditional Indian Textiles, Thames & Hudson, UK
6. Sachidhanand Sahay, Indian Costume, Coiffure And Ornament, Munshiram Manoharlal Publishers, New Delhi
7. K P Sharma & S M Sethi, Costumes and Ornaments of Chamba, Indus Publishing Co., New Delhi
8. G. S.Ghurye, Indian Costume, The Popular Book Depot, Bombay
9. O. C.Handa, Textiles, Costumes And Ornaments Of The Western Himalaya, Indus Publishing Co., New Delhi

BVFT203: INTRODUCTION TO FASHION AND APPAREL INDUSTRY

OBJECTIVE:

• To acquaint the students about – Fashion and Apparel industry, terminologies, apparel production process and Various Laws and Regulations related to apparel production.

UNIT-I: Thing Theories fashion Fashion Cycle Role of designer

UNIT-II: FASHION TERMINOLOGY: Accessories, Alta moda, Atelier, Bespoke, Boutique, Brand name, Custom made, Classic, CMT, Couture, Costume, Designer, Diffusion line, Draping, Fad, Fashion, Haute Couture, Knock-off, Licensing, Moda pronta, Prêt-a-porter, Prototype, RTW, Silhouette, Style, Toile, Trend, Taste, Hi-style.

Fashion Categories

- Men's wear and its clothing categories
- Women's Wear and its categories (based on clothes and sizes)
- Kid's wear and its categories (based on clothes and sizes)

UNIT-III: APPAREL INDUSTRY: Structure of apparel industry - Manufacturers, Buyers, Jobbers Organisational structure of apparel manufacturing unit Work flow: Preproduction, Production, post production Apparel production systems : Traditional Tailor System, Progressive Bundle System, Unit Production System, Modular Manufacturing System

UNIT-IV: INDIAN & INTERNATIONAL DESIGNERS (student's assignment)

MERCHANDISING: meaning, objectives

SOURCING, SPECSHEET, QUALITY CONTROL: Definition and importance

COSTING: techniques of costing - forward costing and backward costing, cost control, cost sheet.

UNIT-V: CERTIFICATIONS IN APPAREL INDUSTRY: Social Accountability – 8000 (SA 8000) World Responsible Apparel Production (WRAP) Indian Labour Act: Basic rights of labourers in factories

ERGONOMICS: Industrial Ergonomics : Definition. Introduction, Fundamental Principles, common ergonomic problems and solutions in the clothing industry, Principles of motion economy, working area, arrangement of machines, location of materials

FASHION SUSTAINABILITY, ETHICAL FASHION, FAST FASHION, SLOW FASHION - Definition

Introduction to Environment & Fashion

REFERENCE:

1. Gini Stephens Frings, Fashion From Concept To Consumer, Prentice Hall Publishers, United States
2. Kitty G. Dickerson, Inside the Fashion Business, Pearson Education, Singapore
3. Prasanta Sarkar, Garment Manufacturing, Processes, Practises and Technology, Online Clothing Study, India
4. J K Akhil, Apparel Engineering : Industrial Engineering Methods for Apparel Industry, Akhil JK
5. Helen Gowork, Fashion Buying, Wiley – Blackwell Publishers, United States

6. Meher Castelino, Fashion Kaleidoscope, BPI India Pvt. Ltd, India
7. Harold Carr and John Pomerot, Fashion Design and Product Development, Blackwell Science Inc, United States
8. Suzanne Marshall, Hazel Jackson and M. Sue Stanley, Individuality in Clothing Selection and Personal Appearance, United States
9. Frankcois Baudot, A Century of fashion, Thames & Hudson, UK
10. Dr. Navneet Kaur, Comdex Fashion Design- Vol 1, Dreamtech Press, India
11. Kate Fletcher, Sustainable Fashion and Textiles: Design Journeys. 2008
12. Finkelstein. J, Chic Theory Australian Humanities Review, Monash University
13. Andew, Tucker & Kingswell. T, Fashion: A Crash Course, Watson-Guption Publications, New York
14. Dr. Innes. C.D, What Do Your Clothes Say About You?, Proclaim Defend, New York
15. Alison, Lurie, The Language of Clothes, Random House, New York
16. Allen, Carlson, Environmental Aesthetics, The Routledge Companion to Aesthetics – Routledge, London
17. Finkelstein. J, The Fashioned Self, Polity Press, Oxford
18. S K Bharadwaj and P U Mehta, Managing Quality in the Apparel Industry, New Age Publishers, Delhi.
19. Cooklin.G, Introduction to Clothing Manufacture, Blackwell Publishing Ltd, UK
20. Cooklin.G, Garment Technology for Fashion Designers, John Wiley & sons Ltd, Blackwell Science publishing Ltd, United Kingdom, Australia
21. Carr.H, Latham.B, The technology of clothing Manufacture – Blackwell Science Publishing Ltd, Australia.
22. Chuter.A.J, Introduction to Clothing Production Management, Blackwell Science Publishing Ltd, Australia.

BVFT204: ELEMENTS OF FASHION DESIGN

OBJECTIVE:

- To familiarize students with the design elements and principles and its application in fashion designing.
- Development of surface rendering techniques, build understanding to visualize different features of garment collectively and understand technical details to produce accurate technical

UNIT-I: Design elements-form, shape, space, line, colour and texture.

Principles of design-balance, proportion, emphasis, rhythm and harmony.

Create sketches illustrating application of above on garments

UNIT-II: FASHION TERMINOLOGY: Accessories, Alta moda, Atelier, Bespoke, Boutique, Brand name, Custom made, Classic, CMT, Couture, Costume, Designer, Diffusion line, Draping, Fad, Fashion, Haute Couture, Knock-off, Licensing, Moda pronta, Prêt-a-porter, Prototype, RTW, Silhouette, Style, Toile, Trend, Taste, Hi-style.

UNIT-III: LINES: Functions of Lines - Introduction to basic lines as means of expression and emotions. Different types of lines & its characteristics. Use of line in clothing according to body shapes. Optical illusions created by various combinations of lines. Silhouettes.

Create sketches illustrating application of above on garments

UNIT-IV: COLOUR: Colour theory- Prang colour system & Munsell. Colour wheel- primary, secondary and tertiary. Colour Dimensions-Hue, Value and Chroma. Colour harmony Application of colour in clothing. Seasonal colours. Illustrate colour wheels and harmony application

UNIT–V: DESIGN DEVELOPMENT: Making Inspiration/ Theme board, Story board, Mood boards and Colour boards, Swatch Board, Client Profile Select a theme and prepare all the boards

SUGGESTED READINGS:

1. Dr.Kaur.N, Comdex Fashion Design, Kogent Learning Solutions, New Delhi
2. Suzanne Marshall, Hazel Jackson, M. Sue Stanley, Individuality in Clothing Selection and Personal Appearance (Fashion) Paperback 7 edition, Pearson, UK
3. Sumathy. G, Elements of Design and Apparel design, New Age International Pvt. Ltd, India
4. M.C. Gimsely and Harriot. T, Art and Fashion in Clothing Selection, Nova State Uty. Press, New York.

BVFT205: PATTERN MAKING AND GARMENT CONSTRUCTION - LADIES WEAR

OBJECTIVE:

- To enable students to do the proper layout of paper drafts on the fabric and to make maximum usage of fabric with minimum wastage.
- To enable students to draft pattern and sew garments.

UNIT–I: SEWING PREPARATION: Introduction – Appropriate laying of paper patterns on fabric, maximum utilization of fabric, accurate cutting and preparation for sewing.

Fit: Types, common fit problems and rectification methods

UNIT–II: NECKLINE FINISHES: Piping, double layer binding in basic plain jewel neck [Neck width 2 ½ “and depth 3”] Neckline finishing using facing and fusing (Neckline samples size should be of 12” x 12”) ‘U’ neck, ‘V-neck, Square neck, Sweet heart neck, Horse shoe neck and Bateau neck. [Neck width and depth for ‘U’neck, ‘V’neck and Square neck is 3”width and 6”depth. For sweet heart neck and horse shoe neck is 2 ½ “width and 6”depth. For bateau neck 4 ½ width and 3 ½ “depth]

UNIT–III: INDIAN WEAR: Draft paper pattern and construct Kameez, check for fall and fit Draft paper pattern and construct Saree Blouse, check for fall and fit Draft paper pattern and construct Salwar and check fit Draft paper pattern and construct Churidar and check fit

UNIT–IV: SKIRTS: Draft Basic skirt Block - front and back Draft paper pattern and construct Skirts - Wrap around skirt, Godet skirt (4 godets or 6 godets), Gore skirt (8 or 12 gore) Circular skirt (full circular skirt)

UNIT–V: Draft paper pattern and construct a garment according to current trend

REFERENCE

1. Sodhia.M, Garment Construction, Kalyani Publisher Ludhiana, Punjab
2. Singh B, Clothing Textiles And Garment Production,Vastra Vigyam Evam Paridhan, India
3. Zarpakar.K.R, Zarpakar system of cutting, Navaneeth Publishing, India

BVFT206P: INTERNSHIP – I LADIES WEAR

After the completion of the second semester, the students will have to undergo a minimum of two weeks internship programme. It will be in a ladies wear garment unit/boutique or under the guidance of a recognized Fashion Designer specialized in ladies wear to understand various steps and techniques involved in creation of a fashion collection.

Students can choose a firm/boutique /label/ studio in India or abroad for their internship. College will provide a certificate to prove their identity. A member of the faculty will supervise the student during the internship.

Firm must have a minimum of two years exposure in apparel designing and production.

At the end of the internship, the students should prepare a comprehensive report. The report and the specimens of the work done by the student should be attested by the organization. Student should also produce a certificate of internship from the organization. All the above details should be submitted to the Head of the Department for evaluation. The report will be evaluated by the external and internal examiners appointed by the University. Delayed, incomplete submissions will be considered as per the University rules.

3RD SEMESTER

BVFT301: PRINCIPLES OF MANAGEMENT

OBJECTIVE:

This course is a basic introductory and foundational management course. It is designed for students who desire to equip themselves with key knowledge, skills, and competencies in various aspects of management. The course encompasses the core components of management including planning, organizing, leading and controlling the organizations

UNIT-I: NATURE AND PROCESS OF MANAGEMENT: Schools of Management Thought – Management Process School, Human Behavioural School, Decision Theory School, Systems Management School, Contingency School – Managerial Role – Basics of Global Management.

UNIT-II: PLANNING: OBJECTIVES: Types of plans - single use plan and repeated plan – MBO, MBE– strategic planning and formulation. Decision making - types and process of decision making – forecasting.

UNIT-III: ORGANISING: Types of organisation - formal and informal, line and staff, functional – organisation structure and design – span of control, delegation and decentralisation of authority and responsibility – organisational culture and group dynamics.

UNIT-IV: STAFFING: Recruitment, Selection, Induction, Training, Maintenance and retrenchment Systems approach to HRM – Performance appraisal and career strategy – HRD - meaning and concept.

UNIT-V: DIRECTING: Motivation – meaning - need for motivation. Theories of motivation - Herzberg and McGregor. Leadership- importance – styles of leadership, Managerial Grid by Blake and Mounton, Leadership as a Continuum by Tannenbaum and Schmidt
Path Goal Approach by Robert House (in brief)

CONTROLLING: Concept, Significance, Methods of establishing control.

BOOKS FOR REFERENCE:

1. Moshal.B.S .Principles of Management, Ane Books India, New Delhi.
2. Bhatia R.C. Business Organization and Management, Ane Books Pvt. Ltd., New Delhi.
3. Richard Pettinger. Introduction to Management, Palgrave Macmillan, New York.
4. Koontz and O’Donnel. Principles of Management, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.
5. Terry G.R. Principles of Management, D.B.Taraporevala Sons &Co.Pvt.Ltd., Mumbai.
6. Govindarajan.M and Natarajan S. Principles of Management, PHI, New Delhi.
7. Meenakshi Gupta .Principles of Management, PHI, New Delhi.

BVFT302:

FASHION MARKETING

OBJECTIVE:

- To give awareness regarding the importance of fashion marketing
- To introduce the methods of fashion marketing

UNIT-I: FASHION MARKETING: Definition, functions Marketing Mix – Product, Price, Place, and Promotion Marketing calendar Marketing Strategy – Segmentation, Targeting and Positioning Channels of distribution - Producer-Customer, Producer-Retailer-Customer, Producer-Wholesaler- Retailer-Customer, Producer-Agent-Wholesaler-Retailer-Customer

UNIT-II: FASHION RETAILING: History, Scope, Importance, Types : Department stores, Chain store, Off price and Discount store, Speciality store, Boutique, Manufacturers warehouse outlets, Flea market vendors, Franchise, Flagship stores, Non Store retailers(mail order, telecommunication, personal), E - Tailing
Functional areas of Fashion retail stores- merchandising, financial control, store operations, personnel, sales promotion.

UNIT-III: BRAND: Brand definition, Purpose of Branding, Brand Name, Brand Licensing, Brand Canvas, Brand positioning, Trade Mark, copyright, Types of brand, Store categories and Showrooms (retailing & non store retailing).

UNIT-IV: MARKETING RESEARCH: methods and data analysis

METHODS PLANNING AND STRATEGY: Situation Analysis, SWOT Analysis

CUSTOMER SEGMENTATION: Demographic segmentation, Geographic Segmentation, Geo demographic segmentation, Psychographic and Behavioural Segmentation, Consumer buying behaviour

UNIT-V: FASHION PROMOTION: meaning – types – purpose - levels (consumer, trade, retail) Fashion promotion advantages Promotion planning Fashion Advertising: Types, Advantages Trade shows, Market weeks, Exhibitions, Fashion Shows: Theatrical, Runway, Fashion Parade, Trunk Show, Market Survey and Research Fashion Press, Window Display, Sales Promotion, and Fashion Publicity (brief description)

REFERENCE:

1. Helena DePaola, Carol Stewart Mueller, Marketing today's fashion, Prentice Hall, Inc, United States
2. Ellen Diamond, Jay Diamond, Fashion advertising and promotion, Delmar publishers
3. Jeannette A. Jarnow, Inside the Fashion Business, Prentice Hall Inc, New Jersey
4. Frances Harder, Fashion for Profit : a professional's complete guide to designing, manufacturing, & marketing a successful line, Harder Publications, USA
5. Helen Goworek, Fashion Buying, John Wiley and Sons Ltd, United Kingdom
6. Jay Diamond & Gerald Pintel, Retail Buying, Prentice Hall Publications, New York
7. Valerie Steele, Fashion Theory-The Journal of Dress, Body and Culture, Berg Publishers, England,
8. Nicola White & Ian Griffiths, The Fashion Business-Theory, Practice, Image, United Kingdom, Blooms bury Academic Publishers.

BVFT303: FASHION MERCHANDISING

OBJECTIVE:

- To give awareness regarding the importance of fashion merchandising
- To introduce the methods of merchandising

UNIT-I: MERCHANDISING

Merchandise : meaning, Types – Staple, Fashion, Seasonal, FAD Definition of merchandising Six Rights of merchandising Fashion Merchandising:- meaning Types of merchandiser: Export (Garment merchandiser, Production merchandiser, Fabric merchandiser, Sourcing merchandiser, Sampling Merchandiser), Retail (Retail floor merchandiser, Retail visual merchandiser, Clothing/fashion merchandiser, Retail sales merchandiser), Visual. Duties and responsibilities of a merchandiser – Essential requisites of a good merchandiser Terminologies- Production order (PO), Back Order, Reorder, Open Order, Bill of materials (BOM), Order status report, CMT, converters, customer profile, GSM, lead time, mark up, mark down, range planning, sub-contractor, vendor, Sampling, Lab Dip

UNIT-II: LINE PLANNING, LINE DEVELOPMENT

Product development - definition – objective – use of merchandising calendar

SOURCING: meaning, types -Domestic and offshore sourcing

UNIT-III: MERCHANDISING PROCESS FLOW IN APPAREL INDUSTRY: Buyer sourcing & communication – Enquiry Order confirmation – order review and its importance – Planning & programming: Master planning, Scheduling or route card – Factors for route card

Samples: Meaning & importance – Types of samples: Proto sample, Fit sample, Size set sample, Counter sample, Salesman sample (SMS), Pre-production sample (PPS), Top over production sample (TOP), Shipment sample, Photo sample, Photo shoot sample.

UNIT-IV: VISUAL MERCHANDISING: introduction, concepts and role, importance Importance in store planning and utilizing basic visual merchandising techniques Purpose and types of display Window display – types: Enclosed, Semi enclosed, Open, Island Store exterior and interior props

UNIT-V: INTELLECTUAL PROPERTY RIGHTS: Meaning and Importance

FASHION STYLING: meaning

Role & responsibilities of a fashion stylist

Sectors within styling - Editorial styling, commercial styling, still life styling, personal styling, wardrobe styling, corporate styling, catalogue styling, show styling, Photographic styling, Merchandise styling

REFERENCE:

1. Harriet Posner, Marketing Fashion, Laurence King, London
2. Gini Stephens Frings, Fashion from Concept to Consumer, Prentice Hall, New Jersey
3. Kincaide.D.H, Gibson.F.Y, Merchandising of Fashion Products, Dorling Kindersley India Pvt Ltd- South Asia.
4. Jeannette A. Jarnow, Inside the Fashion Business, Macmillan Pub. Co. US
5. Elaine Stone, Fashion merchandising, Mc Graw Hill Publishing
6. Wolfe, Mary Gorgen, The world of fashion merchandising, The Goodheart - willcox company Inc, Illinois

BVFT304: DRAPING

OBJECTIVE:

- To teach the basic principles of draping and to construct garments using draping

UNIT-I: DRAPING: Introduction to draping and dress forms Preparation of fabrics Basic Front and Back bodice

UNIT-II: Dart manipulation (French dart/ Centre front dart/ Straight side dart/ mid armhole dart)

UNIT-III: BODICE VARIATIONS: surplice front, halter Princess Bodice and variation. Basic Front Cowl Yokes & fitted midriff: Bodice yoke, fitted midriff

UNIT-IV: SKIRT: Basic Front and Back Skirt

SKIRT VARIATIONS: Skirt with yoke and gathers, Pegged skirt (any one)

Basic Front and Back Torso.

UNIT-V: Design and construct a garment using draping method

REFERENCE:

1. Helen Joseph Armstrong, Draping for Apparel Design, Fairchild Publication, New York
2. Connie Amaden and Crawford, The Art of Fashion Draping, Fairchild Publication, New York
3. Nurie Relis/ Hilde Jaffe, Draping for fashion design, Reston publishing co.
4. Dawn Cloake, Designs cutting and draping for special occasion clothes: for evening wear and party Wear, Batsford

BVFT305: PATTERN MAKING AND GARMENT CONSTRUCTION - CHILDREN'S WEAR

OBJECTIVE:

- To teach the students methods of taking body and form measurements for children's wear
- To teach the construction methods for kid's wear

UNIT-I: CHILDREN'S WEAR: Introduction to Children's wear – Size categories –Taking body measurements Standard chart for boys and girls

UNIT-II: Prepare pattern and construct a Cradle frock for the age group of 6 months to 1 year

UNIT-III: Prepare pattern and construct a Frock (Tent dress or a frock with a peter pan collar and a yoke) for the age group of 1 year to 5 years

UNIT-IV: Prepare pattern and construct a Skirt (Straight skirt or Circular skirt or Skirt with a yoke and gathers) for the age group of 7 years to 12 years) Prepare pattern and construct Shorts (Flared shorts or knickers) for the age group of 5 years to 7 years. Prepare pattern and construct a Shirt with collar and half sleeve for boys (age group 3 years to 12 years)

UNIT-V: Prepare pattern and construct a kid's wear based on a theme.

REFERENCE:

1. Aldrick.W, Metric Pattern Cutting for children 2 to 14 years, Blackwell Science, Australia wearfrom.
2. Singer sewing for children, Creative publishing International, Chanhassen, Minnesota.
3. Hardy. U.S Making Childrens Clothes, Cico Books, London

BVFT306P: PROJECT II – DRAPED CHILDREN'S WEAR

OBJECTIVE:

Students have to develop a children's wear collection using draping. Students must document the work with proper visual merchandising techniques. Students must do this project individually. Project should be worked out through various production stages under the guidance and approval of the supervising faculty/faculties. Students have to complete the project within the given time period.

Students must submit the finished project along with the required paper works and a comprehensive report, to the Head of the Department, before the day of the project evaluation. The project will be evaluated by the external and internal examiners appointed by the university. Delayed, incomplete submissions will be considered as per the University rules.

4TH SEMESTER

BVFT401: SOFT SKILL AND PERSONALITY DEVELOPMENT

OBJECTIVE:

After completion of the course students will be familiar with different aspects of personality and role of soft skills in personality development.

UNIT-I: INTRODUCTION: Concept of Personality, Personality Consciousness, Personality Patterns, Personality Syndrome, Symbols of Self, Clothing Names and Nicknames, Speech, Age, Success, Reputation, Molding the Personality Pattern, Persistence and Change.

UNIT-II: PERSONALITY DETERMINANTS: Physical Determinants, Intellectual Determinants, Emotional Determinants, Social Determinants, Aspiration and Achievement, Educational Determinants, Family Determinants.

UNIT-III: PERSONALITY DEVELOPMENT: Healthy Personalities, Developing Self Awareness, Managing Personal Stress, Solving Problems Analytically and Creatively, Grooming, Appearance, Dress Sense, Personal Hygiene, Etiquettes and Body Language, Time Management, Public Speaking.

UNIT-IV: INTERPERSONAL AND GROUP SKILLS: Building Positive Relationship, Strategies for Gaining Power and Influence, Fostering Motivational Environment, Building Effective Teams, Interviewing Skills, Conducting Meetings.

SUGGESTED READINGS:

1. Hurlock, Elizabeth B(2012), Personality Development, Tata McGraw Hill, New Delhi
2. McGrath, E.H., (2012), Basic Managerial Skills for All, Prentice Hall of India Pvt. Ltd., New Delhi
3. Wehtten, David A and Kim S Cameron(2010) Developing Managerial Skills, Pearson Education, New Delhi

BVFT402: EXPORT PROCEDURES AND DOCUMENTATION

OBJECTIVE:

- To introduce students to export house structure, process, role of export manager and export procedures
- Understanding the quality control parameters of apparel industry.

UNIT-I: MANUFACTURER EXPORT HOUSE Organizational structure & functions of various departments of a manufacturer
Export house Buying house - store owned buying house & independent buying house

UNIT-II: PRODUCT DEVELOPMENT ASPECTS: Forecasting and significance in product planning Sampling procedure
Terminologies : specification sheet, order sheet, line development, lead time, line presentation, minimum length and width, tolerance Costing-techniques of costing- cost sheet

UNIT-III: QUALITY ASPECTS: Fabric & Garment defects Quality, Quality Control – Meaning Quality control of garments Inspection – meaning, types(No inspection, In process inspection, Random inspection, 100% inspection) Four point System Standards and specifications – International sources; ISO, ASTM, BIS (origin, nature,) TQM , AQL - Meaning and advantages

UNIT-IV: Labelling of garments– types, care labels

Packaging of garments – types & methods, materials

Eco friendly textiles: meaning, significance of green labelling

UNIT-IV: ROLE OF EXPORT MANAGER

EXPORT, TRADE PROCEDURES & DOCUMENTATION: Export plan, export procedure, importance of export documents

EXPORT DOCUMENT CLASSIFICATION – INVOICE: Proforma Invoice, Commercial Invoice, Consular Invoice; Certificate : Certificate of origin, Combined certificate of origin and value, Certificate of Inspection / Quality control; Customs Document : Shipping bill; Transport Document : Mate receipt, Bill of lading, Airway bill, Combined transport document and shipment advice; Exchange Control Document : GR form, PP form; Payment Document : Letter of Credit, Bill of exchange; Miscellaneous Document : Packing list, Insurance Certificate, Marine insurance policy, Bill of entry, Intimation for inspection, Shipping instructions, Insurance declaration, Shipping order, Application for certificate of origin, Letter to bank for collection/negotiation of documents

MODE OF SHIPMENTS: Water and airways

REFERENCES:

1. Sara J.Kadolf, Quality assurance for Textile and Apparel, Fairchild publications, New York
2. Gerry Cooklin, Steven George Hayes and John McLoughlin, Introduction to Clothing Manufacture, Wiley-Blackwell, New Jersey
3. Joseph M. Juran and A. Blandon Godfrey, Juran’s Quality Handbook, Mc Graw Hill Publishers, USA
4. Brad Jackson, Management Gurus and Management Fashions, Routeledge Publications, London
5. Jeanette Jarnow, Inside the Fashion Business, Rizzoli International Publications, New York
6. Micheal Easey, Thompson, Sharon, Willans and John, Fashion Marketing, Blackwell Scientific Publications, London
7. Marian H. Jernigan, Easterling, & Cynthia R, Fashion Merchandising & Marketing, Prentice Hall Publications, US
8. Gary, Pekarsky, Ulasewicz & Connie, Made in America : The Business of Apparel and Sewn Products Manufacturing, Garmento Speak Publications, US
9. SK Bharadwaj and P U Mehta, Managing Quality in the Apparel Industry, New Age Publishers, Delhi.
10. S. Shivaramu., Export Marketing - A practical guide to Exporters, Wheeler Publishing, Allahabad
11. D. Sinha., Export Planning and Promotion, IIMS, Calcutta

BVFT403: ADVANCED FASHION ILLUSTRATION

OBJECTIVE:

- Introduction to Various medium for stylization of croqui
- To make the students capable to create their own style of illustration
- To train students in colour rendering in different media keeping fabric qualities.

UNIT-I: Draping of garments on croquis

UNIT-II: Colour rendering-solids, prints, checks, stripes, florals, dots, denim, Velvet, satin, chiffon

UNIT-III: Conceptualise and design a thematic collection of 5 garments.

UNIT-IV: Stylization of croquis using different kinds of paper (minimum5)

UNIT-V: Stylized fashion illustration: students should create their own style of illustration (Minimum 3)

REFERENCE:

1. Mary Garthe, Fashion and Colour, Rockport publishers, Rockport, Massachusetts
2. Estel Vilaseca , Essential Fashion Illustration Colour and Medium, Rockport Publishers, U.S
3. Nicholas Drake, Fashion Illustration Today, Thames & Hudson, London.
4. Carol.A.Nunnely, Fashion Illustration School, Thames & Hudson, London
5. Colin Barnes, Fashion Illustration, LITTLE, Brown and Company, New York
6. John Ireland.P, Introduction to Fashion Design, B.T.Batsford Ltd, London
7. Seaman.J, Fashion Illustration Basic Techniques,- B T Batsford Ltd, London

BVFT404: COMPUTER AIDED DESIGN

OBJECTIVE:

To introduce students to essential softwares.

UNIT-I: CAD: Meaning, introduction and importance

UNIT-II: ADOBE PHOTOSHOP: Create mood board, Theme board, colour board and client profile

UNIT-III: ADOBE ILLUSTRATOR: Create surface pattern designs for fabrics Illustrate fashion croqui and drape garments over croqui

UNIT-IV: COREL DRAW: Prepare flat sketches and spec sheet

UNIT-V: Design a theme based fashion collection and prepare the presentation using CAD

REFERENCE:

1. Adobe Systems, (2002), Adobe Photoshop 7, Adobe Press.
2. Michelle Perkins, (2006), Beginner's Guide to Adobe Photoshop, Amherst Media, United States
3. Amy Philips, (2015), Photoshop: Absolute Beginner's Guide, Amazon Company, Create Space Independent Publishing Platform.
4. Gary David Bouton, CorelDRAW X5 - The Official Guide, McGraw Hill Education
5. Lazear, S. M. ., Adobe Illustrator for fashion design, Pearson Prentice Hall.
6. Armstrong, J., Ivas, L., & Armstrong, W., From pencil to pen tool: Understanding and creating the digital fashion image, Fairchild Publications
7. Colussy M. K., & Greenberg, S. , Rendering fashion, fabric, & prints with Adobe Illustrator

BVFT405: PATTERN MAKING AND GARMENT CONSTRUCTION- MEN'S WEAR

OBJECTIVE:

- To teach the students basic fundamentals of men's wear
- To enable students to do the proper layout of paper drafts on the fabric and to make maximum usage of fabric with minimum wastage.

UNIT-I: PATTERN MAKING: Men's block

- i. Basic over garment block
- ii. Basic one piece sleeve block
- iii. Classic shirt block
- iv. Casual shirt block
- v. Trouser blocks-one piece, two piece

UNIT-II: Prepare pattern and construct a Classic Shirt

UNIT-III: Prepare pattern and construct a Trousers

UNIT-IV: Prepare pattern and construct a Vest

UNIT-V: Prepare pattern and construct a men's wear according to recent trends.

REFERENCE:

1. E. Olive pounds, Creative Sewing, Thomas Nelson and Sons Pvt. Ltd, USA
2. Ernestine Kopp, Vittorina Rolfo & Beatrice Zelin, How to Draft Basic Patterns, Fairchild Publications, USA
3. Nancy Zieman, Sewing A to Z: Your Source for Sewing and Quilting Tips and Techniques, Krause Publishers, USA
4. Winifred Aldrich, Metric Pattern Cutting for Men's Wear, 4th Edition, John Wiley and Sons, USA

BVFT406P: INTERNSHIP II – EXPORT HOUSE

Total Credits: 6

After the completion of the fourth semester, the students will have to undergo a minimum of two weeks internship programme. It will be in an apparel exporting firm specialized in men's or children's wear to understand various steps and techniques involved in exporting. Students can choose a firm in India or abroad for their internship. College will provide a certificate to prove their identity. A member of the faculty will supervise the student during the internship.

Firms having a minimum of two years exposure in apparel export can be selected. At the end of the internship, the students should prepare a comprehensive report. The report and the specimens of the work done by the student should be attested by the organization. Student should also produce a certificate of internship from the organization. All the above details should be submitted to the Head of the Department for evaluation. The report will be evaluated by the external and internal examiners appointed by the University. Delayed, incomplete submissions will be considered as per the University rules.

5TH SEMESTER

BVFT501: ENVIRONMENTAL STUDIES

OBJECTIVE:

- To build a pro-environmental attitude and a behavioural pattern in society based on sustainable lifestyles
- To impart basic knowledge on pollution and environmental degradation.

UNIT-I: Introduction to Environment Science: Development and Environment, Human Population and the Environment : Population growth, variation among nations-Population explosion – Case Studies. Sustainable Development – Concept, Policies, Initiatives and Sustainability strategies, Human Development Index, Gandhian Principles on sustainability.

Natural systems -Earth –structure, soil formation- factors affecting, soil types, Atmosphere – structure and composition, Hydrosphere – Oceans, rivers, estuaries, Lakes etc., Physical environment of aquatic systems

Resource utilization and its impacts on environment -Renewable and non-renewable resources, Forest resources : Use and over-exploitation, Timber extraction, mining, dams and their effects on forest and associated biota., Water resources : Use and over-utilization of surface and ground water, conflicts over water, River valley projects and their environmental significance- Case studies – Sardar Sarovar, Mineral resources : Use and exploitation, environmental impacts of extraction and use of mineral resources, case studies – sand mining, metal mining, coal mining etc

Food resources: World food issues, changes caused by - overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, and salinity. Case studies Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.

Land resources: Land as a resource, land degradation, soil erosion and desertification.

UNIT-II: Ecosystems Concept of an ecosystem-Structure and function of an ecosystem-Producers, consumers and decomposers-Energy flow in the ecosystem-Ecological succession-Food chains, food webs and ecological pyramids. Ecological interactions Types, characteristic features, structure and function of the following ecosystem : Forest, Grassland, Desert, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). Significance of wetland ecosystem – Classification, Ecology and Biogeochemistry. Threats and Management

Biodiversity and its conservation

Introduction – Definition : genetic, species and ecosystem diversity, Biogeographical classification of India, Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels, India as a mega- diversity nation Hot-spots of biodiversity, Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts., Endangered and endemic species of India, Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity. People’s participation in biodiversity conservation- Biodiversity Register; Global Climate change and Biodiversity.

UNIT-III: Environmental Pollution Air pollution: sources- mobile, stationary, fugitive; type of pollutants- primary and secondary air pollutants, Smog- classical smog and photochemical smog, Acid rain; Ozone depletion; impacts of air pollutants on environment; control measures. Water pollution: Sources- Point and non-point sources; Types – chemical, biological and physical; impacts on the environment; water quality – water quality standards ; control measures. Soil pollution: sources and impacts Noise pollution: sources, impacts on health, management strategies Thermal pollution and Nuclear pollution - sources and impacts Solid wastes – types, sources, impacts on Environment.

Municipal Solid waste Management: Essential steps- source segregation, collection, Processing and Disposal of residues. Environmental Pollution - case studies Natural and anthropogenic Disasters and their management : floods, earthquake, cyclone and landslides.

UNIT–IV: History of environment protection Silent spring, Ramsar Convention, Stockholm conference, Montreal protocol, Kyoto protocol, earth summit, Rio+10, Rio+20, Brundtland commission Report, Sustainable development Environmental movements in India, Global initiatives for Environmental protection Environmental education –basics ,Tbilisi conference, Environment Management Systems Environment Information Systems, Environmental Impact assessment (EIA) – definition and significance, EIA notification; National and state level Authorities; role of public in EIA of a development project

Social Issues and the Environment

Environmental movements

From Unsustainable to Sustainable development-Urban problems related to energy- Water conservation- Rain water harvesting; Watershed management Environmental ethics : Issues and possible solutions.

Environmental Economics, Green house effect and Climate change Natural and Anthropogenic disasters

Disaster Management , Wasteland reclamation-Consumerism and waste products- Environmental Laws – General introduction; Major laws in India. Environment Protection Act- Air (Prevention and Control of Pollution) Act-Water (Prevention and control of Pollution) Act-Wildlife Protection Act-Forest Conservation Act-Issues involved in enforcement of environmental legislation-Public awareness

TEXT BOOK

Textbook for Environmental Studies For Undergraduate Courses of all Branches of Higher Education – Erach Bharucha for University Grants Commission

FURTHER ACTIVITIES

- Field work
- Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural/ Solid waste dump yards
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)

BVFT502: FASHION FORECASTING

OBJECTIVE:

- To introduce students to the process of fashion forecasting.

UNIT–I: FASHION FORECASTING

- Fashion forecasting – Definition
- Types of fashion forecasting- Long term forecasting and Short-term forecasting
- Importance of fashion forecasting
- Role of a fashion forecaster

UNIT-II RESEARCH PROCESS

- Research process in forecasting
- Sales Forecasting- Requirement for sales forecasting (Horizon, Life Cycle, Aggregation, Seasonality, Variables)
- Sales forecasting methods for fashion industry- Usual Methods, Advanced Sales Forecasting Methods (forecasting methods for historic and non-historic data)

UNIT-III: COLOUR FORECASTING: Importance of colour forecasting, responsibilities of a colour forecaster

- Design a colour forecast scheme using Pantone shade card

UNIT-IV: TEXTILE FORECASTING

- Design a unique colour combination with textile prints

UNIT-V: The students must do a colour and fabric forecasting for a season. Sketch a collection based on the forecasting the forecasting includes the following steps

- Inspiration board
- Mood board
- Colour board
- Swatch board
- Design development sheets

REFERENCES

1. Kate Scully, Debra Johnston Cobb, Colour Forecasting for Fashion (Portfolio Skills: Fashion & Textiles), Laurence King Publishing
2. Gwyneth Holland, Rae Jones, Fashion Trend Forecasting, Laurence King Publishing
3. Lorynn R. Divita, Evelyn L. Brannon, Fashion Forecasting: Studio Instant Access, Fairchild Books
4. Chelsea Rousso, Fashion Forward: A Guide to Fashion Forecasting, Fairchild Books

BVFT503 - ART APPRECIATION

OBJECTIVE:

- To induce the students an appreciation of art through the ages & its impact upon lifestyle & fashion.
- To create innovative paintings inspired by the characteristics of world art & application of art in fashion.

UNIT-I: ART: Purpose of Art, Looking at Art, the Principles of Art Introduction to world art and its classifications

UNIT-II: ANCIENT WORLD

- Pre Historic art-Palaeolithic age
- Egyptian art
- Greece & Roman-Classical Art.

UNIT-III: MIDDLE AGES

- Early Christian & Byzantine Art.
- Medieval European art-Gothic.
- Renaissance.

UNIT-IV: MODERN ART

- Neo- Classicism
- Impressionism
- Pointillism
- Cubism
- Surrealism

UNIT-V:

- Pop art
- Op art
- Abstract art
- Expressionism
- Contemporary art
- Graffiti
- Art Deco

REFERENCES

1. H.W Janson /Anthony .F.Janson , History of Art (sixth edition), Prentice Hall College Division
2. Gustav Klimt, One Hundred Drawings, Dover Publications
3. Peter Murray, Art Of The Renaissance, Thames and Hudson, UK

BVFT504 : ACCESSORY DESIGNING

OBJECTIVE:

- To teach the students the art of accessory designing so that they can complement their garment designs with appropriate accessories.

UNIT-I: FASHION Accessories: An introduction to Fashion Accessories.

Type of Fashion Accessories: - Jewellery (neck lace, earrings, rings, hair ornaments), hat, belt, bag, footwear and hair accessory

UNIT-II: DESIGNING FASHION ACCESSORIES ON THE BASIS OF A SELECTIVE THEME: Traditional style, ethnic style, contemporary style.

UNIT-III: Material exploration- Develop any two accessory - hat /belt / bag / footwear / hair accessory

UNIT-IV: Material exploration- Develop a set of Jewellery with any material and a set of eco-friendly material

UNIT-V: Prepare a theme based accessory collection in fusion style

SUGGESTED READINGS:

1. Joan Evans, History of Jewellery, Dover Publications, New York
2. Steven Thomas, Drawing Fashion Accessories, Laurence King Publishing, London
3. Leonor D'Orey, Five Centuries of Jewellery: National Museum of Ancient Art, Zwemmer Publishers, London
4. Tracey Tolkien & Henrietta Wilkinson, A collector's Guide to Costume Jewellery, Firefly Books Ltd, Canada

BVFT505: COMPUTER AIDED PATTERN MAKING & GRADING

OBJECTIVE:

- To teach students the basics of computerized pattern making and grading which is useful in industrial garment production.

UNIT-I: COMPUTERIZED PATTERN MAKING AND GRADING: Introduction, advantages

UNIT-II: Pattern Preparation – The Basic Pattern Set

1. Basic Front Bodice
2. Basic Back Bodice
3. Basic Sleeve
4. Basic Front Skirt
5. Basic Back Skirt

UNIT-III: Pattern Preparation – Garments

1. Bib
2. A-Line Frock
3. T-Shirt

UNIT-IV: Pattern Grading

1. Basic Front Bodice
2. Basic Back Bodice
3. Basic Sleeve
4. Basic Front Skirt
5. Basic Back Skirt

UNIT-V: Prepare pattern for a customised garment and grade it

REFERENCES:

1. Alison Beazley and Terry Bond , Computer-Aided Pattern Design and Product Development, Wiley - Blackwell Publishings, United States

BVFT506P: PROJECT III – NEW PRODUCT DEVELOPMENT

After the completion of the Vth semester, students have to develop a new line of product. Students must do this project individually. Project should be worked out through various production stages under the guidance and approval of the supervising faculty/faculties. Students have to complete the project within the given time period, and they should keep all the important paper works.

Students must submit the finished project along with the required paper works and a comprehensive report to the Head of the Department, before the day of the project evaluation. The project will be evaluated by the external and internal examiners appointed by the University. Delayed, incomplete submissions will be considered as per the University rules.

6TH SEMESTER

BVFT60 1: ENTREPRENEURSHIP DEVELOPMENT

OBJECTIVE:

To familiarize the students with the concept and overview of entrepreneurship with a view to enhance entrepreneurial talent. To impart knowledge on the basics of entrepreneurial skills and competencies to provide the participants with necessary inputs for creation of new ventures. To explore new vistas of entrepreneurship in 21st century environment to generate innovative business ideas

UNIT-I: To make the students understand about entrepreneurs and different classifications. Entrepreneur and entrepreneurship - Definition; traits and features; classification; Entrepreneurs; Women entrepreneurs; Role of entrepreneurs in India.

UNIT-II: Create an awareness about EDP. Entrepreneurial development programme concept; Need for training; phases of EDP; curriculum & contents of Training Programme; Support systems, Target Groups; Institutions conducting EDPs in India and Kerala.

UNIT-III: General awareness about identification of project financing new enterprises. Promotion of a venture; opportunity Analysis Project identification and selection; External environmental analysis economic, social, technological and competitive factors; Legal requirements for establishment of a new unit; loans; Overrun finance; Bridge finance; Venture capital; Providing finance in Approaching financing institutions for loans.

UNIT-IV: To identify different opportunities in small business. Small business Enterprise - Identifying the Business opportunity in various sectors - formalities for setting up of a small business enterprise - Institutions supporting small business enterprise - EDII (Entrepreneurship Development Institute of India), SIDO (Small Industries Development Organization NSIC (National small Industries Corporation Ltd.) NIESBUD (National Institute for Entrepreneurship and Small Business Development) Sickness in small business enterprise causes and remedies

UNIT-V: To understand about a project report relating to a small business. Project formulation - Meaning of a project report, significance, contents, formulation planning commissions guidelines for formulating a project report - specimen of a project report, problems of entrepreneurs, case studies of entrepreneurs.

BOOKS FOR REFERENCE:

1. Clifton, Davis S. and Fyvie, David E., Project Feasibility Analysis, John Wiley, New York, 1977.
2. Desai A. N., Entrepreneur and Environment, Ashish, New Delhi, 1990.
3. Drucker, Peter, Innovation and Entrepreneurship, Heinemann, London, 1985
4. Jain Rajiv, Planning a Small Scale Industry: A guide to Entrepreneurs, S.S. Books, Delhi, 1984
5. Kumar S. A., Entrepreneurship in Small Industry, Discovery, New Delhi, 1990
6. McClelland, D. C. and Winter, W. G., Motivating Economic Achievement, Free Press, New York, 1969

BVFT602: COST ACCOUNTING FOR APPAREL INDUSTRY

OBJECTIVE:

- To understand the cost factors and calculation methods

UNIT-I: COST ACCOUNTING

Introduction to cost accounting: Responsibility of accounting, Uses of Cost accounting, Elements of cost, Direct material, Direct labour, Factory overhead, Cost of goods manufactured statements, Cost behaviour patterns in the apparel industry, Fixed Variable, Semi variable, Job order for process costing.

UNIT-II: OVERHEADS

Accounting for factory overhead - Capacity level concepts, Production and service Dept, Direct and Indirect cost, Over and under applied overhead.

UNIT-III: COST VOLUME PROFIT ANALYSIS

Break even analysis –contribution margin, variable cost ratio, and marginal income, sales mix by garment style, Effect of volume change, Price/volume analysis
Apparel Marketing cost analysis-Marketing cost accounting, Marketing cost standards, Variance analysis for marketing costs, Effective variance.

UNIT-IV: PRICING: Determining pricing of apparel products-Price elasticity of demand and supply, marginal revenue and marginal cost, cost plus pricing, variable cost pricing, Direct cost pricing Derivation of cost of apparel- Woven and knit

UNIT-V: BUDGET: The budgeting process-Budget principles for the apparel industry, Fixed vs Variable budget, Lamination of budgets in any justification efforts

BOOKS FOR REFERENCE:

1. S.P.Jain and KL. Narang, "Cost Accounting", Kalyani Publishers, New Delhi.Edn.2005
2. R.S.N. Pillai and V. Bagavathi, "Cost Accounting", S. Chand and Company Ltd., New Delhi.Edn.2004.
3. Frances Harder, Fashion for Profit: From Design Concept to Apparel Manufacturing
4. Glock Ruth E., Glock, Apparel Manufacturing: Sewn Product Analysis
5. Michael Jeffrey, Nathalie Evans, Costing for the Fashion Industry

BVFT603: BOUTIQUE MANAGEMENT

OBJECTIVE:

- To understand the various aspects of boutique management

UNIT-I: BOUTIQUE: Business options and plans for boutique, costing and funding agencies, Boutique market place and its role
Boutique management – types of Boutique, planning, layout and storing

UNIT-II: BOUTIQUE MANAGEMENT: Introduction to Boutique management and terminologies, Role of boutique manager,

UNIT-III: BOUTIQUE DISPLAY

Exterior of Boutique, Illumination, Masking and Proscenia Mannequins and 3D Dressing. Props & promotions on floor. Visual merchandising and colour pallets.

Boutique interior planning – Boutique interiors and display locations, fixture & dressings, purchase display systems.

UNIT-IV: INVENTORY

Inventory control – definition, types, importance, remedies. Buying for boutique, Pricing Merchandise Catalogue Design

UNIT-V: SALES AND PROMOTION

Effective Sales techniques, Boutique operations, Brand Building, Competitive strategies and survey, market research, trade shows, Exhibitions, Fashion shows, Trade organizations. Styling for advertising, Social media marketing – Introduction & types Compliances for Boutiques Business Ethics - meaning

REFERENCE:

1. Laura Bliss, Guide Visual Merchandising and Display III Edition, Fairchild Publications.
2. Manmeet sodhia, Fashion marketing and merchandising, Kalyani Publishers
3. Gastelino. M. Fashion Kaleidoscope, Rupa & Co. 1994.
4. Gibson. G. Vedomani, Retail Management, Jaico Publishing house, Bangalore
5. Elaine Stone, The Dynamics of Fashion, Fairchild Publication
6. Brenda Sternquist international Retailing, Fairchild Publication, New York
7. Martin. M. Pegler, Store Window No.14, No 12, Visual reference Publishers, New York.
8. Jonny Tuckers, Retail Desire, Rotovision SA UK.
9. Frances Harder, Fashion for profit : a professional's complete guide to designing, manufacturing, & marketing a successful line, Harder Publications, USA

BVFT604: THEMATIC LINE DEVELOPMENT

Each student will conceptualize and develop a collection of at least five garments

The students should submit a record and the garments based on the theme at the time of external evaluation

REFERENCES

1. Gereal Olivier, Fashion – Concept to Catwalk, A&C Black London
2. Atkinson M, How to create your Final Collection, Laurence King Publishing
3. Rta Kapur Chishti, Saris – Tradition and Beyond, Roli Books
4. Kellvey Mc Katherine and Munslow J, Fashion Forecasting, Wiley-Blackwell
5. James Stockton, Designers Guide to Colour, Chronical books, San Francisco

BVFT605: PORTFOLIO PRESENTATION

OBJECTIVE:

- To help students to prepare a competitive portfolio which include best of their skills and talents.

UNIT-I: PORTFOLIO: Introduction to portfolio building for fashion designers, idea storage bank, focused portfolios, specialized portfolios, diverse Market segments, presentation techniques.

The students have to document all their best presentable work done through all the semesters and those that portray their area of interest.

The students are required to submit the portfolio as the record during the external evaluation.

REFERENCES

1. Linda Tain, Portfolio Presentation for Fashion Designers, Fairchild Books, New York

BVFT606P: INTERNSHIP III - BOUTIQUE

After the completion of the sixth semester, students will have to undergo a minimum of two weeks internship programme in a boutique. There they must be able to get a hands on training on day to day management of boutique.

Students can choose a boutique in India or abroad for their internship. College will provide a certificate to prove their identity. A member of the faculty will supervise the student during the internship.

Boutique must be an established one; should have completed a minimum of 2 years.

At the end of the internship, the students should prepare a comprehensive report. The report and the specimens of the work done by the student should be attested by the organization. Student should also produce a certificate of internship from the organization. All the above details should be submitted to the Head of the Department for evaluation. The report will be evaluated by the external and internal examiners appointed by the University. Delayed, incomplete submissions will be considered as per the University rules.



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