



**KALINGA  
UNIVERSITY**

**SCHEME & SYLLABUS FOR**

# **Bachelor of Vocational Studies (B. Voc.) Fashion Technology**



Kalinga University, Naya Raipur, Chhattisgarh

Semester-I					
CODE NO.	PAPER	CREDITS	INTERNAL EXAM	END SEMESTER EXAM	TOTAL MARKS
BVFT101	Fundamentals of Information Technology	3	30	70	100
BVFT102	Fundamentals of Textile-I	4	30	70	100
BVFT103	Indian Traditional Textiles & Costumes	4	30	70	100
BVFT104	Introduction to Fashion Art	7	30	70	100
BVFT105	Garment Manufacturing Techniques	7	30	70	100
BVFT106P	Fundamentals of Information Technology-Lab	1	20	30	50
BVFT107P	Project-I	4	30	70	100
<b>TOTAL</b>		<b>30</b>	<b>200</b>	<b>450</b>	<b>650</b>

Semester-II					
CODE NO.	PAPER	CREDITS	INTERNAL EXAM	END SEMESTER EXAM	TOTAL MARKS
BVFT201	Communication Skills	4	30	70	100
BVFT202	Elements of Fashion Design	4	30	70	100
BVFT203	Fundamental Of Textile-II	4	30	70	100
BVFT204	Fashion Illustration Part-I	7	30	70	100
BVFT205	Drafting, Pattern Making & Garment Construction-I	7	30	70	100
BVFT206P	Project-II	4	30	70	100
<b>TOTAL</b>		<b>30</b>	<b>180</b>	<b>420</b>	<b>600</b>

Semester-III					
CODE NO.	PAPER	CREDITS	INTERNAL EXAM	END SEMESTER EXAM	TOTAL MARKS
BVFT301	Principles Of Management	3	30	70	100
BVFT302	Writing & Presentation Skills In English	3	30	70	100

BVFT303	Drafting, Pattern Making, Garment Construction & Draping-II	6	30	70	100
BVFT304	Fundamental of Textile-III	3	30	70	100
BVFT305	Surface Ornamentation-I	3	30	70	100
BVFT306	Fashion Illustration-II	6	30	70	100
BVFT307P	Project-III	6	30	70	100
<b>TOTAL</b>		<b>30</b>	<b>210</b>	<b>490</b>	<b>700</b>

Semester-IV					
CODE NO.	PAPER	CREDITS	INTERNAL EXAM	END SEMESTER EXAM	TOTAL MARKS
BVFT401	Fashion Merchandising	3	30	70	100
BVFT402	Soft Skill and Personality Development	3	30	70	100
BVFT403	Advance Pattern Making & Garment Construction (Ladies & Children Wear)	6	30	70	100
BVFT404	Computer Added Designing	4	30	70	100
BVFT405	Surface Ornamentation-II	3	30	70	100
BVFT406	Advance Fashion Illustration	5	30	70	100
BVFT407P	Project-IV	6	30	70	100
<b>TOTAL</b>		<b>30</b>	<b>210</b>	<b>490</b>	<b>700</b>

Semester-V					
CODE NO.	PAPER	CREDITS	INTERNAL EXAM	END SEMESTER EXAM	TOTAL MARKS
BVFT501	Environmental Studies	3	30	70	100
BVFT502	Fashion Forecasting	3	30	70	100
BVFT503	Fashion Marketing	3	30	70	100
BVFT504	Accessory Designing	5	30	70	100
BVFT505	Drafting, Pattern Making, & Garment Construction Male-I	6	30	70	100
BVFT506	Fashion Illustration Male	5	30	70	100
BVFT507P	Project-V	5	30	70	100
<b>TOTAL</b>		<b>30</b>	<b>210</b>	<b>490</b>	<b>700</b>

Semester-VI					
CODE NO.	PAPER	CREDITS	INTERNAL EXAM	END SEMESTER EXAM	TOTAL MARKS
BVFT601	Entrepreneurship Development	3	30	70	100
BVFT602	Cost Accounting for Apparel Industry	3	30	70	100
BVFT603	Boutique Management	3	30	70	100
BVFT604	Drafting, Pattern Making & Garment Construction (Male-II)	5	30	70	100
BVFT605	Brand Project on Cad	5	30	70	100
BVFT606P	Portfolio Presentation	5	30	70	100
BVFT607P	Internship-Boutique	6	30	70	100
<b>TOTAL</b>		<b>30</b>	<b>210</b>	<b>490</b>	<b>700</b>

# SEMESTER-1

## BVFT101: FUNDAMENTALS OF INFORMATION TECHNOLOGY

### OBJECTIVE:

The objective of the course is to help the student understand & appreciate the critical role of information system in today's organization.

### Course outcome:

1. Demonstrate the building up of Sequential and combinational logic from basic gates.
2. Familiarize operating systems, programming languages, peripheral devices, networking, multimedia and internet
3. Understand how logic circuits and Boolean algebra forms as the basics of digital computer.
4. Bridge the fundamental concepts of computers with the present level of knowledge of the students.
5. Derst and binary, hexadecimal and octal number systems and their arithmetic.

### Unit I:

**Computer characteristics:** Speed, storage, accuracy, diligence; Digital signals, Binary System, ASCII; Historic Evolution of Computers; Classification of computers: Microcomputer, Minicomputer, mainframes, Supercomputers; Personal computers: Desktop, Laptops, Palmtop, Tablet; Hardware & Software; Von Neumann model.

### Unit II:

**Hardware:** CPU, Memory, Input devices, output devices. Memory units: RAM (SDRAM, DDR RAM, RDRAM etc. feature wise comparison only); ROM-different types: Flash memory; Auxiliary storage: Magnetic devices, Optical Devices; Floppy, Hard disk, Memory stick, CD, DVD, CD/DVD-Writer; Input devices - keyboard, mouse, scanner, speech input devices, digital camera, Touch screen Voice Input, Joystick, Optical readers, bar code reader; Output devices: Display device, size and resolution; CRT, LCD, LED; Printers: Dot-matrix, Inkjet, Laser; Plotters, Sound cards & speaker.

### Unit III:

**Software:** System software, Application software; concepts of files and folders, Introduction to Operating systems, Different types of operating systems: single user, multitasking, time-sharing multi-user; Booting, POST; Basic features of two GUI operating systems: Windows & Linux (Basic desk top management); Programming Languages, Compiler, Interpreter, Databases; Application software:

Generic Features of Word processors, Spread sheets and Presentation software; Generic Introduction to Latex for scientific typesetting; Utilities and their use; Computer Viruses & Protection, Free software, open source.

#### **Unit IV:**

**Computer Networks and Internet:** Connecting computers, Requirements for a network: Server, Workstation, switch, router, network operating systems; Internet: brief history, World Wide Web, Websites, URL, browsers, search engines, search tips; Internet connections: ISP, Dial-up, cable modem, WLL, DSL, leased line Wireless and Wi-Fi connectivity ; email, email software features (send receive, filter, attach, forward, copy, blind copy); characteristics of web-based systems, Web pages, Web Programming Languages.

#### **Unit V:**

**Information Technology And Society:** Indian IT Act, Intellectual Property Rights, issues. Application of information Technology in Railways, Airlines, Banking, Insurance, Inventory Control, Financial systems, Hotel management, Education, Video games, Telephone exchanges, Mobile phones, Information kiosks, special effects in Movies.

**Programming Concepts & Techniques:** Program Concept, Characteristics of Programme, Stages in Program Development, Tips for Program Designing, Programming Aids, Algorithms, Pseudo code, Notations, Design, Flowcharts, Symbols, Rules, compiler & Interpreter. Introduction to programming techniques, Top-down & Bottom-up approach, Unstructured, & Modular programming, Cohesion, Coupling, Debugging, Syntax & Logical Errors, Linking and Loading, Testing and Debugging, Documentation.

#### **Reference Books:**

1. Programming in C, R.S. Salaria, Khanna Publishing House
2. Computer Concepts and Programming in C, R.S. Salaria, Khanna Publishing House
3. Handbook of Computer Fundamentals, N.S. Gill, Khanna Publishing House

# BVFT 102:

## FUNDAMENTALS OF TEXTILE-I

### OBJECTIVE:

- To impart knowledge about textile industry
- To gain knowledge about textile fibres and yarn
- To impart knowledge about textile dyeing
- To teach the hand embroidery stitches & their uses

### UNIT -1 : Introduction to textile terminologies & Textile industry

**FIBRE :** Classification according to source –Natural & 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 & uses

**Sewing threads : properties and uses**

### UNIT-2: FABRIC CONSTRUCTION METHOD

**WEAVING:** Types of weaving (plain ,Rib ,Basket ,Satin, Honeycomb, Twill weave )

**UNIT -3: FINISHES:** definition, importance, classification according to durability & 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

**CARE & RENOVATION OF TEXTILE :** Introduction ,Laundering process ,Dry clean process

**DYEING & PRINTING :** Definition ,stages of dyeing

Printing –direct (stencil) resist(tie & dye)

Students must prepare samples for dyeing ,Tie& dye ,stencil process

**UNIT-4 SURFACE ORNAMENTATION :**Hand stitches (back whipped, lace running, stem stitch, interlaced, whipped running, Pekinese, double running, cable stitches, chain stitch, lazy dazy & heavy chain, weather, double chain, magic chain, close feather, feather stitch, fern stitch, double feather, fly chain etc.

### 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

# BVFT103: INDIAN TRADITIONAL TEXTILES & COSTUMES

## OBJECTIVE :

- To introduce the students about different Indian traditional textile&embroidery
- To study about different costumes used in india

**UNIT 1:NORTH INDIAN TEXTILE:** Brocades of Varanasi & its types, Kashmir i carpet & shawl, kullu shawls, chambarumals, block printing of utter Pradesh. traditional costumes of : Jammu & Kashmir, Haryana, Punjab, Uttar Pradesh, himachal Pradesh, Uttarakhand

**UNIT-2 :SOUTH INDIAN TEXTILE :** Pochampalli, kalamkari, kancheepuramsilk, Erezhathorthu, Balaramapuram sarees, Chendamangalam sarees, kuthampally sarees, kannur handloom home furnishing, Mysore silk & kunbi sarees

**Traditional costumes of :**Andhra Pradesh, Telangana Karnataka, Tamil nadu, kerala

**UNIT-3: WEST & CENTRAL TEXTILE:** Brocade weave, embroidery styles, appliqué, block print, screen printing, tie & die– bandhani & lahariya, patola, himrus, amruspithani, pitabar, chanderi, maheshwari saree, bhagalpuri silk, mashru traditional costumes of : Gujrat, Rajasthan, Maharashtra, Goa, Bihar, Madhya Pradesh, Chattisgarh

**UNIT- 4 EAST INDIAN TEXTILE:** Dacca sarees & its types, Bengal cotton sarees, balucharbuttedar traditional costumes of: Odhisha, West Bengal, Assam, Nagaland, Mizoram, Meghalaya, Manipur, Sikkim, Tripura, Jharkhand

## 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  
1. Museum of Textiles, Ahmedabad
5. John Gillow & Nicholas Barnard, Traditional Indian Textiles, Thames & Hudson, UK
6. Sachidhanand Sahay, Indian Costume, Coiffure And Ornament, MunshiramManoharlal 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

# BVFT104:

## INTRODUCTION TO FASHION ART

### OBJECTIVE:

- To introduce students to:
- Basic sketching techniques
- Aspects of human anatomy & importance of fashion illustration
- Various mediums for sketching & rendering life forms

**UNIT-1: 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-2 :Two & three dimensional forms**, its composition, perspective & other shading, still life drawing Introduction to different mediums: poster paints, water colours, colours pencils & Microtip pen & Indian ink

### UNIT-3: Design idea-I

**A good design will make you look good** . It allows you to make a positive first impression on the people around. It has been shown that human beings form an initial impression within a couple of seconds, therefore it is very essential for a designer to know the various aspects of apparel.

Students will learn what kind of design will suit on a particular type of a body by learning through various elements of a garment as follows Neckline, collars,sleeves& pleats

### UNIT-4 : Introduction to block figure croqui

Basic 1/2head croqui

Front view, back view,side view,3/4 view

### UNIT-5: CROQUI analysis

Study of different views (stick views)

Analysing figures from fashion magazines &life

### HAIR STYLES&FOOTWEARS

### 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 presentation -slide transition custom animation managing slide shows –using pen setting slide intervals

### BOOKS FOR REFERENCE:

- 1.Antomy Thomas,information technology for office.pratibha publication
- 2.Gini Courter & Annette marquis .ms office 2007:BPBPPUBLICATION

# BVFT 105: GARMENT MANUFACTURING TECHNIQUES

- To familiarize students with tools & methodologies of swings
- To familiarize students with terminology of garment manufacturing
- To understand basic sewing techniques
- To enable students to draft basic bodice block & sleeve block
- To introduce student to various industrial machineries
- To teach student various techniques & application of plackets, fasteners, zippers, pockets etc...

**UNIT -1 :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 & back

Basic sleeve

**Basic stitches** : (10" \* 10")

Temporary – Even, Uneven, Diagonal Basting

Permanent Stitches – Hemming, slip, stitch, Blanket

Stitching practice : straight lines, Broken lines, Cornered lines, waves, concentric circles, prepare samples in (10\*10) size

**UNIT-2:Seams** : plain, lapped, bound, French, flat fell, top, double top, mock French, slot, welt, piped, turned, taped, pinked seam

**UNIT -3 : INTRODUCING FULLNESS:**

**DARTS:** Skirt dart, Waist dart, Blouse dart

**PLEATS:** Knife, box, inverted, Decorative box, kick, pencil

**GATHERS** : Gathering by hand

Gathering by machine

Gathering by using elastic

Prepare samples in 10\*10 size

**POCKETS** : Patch pocket, patch pocket with piping, patch pocket with flap, decorative pocket

**PLACKETS** : flat open, continuous placket, shirt placket, blouse plackets

**NECKLINES:** Round neckline with piping ,round neckline with facing , Square neckline with piping ,Square neckline with facing ,”u” shape with piping & facing, ”v” shape neckline with piping & facing , Decorative neckline

**FASTENERS :** Button attachments ,button hole, hook &eye press button, Velcro &zipper application(exposed zipper application, lapped zipper application& open end zipper application )

Prepare samples

**UNIT -4:SLEEVES & COLLERS :** Attachment of sleeve &collars to the bodice –plain sleeve ,puff sleeve ,kimono sleeve ,Magyar sleeve ,raglan sleeve, petal sleeve, shirt collar, stand collar ,Chinese collar ,tie stand collar ,Chinese collar,peter pan collar

## 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

# BVFT106P: FUNDAMENTALS OF INFORMATION TECHNOLOGY-LAB

## **MS-WORD**

1. Text Manipulations
2. Usage of Numbering, Bullets, Tools and Headers
3. Usage of Spell Check and Find and Replace
4. Text Formatting
5. Picture Insertion and Alignment
6. Creation of Documents Using Templates`
7. Creation of Templates
8. Mail Merge Concept
9. Copying Text and Picture From Excel
10. Creation of Tables, Formatting Tables
11. Splitting the Screen
12. Opening Multiple Document, Inserting Symbols in Documents

## **MS-EXCEL**

1. Creation of Worksheet and Entering Information
2. Aligning, Editing Data in Cell
3. Excel Function (Date, Time, Statistical, Mathematical, Financial Functions)
4. Changing of Column Width and Row Height (Column and Range of Column)
5. Moving, copying, Inserting and Deleting Rows and Columns
6. Formatting Numbers and Other Numeric Formats
7. Drawing Borders Around Cells
8. Creation of Charts Raising Moving
9. Changing Chart Type
10. Controlling the Appearance of a Chart

## **MS -POWER POINT**

### Working With Slides

1. Creating, saving, closing presentation
2. Adding Headers and footers
3. Changing slide layout
4. Working fonts and bullets
5. Inserting Clip art: working with clipart,
6. Applying Transition and animation effects Run and Slide Show

# BVFT107P : PROJECT-I

students will represent any one state in a group (2-3). They will represent costume, culture, etc. of the chosen state and make a report.

Students must submit the finished project along with the required paper work 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.

## SEMESTER-2

# BVFT201: COMMUNICATION SKILLS

### Course Objective

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

### Course Outcome:

1. The purpose of this course is to introduce students to the theory, fundamentals and tools of communication
2. To develop vital communication skills which should be integral to personal, social and professional interactions.
3. One of the critical links between human beings.
4. An important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal.
5. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

### CONTENTS

#### Unit I: Introduction:

Theory of Communication, Types and modes of Communication, Mediums and channels of communication, barriers to communication, English as a Global language, the Lingua Franca, Social influences on English

#### Unit II: Language of Communication:

Verbal and Non-verbal (Spoken and Written) Personal, Social and Business Barriers and Strategies Intra-personal, Inter-personal and Group communication, Varieties of English, Language, Accent, Dialect, Colloquialism, Historical influences on English

#### Unit III: Speaking Skills:

Monologue Dialogue Group Discussion Effective Communication/ Mis- Communication Interview Public Speech, Regional influences on English, Convergence and divergence, Linguistic Imperialism,

#### **Unit IV: Reading and Understanding-**

Close Reading, Reading analysis of a text - Audience and purpose, Content and theme, Tone and Mood, stylistic devices, structure Comprehension- Analysis and Interpretation Translation(from Indian language to English and vice-versa) Literary/Knowledge Texts

#### **Unit V: Writing Skills**

Documenting Report Writing Making notes Letter writing, Writing tabloids, diary entry, open letters, essays, newsletter and magazine articles, skits, short stories, impersonating characters.

It will enhance Language of communication, various speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, notetaking etc. While, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has also acquired some elements of science. It is hoped that after studying this course, students will find a difference in their personal and professional interactions.

#### **Recommended Readings:**

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, DrRanjanaKaul, DrBrati Biswas

# BVFT202:

## ELEMENTS OF FASHION DESIGN

### OBJECTIVE:

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

**UNIT-1 DESIGN ELEMENTS** – form, shape, space, line, colour & texture

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

**UNIT-2 : FASHION TERMINOLOGY** : Accessories, alta moda, atelier, bespoke, boutique, brand name, custom made, classic, CMT, couture, costume, designer, diffusion line, draping, fad, fashion, haute couture, knockoff, licensing etc.

**UNIT-3: LINES** : Functions of lines – introduction to basic lines as means of expression & emotions. different types of lines & its characteristic. use of line in clothing according to body shapes. optical illusions created by various combinations of lines, silhouettes

**UNIT-4: IMPORTANCE OF COLOURS IN FASHION** : color theory –prang color system, introduction of munsell colour, colour wheel, knowledge of different color scheme-primary, secondary & tertiary colours, cool & warm colours etc.

### 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.

# BVFT203:

## FUNDAMENTAL OF TEXTILE-II

**OBJECTIVE:** TO gain knowledge about printing technology

To develop a skill in understanding textile available in the market

To teach the importance of creating texture & its importance

To give knowledge about print placement

**UNIT -1 : PRINTING** –definition ,How to prepare the colours for printing

Students must prepare the samples for block printing

**UNIT -2: TEXTURES** – Types of textures

Students should prepare the samples using different textures

**UNIT -3 : PRINT PLACEMENT**

TO give knowledge of prints & its placements ( vertical, horizontal , diagonal I& all over placements )

**UNIT -4 : TEXTILE MARKET STUDY**

Students prepare a sample file & survey report according to the following topics & write its identification such as nature,suitability with cost & general care

- Different types of cotton fabrics
- Different types of synthetic fabrics
- Different types of woolen fabrics
- Different types of sheer fabrics
- Different types of silk fabrics
- Different types of lining
- Collection of various types of accessories
- Different types of jute
- Different types of laces & buttons

**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

# BVFT204 :

## FASHION ILLUSTRATION PART-I

### OBJECTIVE :

To enhance the students capabilities in the field of fashion

To introduce the students human anatomy & its importance of fashion illustration

To give the knowledge of sketch of garment design for female according to age groups, theme & latest trends in different mediums .

### UNIT-1 :Design idea-II

**A good design will make you look good** . It allows you to make a positive first impression on the people around. It has been shown that human beings form an initial impression within a couple of seconds, therefore it is very essential for a designer to know the various aspects of apparel.

Students will learn what kind of design will suit on a particular type of a body by learning through various elements of a garment as follows :

Skirts, pockets,tucks,yokes & cuffs

### UNIT-2 : FASHION ILLUSTRATION :

1.Casual Wear

2. Beach Wear

3. Sports Wear

4.Formal Wear

5. Winter Wear

6.Party Wear

7.Traditional Wear

8.Indo Western Wear

9. Night Wear

### REFERENCES :

- The Art of Costume Design –Marilyn Sotto
- How to Draw & Paint Fashions –Walter T. Faster
- Women's Hi Fashion – Poineer Books Co.
- Fashion Magazines

# BVFT205 : DRAFTING, PATTERN MAKING & GARMENT CONSTRUCTION-I

## OBJECTIVE :

- To enable students to do the proper layout of paper drafts on the fabric & to make maximum usage of fabric with minimum wastage .
- To enable students to draft pattern & sew garments
- **UNIT -1: SEWING PREPARATION** : Introduction –Definition ,elements , methods & importance of drafting .appropriate laying of paper patterns on fabrics ,maximum utilization of fabric accurate cutting & preparation of sewing .**Fit:**types ,common fit problems & rectification methods

## UNIT -1 : GARMENTS CONSTRUCTION

- Measurements charts
- Preparation of child's basic bodice block ,sleeve block & hip block
- Fitting problems & alternation in garments
- Drafting ,pattern making, estimation & layout cutting of all garments

**LIST OF KIDS GARMENTS**-cradle frock , A-line frock, night suits, Gather frock, designer jhabla

**LIST OF LADIES GARMENTS**- plain topper, designer topper, a-line skirt, petticoat(4&6 kali), fitted petticoat , saree blouse , straight kurta , belted salwar, churidar, designer kurta, a-line skirt , gather skirt

**UNIT-2:**Estimation & layout ,cutting ,stitching , finishing, of all above listed garments.

**NOTE** : Draft paper pattern & construct a garment according to current trends

## REFERENCE

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

# BVFT206P : PROJECT-II

## HOME FURNISHING

Students have to develop a home furnishing collection & 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 & approval of the supervising faculty. Students have to complete the project within the given time period.

Students must submit the finished project along with the required paper work, photographs & a comprehensive report to the head of the department, before the day of the project evaluation. The project will be evaluated by the external & internal examiners appointed by the university. Delayed, incomplete submission will be considered as per the university rules.

## SEMESTER-3

# BVFT301: PRINCIPLES OF MANAGEMENT

### OBJECTIVE:

This course is a basic introductory & foundational management course. It is designed for the students who desire to equip themselves with key knowledge, skills, & competencies in various aspects of management. This course includes the procedure for how to plan, organize, lead, proceed, & start the small scale industry.

**UNIT-1; NATURE & PROCESS OF MANAGEMENT:** school of management thought –management process school, human behavioral school, decision theory school, system management school, and contingency school-managerial role –basic of global management

**UNIT -2: PLANING OBJECTIVE:** types of plans –single use plan & repeated plan –MBO, MBE-strategic planning & formulation, decision making –types & process of decision making –forecasting

**UNIT-3: ORGANISING:** Types of organization –formal & informal, line & staff functional –organization structure & organizational cultural & group dynamics

**UNIT -4 : STAFFING :** Recruitment, selection, induction, training, maintenance, & retrenchment system approach to HRM – performance appraisal & career strategy –HRD –meaning & concept

**UNIT -5 : DIRECTING :** Motivation – meaning –need for motivation, theories of motivation – Herzberg & McGregor, Leadership – importance – style of leadership, managerial grid by Blake & Mouton, leadership as a continuum by Tannenbaum & Schmidt

**CONTROLLING:** concept, significance, methods of establishing control.

### BOOKS FOR REFERENCE:

1. Moshal.B.S .Principles of Management, AneBooks 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 :

## WRITING & PRESTATION SKILLS IN ENGLISH

### OBJECTIVE :

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

**UNIT-1: LETTER WRITING :** letters to the editor – resume & covering letters – parts & layout of business enquiry letters offers, quotation – orders & execution – grievances & redressal – sales letters – follow-up letters status enquiry – collection, letters – preparation of power of attorney for partnership – job application letters – resume – co- reference & recommendation letters – employment letters.

**UNIT -2: OTHER TYPES OF ACADMIC & BUSINESS COMMUNICATION ( WRITTEN):** seminar papers – projects report – notices – filling application forms – minutes, agenda – reports – essays

**UNIT -3: PRESENTATION SKILLS :** soft skills for academic presentation – effective communication skills – structuring the presentation – choosing appropriate medium – flip chart – ohp-ppt-clarity & brevity interaction & persuasion.

- **Compulsory activity: power point presentation to be conducted by each student in class .**

**UNIT – 4: non verbal communication – body language** – kinesics, proxemics- para language channels – barriers – principles of effective communication

**UNIT -5: Online writing & netiquette** – writing e- mail – use of language – writing for blogs – social media etiquette – professional networking online ( LinkedIn, E- factor etc...)

- **Compulsory activity : each student create a blog & profile in LinkedIn ..**

- **BOOKS FOR REFERENCE:**

1. Marilyn Anderson, Pramod K Nayar and Madhucchandra Sen. Critical Thinking, Academic Writing & 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.

# BVFT303: DRAFTING, PATTERN MAKING, GARMENT CONSTRUCTION & DRAPING-II

## OBJECTIVE:

To achieve a good fit for garments it is necessary to go through the drafting details.

To teach the basic principles of draping & to construct garment using draping

## UNIT -1: GARMENTS CONSTRUCTION

- Measurements charts
- Preparation of ladies basic bodice block ,sleeve block & hip block
- Drafting ,pattern making, estimation& layout cutting of all garments

## UNIT-2: DRAFTING, PATTERN MAKING & CONSTRUCTION OF THE FOLLOWING COLLARS & SLEEVES

**SLEEVES:** basic bodice block, bell, bishop, Magyar, ruffle, hankey, kimono, leg'o' mutton, Juliet, batwing

**COLLARS:** two piece peter pan, cape collar, bishop, sailor, ruffle, two piece shirts, shawl

**UNIT-3: LIST OF GARMENTS:** Baba suit, knicker, dungaree, Plain plazo, patiyala salwar, harem, fitted kurta, kalidar kurta, circular kurta, A-line shrug, designer shrug

## UNIT-4: KIDS GARMENTS USING DRAPING TECHNIQUE

Introduction of draping

Preparation of fabrics for basic front & back bodice

**SKIRT:** Basic front & back skirt

## REFERENCE

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

# BVFT304 :

## FUNDAMENTAL OF TEXTILE-III

**OBJECTIVE :** Color & print is a critically important part of a fabric . An inappropriate or unattractive color may make a fabric unmarketable , no matter how excellent the quality of the fabric although a poor quality fabric may become a heavy seller because of an attractive color & print

**UNIT-1 : SCREEN PRINT :** Methods of this printing by using one, two, three & more than three colors .

**UNIT -2 : BATIK PRINT ::** Methods of this printing by using one, two, three & more than three colors .

**UNIT -3:FABRIC PAINTING :**Techniques like filling , shading , dry brush

### 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

# BVFT305:

## SURFACE ORNAMENTATION-I

OBJECTIVE: Traditional & typical embroidery gives insights to the traditions & cultural aspects of one country & the students gets knowledge of the subject which they can use to create new patterns this holds a great importance in the field of fashion

### UNIT -1: TRADITIONAL EMBROIDERY

- kashmiri
- phulkari
- chickenkari
- kantha
- kasuti
- kutch
- chambarumal

#### REFERENCE :

- The dictionary of needle work – Sophia carlfield
- Teaching of Needle craft –Thomes Hudson
- The Art of Kantha Embroidery – Niaz Zaman
- Chamba Rumals – A.K. Bhattacharaya

# BVFT306:

## FASHION ILLUSTRATION-II

### OBJECTIVE:

Creativity is the life of a Designer. This subject reflects the student's capabilities in the field of fashion.

### UNIT-1: Inspirational project

Student will create an illustration according to the inspiration picture

### UNIT-2: Denim project

Denim's status as a counter – cultural fabric paved the way forward for many youth style trends that continue to shape the fashion industry.

Student will create illustrations showcasing different textures of denim's.

### UNIT-3: Study of different Art forms

Popart, OP art, Punk style, Gothic style etc.....

Student will research the different art forms & create illustrations accordingly

### REFERENCE:

- How to draw & paint fashion –Walton T. Foster
- Women's Hi Fashion –Pioneer books Company
- Hi Fashion –Hema Malini
- Fashion Design Illustration women –Patric John Ireland
- Advance Fashion Sketch Book Vol.I –Bina Abling
- Advance Fashion Sketch Book Vol.II –Bina Abling

# BVFT307P: PROJECT-III

## **DRAPED CHILDREN WEAR**

### **OBJECTIVE:**

Students have to develop a children's wear collection using draping technique. 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 & approval of the supervising faculty. Students have to complete the projects within the given time period.

Students must submit the finished project along with the required paper works & a comprehensive report to the head of the department, before the day of the project evaluation. The project will be evaluated by the external & internal examiner appointed by the university. Delayed, incomplete submission will be considered as per the university rules.

# SEMESTER-4

## BVFT401: 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. Kincade.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

# BVFT402: 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

# **BVFT403: ADVANCE PATTERN MAKING & GARMENT CONSTRUCTION (LADIES & CHILDREN WEAR)**

## **OBJECTIVE:**

From creating the perfect fit to enhancing the overall quality & durability of the garments, it is stitching that is the part of high quality & timeless fashion designs. Stitching is an important part of fashion design, & it has been used to create beautiful, high –quality garments for centuries.

## **UNIT-1 GARMENT CONSTRUCTION**

For a garment to be truly attractive, it should fit well. To achieve a good fit for ladies garments it is necessary to go through the drafting details.

## **UNIT-2 LISTS OF GARMENTS**

Kalidar plazo, dhoti salwar, princess cut kurta, anrakha kurta, designer blouse, princess cut blouse, circular poncho, designer poncho, A –line skirt, novelty gather skirt,

## **UNIT –3 LADIES GARMENT USING DRAPING TECHNIQUES**

Draping helps you create garments that fit the body perfectly & looks stunning .It teaches you how to work with fabrics & manipulate them into desired shapes.

## **REFERENCE:**

- Cutting & Tailoring –Part -1,2---- Ishwari & Anwari
- Encyclopedia of Dress Making --- Raul Jewel
- The Art of Fashion Draping –Connie Amaden
- The Technology of Clothing Manufactured --- Harlod Carr

# BVFT404:

## COMPUTER ADDED DESIGNING

### OBJECTIVE:

It enables designers to cut out laborious or time – consuming elements of the design process. In other words, it can help you work more efficiency, without compromising the quality of the designs. This helps save time & money in the long term.

### UNIT-1: Design & create the flat sketches

A flat sketch is essential for a tech pack which is a necessary document to manufacture a physical garment.

Students will create & draw flat sketches according to the following themes:

Beach wear, casual wear, sportswear, formal wear, winter wear etc.....

### UNIT -2: PRINT PLACEMENT

TO give knowledge of prints & its placements for the apparels

- ½ drop horizontal / vertical
- ¾ drop horizontal / vertical
- ¼ drop horizontal / vertical
- Free hand style

### UNIT -3: Design & paint dresses on fashion figures according to the following themes:

Casual wear, formal wear, office wear, winter wear, traditional wear, indo western style etc.....

### 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:

## SURFACE ORNAMENTATION-II

### OBJECTIVE:

To make student learn how surface ornamentation transform a garment 's appearance & adds great charm .

### UNIT -1 SURFACE TECHNIQUE

- Drawn & pulled thread work(8)
- Patch work
- Quilting(5)
- Smoking(5)
- Ribbon work
- Appliqué work

**Students will prepare samples for the above technique**

### REFERENCE:

- The dictionary of needle work – Sophia carlfield
- Teaching of Needle craft –Thomes Hudson
- The Art of Kantha Embroidery – Niaz Zaman
- Chamba Rumals – A.K. Bhattacharaya

# BVFT406:

## ADVANCE FASHION ILLUSTRATION

### OBJECTIVE:

Illustrations used by fashion designers to brainstorm their ideas on paper or digitally. Fashion illustration enables designers to preview the garment ideas before they are converted to patterns & physically manufactured.

### UNIT-1: DESIGN STUDIO PROJECT:

Students should know the design development process that is making inspiration board/ theme board, story board, mood board, color board, swatch board, design board, specification board & client board.

### UNIT-2: BRIDAL development

Attire is extremely important in an Indian wedding not only for the marrying couple, but also the guests attending, the family & the relatives.

Student will design the garments according to different wedding ceremonies.

### UNIT-3: COST & ESTIMATION PROJECT

The ability to accurately estimate the fabric required for your fashion project is a cornerstone skill for anyone in the industry. Whether you are designing, clothing, crafting accessories or curating collections for your boutique, understanding how to calculate fabric requirements is paramount.

Costing is the factor that decides about fixing prices & is essential at all stages. It includes all activities like purchase of fabrics & accessories, processing & finishing of fabrics, sewing & packing of garments, transport & conveyance etc.....

Student will create the file & stitch the garment as well.

### REFERENCES:

- How to draw & paint fashion – Walton T. Foster
- Women's Hi Fashion – Pioneer Books company
- Hi Fashion --Hema Malini
- Fashion Design Illustration Women –Patric John Ireland
- Advance Fashion Sketch Book vol . I- Bina Abling
- Advance Fashion Sketch Book vol .I I- Bina Abling

# BVFT407P: PROJECT:IV

PRESENTATION OF MOTHER & DAUGHTER DRESS ON ONE THEME ALONG WITH INSPIRATION BOARD, MOOD BOARD, DESIGN BOARD & SPECIFICATION BOARD

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.

# 5 SEMESTER

## BVFT501: ENVIRONMENTAL STUDIES

### OBJECTIVE:

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

### Unit 1 : Introduction to Environmental Studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; Concept of sustainability and sustainable development.

### Ecosystems

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems :
  - a) Forest ecosystem
  - b) Grassland ecosystem
  - c) Desert ecosystem
  - d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

### Unit 2 : Natural Resources : Renewable and Non--renewable Resources

- Land resources and landuse change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water : Use and over--exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter--state).
- Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

### Unit 3 : Biodiversity and Conservation

- Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots

- India as a mega--biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity : Habitat loss, poaching of wildlife, man--wildlife conflicts, biological invasions; Conservation of biodiversity : In--situ and Ex--situ conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

#### **Unit 4 : Environmental Pollution**

- Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management : Control measures of urban and industrial waste.
- Pollution case studies.

#### **Environmental Policies & Practices**

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

#### **Unit 5 : Human Communities and the Environment**

- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management : floods, earthquake, cyclones and landslides.
- Environmental movements : Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

#### **Suggested Readings:**

1. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R.1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999.Global Ethics and Environment, London, Routledge.
4. Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.

5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36--37.
7. McCully, P. 1996. Rivers no more: the environmental effects of dams(pp. 29--64). Zed Books.
8. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. Environment. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. Environmental law and policy in India. Tripathi 1992.
14. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
17. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.
18. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders.
19. Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton.
20. World Commission on Environment and Development. 1987. Our Common Future. Oxford University Press.

# 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 color forecasting, responsibilities of a color forecaster

- Design a color forecast scheme using Pantone shade card

## **UNIT-IV: TEXTILE FORECASTING**

- Design a unique color combination with textile prints

**UNIT-V:** The students must do a color and fabric forecasting for a season. Sketch a collection based on the forecasting.

. The forecasting includes the following steps

- Inspiration board
- Mood board
- Color 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: 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, Specialty 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 Behavioral segmentation, Consumer buying behavior

**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, Delmatir 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, Bloomsbury Academic Publishers.

# BVFT 504 : 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 hairaccessory.

**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—DRAFTING, PATTERN MAKING, & GARMENT CONSTRUCTION MALE -I

**OBJECTIVE:** This subject of sewing is compared to the classic art of sculpture. The sculpture involves himself in his medium, sewing demands the same involvement with a medium touching, appraising & working with fabric, moulds & shapes into a three-dimensional design. Men's wear consists of fine, intricate & technical sewing.

**UNIT -1:** Measurement chart of gents

**UNIT-2:** Gents garments drafting & pattern making according to the fashion

Casual wear

Formal wear

**LIST OF THE GARMENTS** –Gents kurta (plain)

Pyjama (plain & Aligarhi)

Shirt (half & full sleeve)

Bathrobe

**UNIT –3: DESIGNER GENTS KURTA USING DRAPING TECHNIQUES**

Draping helps you create garments that fit the body perfectly & look stunning. It teaches you how to work with fabrics & manipulate them into desired shapes.

**UNIT-4:** Create garments according to Dart manipulation method

Create garments according to Cut & slash method technique (ladies garment)

**REFERENCE:**

Metric pattern cutting for Men's Wear- Winifred Aldrich

Dress fitting –B.S.P. Professional London

Vogue Fitting – Harper & Row

Singer Sewing Book – Singer & Row

Make Your Own Dress Pattern – Prende Red Smile

Cutting & Tailoring (vol-I)

Introduction to clothing Manufacture – Cooklin Gerry

Men's Hi Fashion – Pioneer Book Company

# BVFT506:

## FASHION ILLUSTRATION MALE

### OBJECTIVE:

Fashion signifies changes. The subject present an overview of what is involved in studying & becoming a designer in the contemporary fashion industry. This shows how the creativity is being processed, innovated & practiced.

To introduce students to essential softwares.

**UNIT-1:** Prepare flat sketches & specification sheets for the followings:

Beach wear, casual wear, sportswear, formal wear & winter wear

**UNIT-2:** Create mood board, theme board, color board & client profile.

**UNIT -3:** Create surface pattern designs for fabrics illustrate fashion croqui & drape garments over croqui

Beach wear, sports wear, casual wear, formal wear, winter wear, party wear, indo western wear, traditional wear & night wear

**UNIT-4:** Design a theme based fashion collection & prepare the presentation using CAD

### REFERENCE:

- The Art of Costume Design –Marilyn Sotto
- How to Draw & Paint Fashion – Walter T
- Men's Hi Fashion –pioneer Books Co.
- Mc' Calls Vogue & Simplicity – Montly Magazine
- Chirag – Mahesh N Bhakta
- Impression – Sharad Shah
- CAD in Clothing & Textiles—Winfred Aldrich
- Computer in the Fashion industry –Taylar P

# BVFT507P: PROJECT-V

## **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.

## SEMESTER - 6

# BVFT601: 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 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 instructions 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 – Instructions 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 commission's guidelines for formulating a project report - specimen of a project report, problems of entrepreneurs, case studies of entrepreneurs.

### BOOKS FOR REFERENCE:

1. Cliton, Davis S. and Fylie, 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 color 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: DRAFTING, PATTERN MAKING & GARMENT CONSTRUCTION (MALE-II)**

## **OBJECTIVE:**

Drafting & pattern making as a craft is integral to the whole fashion production process, linking the designers concepts – a two dimensional illustrations –with the three dimensional realization of shape making, proportions & silhouettes.

**UNIT –1** : Gentsgarments drafting & pattern making according to the latest fashion trends

## **LIST OF THE GARMENTS:**

Gents trouser, sherwani, Nehru jacket,

## **UNIT -2: Thematic line development**

Each student will conceptualize & develop a collection of at least three garments on a particular theme.

## **REFERENCE:**

- The Art of Costume Design –Marilyn Sotro
- How to Draw & Paint Fashion – Walter T
- Men's Hi Fashion –pioneer Books Co.
- Mc' Calls Vogue & Simplicity – Montly Magazine
- Chirag – Mahesh N Bhakta
- Impression – Sharad Shah
- CAD in Clothing & Textiles—Winfred Aldrich
- Computer in the Fashion industry –Taylar P
- Gereal Olivier, Fashion – Concept to Catwalk, A&C Black London
- Atkinson M, How to create your Final Collection, Laurence King Publishing
- Rta Kapur Chisht, Saris – Tradition and Beyond, Roli Books
- Kellvey Mc Katherine and Munslow J, Fashion Forecasting, Wiley-Blackwell
- James Stockton, Designers Guide to Color, Chronical books, San Francisco

# BVFT605: BRAND PROJECT ON CAD

## OBJECTIVE:

Building a brand is not that simple. It involves many steps. The excellent company branding always focus on designing a beautiful logo, fancy type face & clever phrase.

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

## UNIT -1: PRINT PLACEMENT

TO give knowledge of prints & its placements for the apparels

- Open repeat
- 90 degree placement
- Mirror vertical
- Horizontal Mirror
- 4 Dimensional
- Satin Repeat
- Twill Repeat

## UNIT-2: BRAND PROJECT

It sets your business apart & helps its stand out from the rest of similar product or services offered. Enhancing the overall appeal of your products & services.

Teach students how to create a brand logos, business card, visiting card, brochure, poster & hoarding

## 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

# BVFT606P: 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

## **BVFT607P: 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. College will provide a certificate to prove their identity. A member of the faculty will supervise the student during the internship.

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.

# **BVFT607P: INTERNSHIP-BOUTIQUE**



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