



**JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY,
JAIPUR**

**Faculty of Education & Methodology
Department of Fashion Design & Fine Arts**

SYLLABUS

BACHELOR OF FASHION DESIGN

SESSION – 2022-23

DURATION – 4 YEARS/8 SEMESTER

**SYLLABUS FOR:
1-4 YEARS**



PROGRAM DETAIL

Name of Program	-	Bachelor of Fashion Design
Program Code	-	Bachelor of Fashion Design
Mode of Program	-	Yearly /Semester
Duration of Program	-	4 years/ 8 Semester
Total Credits of Program	-	176 Credit
Curriculum Type and Medium Choice	-	English



PROGRAM OUTCOMES

Reflective thinking: Formulate independent research and develop innovative products relevant to the needs of the society by using the process of conceptualization and generating original solutions to design problems.

Effective Communicator: Formulate skills for written, oral, and visual forms to communicate research based ideas.

Critical thinking: Assess product quality, serviceability, and regulatory compliance standards.

Research: Apply concepts and skills through research based assignments and experimental learning about the interrelationships among historic, socio-cultural, and psychological factors of clothing.

Digital Literacy: Appraise the aesthetics of design process through developing digital presentations and portfolios by using software according to the need of fashion industry.

Self-directive learning: Formulate ability to identify and mobilize resources independently for various fashion events & lead clientele in the industry.

Disciplinary knowledge and skills: Assess knowledge and identify the roles and functions of fashion industry within which products are developed, marketed, and consumed.

Multicultural competence: Categorize and Evaluate the needs of diverse consumer base in the market related to industry processes with reference to design, production and communication.

Moral and Ethical awareness/reasoning: Relate global and national issues of sustainability and global interdependence related to the social, economic, and environmental impact of the apparel and textiles supply chain.

Leadership readiness/ qualities: Prepare as professional industry ready individual for quality work with strong ethics as well as communication skills to support their careers.

Lifelong Learning: Assess and apply theories of fashion to develop, analytical approach towards relevant issues with regards to a specific segment.



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

SYLLABUS DETAIL

I SEMESTER

S. No.	Credit	Name of Course
1	6	Fundamentals of Design
2	6	Sewing Techniques-I
3	4	Fashion Rendering -I
4	3	Textile Fibers and Yarns
5	4	Basic of computer
Total	23	

II SEMESTER

S. No.	Credit	Name of Course
1	2	Fashion Studies
2	4	Pattern Making & Garment Construction
3	4	Fashion Rendering-II
4	2	History of fashion
5	4	Fabric artistry
6	4	Computer Application in fashion-I
Total	20	

III SEMESTER

S. No.	Credit	Name of Course
1	6	Garment Manufacturing Techniques
2	6	Traditional Indian Textile & Embroideries
3	4	Fashion sketch coloring and rendering techniques
4	6	Weaving and knitting
5	6	Computer Application in Fashion -II
6	6	Garment Manufacturing Techniques
Total	28	



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

IV SEMESTER

S. No.	Credit	Name of Course
1	2	Fashion Business
2	4	Fashion Accessories & Trims
3	4	Fashion Forecasting
4	6	Textile Theory & Testing
5	4	Garment Construction
6	6	Computer Application in Fashion -III
Total	26	

V SEMESTER

S. No.	Credit	Name of Course
1	4	Occupational Apparels
2	4	Men's Wear Range Development
3	6	Textile & Garment Quality Analysis Assurance
4	4	Draping Techniques
5	2	Visual Merchandising
6	6	Computer Application in Fashion -IV
Total	26	

VI SEMESTER

S. No.	Credit	Name of Course
1	2	Garment Pricing and Trade documentation
2	2	Apparel Production management
3	6	Fashion Research Methodology
4	6	Flat Pattern Design
5	4	Digital Portfolio Design
6	4	Computerized Drafting & Garment Construction
Total	24	



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

VII SEMESTER

S. No.	Credit	Name of Course
1	3	GREEN FASHION
2	3	FASHION MARKETIG
3	4	TEXTILE DESIGN
4	3	WORLD TEXTILE AND CONSERVAION
5	3	APPAREL COSTING
6	3	FASHION EVOLUTION
Total	19	

VIII SEMESTER

S. No.	Credit	Name of Course
1	4	PORTFOLIO PRESENTATION
2	6	INDUSTRIAL INTERNSHIP
Total	10	



BACHELOR OF FASHION DESIGN

Detailed syllabus:

SEMESTER I

1. FUNDAMENTAL OF DESIGN
2. SEWING TECHNIQUES-I
3. FASHION RENDERING-I
4. TEXTILE FIBERS AND YARNS
5. BASIC OF COMPUTER

FUNDAMENTAL OF DESIGN (THEORY)

COURSE OUTCOME:

- ❖ To develop and initialize a design vocabulary as an essential tool for practicing as designers.
- ❖ To create aesthetic sense about designing in apparels.

Unit 1

Importance of Elements of Design and Fashion.

- Dot- Effect of dot.
- Line – Directing, Dividing, Psychological effects of line, Optical Illusion.
- Shape and form–Geometric, Natural, Non-Course Outcome: Silhouettes.
- Texture – Visual, Tactile, and Audible.

Deliverables- Report on 7 Elements

Unit 2

Principles of Design: Introduction, Importance.

- Rhythm-Repetition
- Balance-Formal and Informal balance.
- Emphasis- Effect on Garments on emphasis.
- Harmony –Scale and Unity Elements of Fashion –Applications of elements of design on various Apparels.
- Proportion –Variety

Unit 3

Color

- Characteristics of Color : hue, value and intensity
- Color Theories
- Color Harmony and Color Schemes
- Psychology of Color and its application on apparel
-

Deliverables- Report on 7 Principles

End Term (70 Marks) Complete Syllabus



FUNDAMENTAL OF DESIGN (LAB)

COURSE OUTCOME:

- ❖ To impart the knowledge to develop designs skills for creating aesthetically good design.
- ❖ Use & application of design elements like Lines, Shapes, Texture & color to form a good design.

Unit 1

1. Practical Exercise on visual effect of dot.
2. Practical Exercise on different types of lines.
3. Practical Exercise on application of Silhouettes and shapes.
4. Practical Exercise on different types of textures Natural & Artificial
5. Practical Exercise on application of Rhythm.
6. Practical Exercise on effect of balance.

Unit 2

7. Practical Exercise on Drawing Color wheel that includes Primary, Secondary & Tertiary colors.
 - Monochromatic colour Scheme
 - Analogous colour Scheme
 - Complementary colour Scheme
 - Double complementary colour Scheme
 - Split complementary colour Scheme
 - Triad colour Scheme
 - Tetrad colour Scheme
 - Achromatic colour Scheme

Unit 3

8. Prepare the following:
 - Value Scale
 - Intensity Scale
 - Gray Scale

Introduction to different types of motif& designs

Practical Exercise on Natural sketching

Preparation of Sheets

- Practical Exercise on Preparation of floral design
- Practical Exercise on Preparation of Geometrical design
- Practical Exercise on Preparation of Traditional design
- Practical Exercise on Preparation of Abstract design
- Practical Exercise on Preparation of Natural design
- . Practical Exercise on Preparation of Nursery design
- Practical Exercise on Preparation of Ogee design

Deliverables- 20 sheets on Elements of Design, Principle of design and Color wheel

Suggested Readings

- Vikas Gupta, Navneet Kaur, Comdex Fashion Design Vol 2: Ensembles for Your Body Type, DreamtechBiztantra, New Delhi, 2012.



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

- Kogent Learning Solutions Inc, Comdex Fashion Design, Vol I, Fashion Concepts, Dreamtech Press, 2010.
- Betala, Reeta, Design Comprehension and Visualization, Ane books, New Delhi.
- Lyle, Dorothy S., Contemporary Clothing, Benette & Mc night Publishing Co. Peoria Illinois, 1983.

References:

- Frings, G., Fashion from concept to consumers, Prentice Hall International, New Jersey, 1991.
- Jane Mills and Janet K.Smith , Design Concepts, Fairchild Publications, New York, 1996.
- Judith Rasband, Wardrobe strategies for women, Delmar publishers, London.

Sewing Techniques- I

COURSE OUTCOME:

- ❖ To impart technical skills in sewing techniques.
- ❖ To acquaint students with knowledge in sewing machine and stitching and finishing for special categories.

UNIT-1

1. Introduction of Sewing Machine with Hand, Treadle and Electric motor
2. Basic Parts and Attachments
3. Functions Defects and Remedies
4. Needle Parts
5. **Basic Hand Stitches: Temporary Stitches:** Basic, Basting even, Uneven, Diagonal &Running, and overcasting.
6. **Permanent Stitches:** Running stitch, Hemming, Slip
7. Stitch, Back stitch, Run and Back stitch, over casting,
8. Over handing, Whipstitch.
9. Frill, gather, ruffles

UNIT-2

Seams and Seam Finishes

10. **Seams:** Types of seams working of common seams
11. Plain seam, Top stitched seam Welt seam, Lapped seam, Slot seam, Flat fell seam, French seam, Mantua maker's seam, Piped seam.
12. **Seam Finishes:** Pinked, Edge stitched, Double stitched, Over cast, Herring bone stitch, Bound seam

UNIT-3

Introducing Fullness

13. **Darts:** Decorative and Functional darts
14. **Pleats:** Knife Pleats, Box Pleats, Inverted Pleats, Kick, Pleats, Fan Pleats, Cartridge Pleats, Pinch Pleats
15. **Tucks:** Pin Tucks - Piped or Corded tucks, CrossTucking, wide tucks - Blind Tucks, Spaced Tucks, Shell or Scalloped Tucks, Group Tucking with Scalloped effect
16. **Fasteners**
17. Button & Button holes
18. Hooks & Eyes
19. Snaps
20. Zip
21. Velcro



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

- A. Plackets and Openings :** Continuous Bound Placket, Bound and Faced Placket or Two-Piece Placket, Zipper Placket, Tailored Placket or Shirt Sleeve Placket, Bound Neck Opening , Centre Front Opening
- B. Pockets :** Patch Pockets, In seam Pockets, Cut Pockets, Flap Pocket

REFERECE BOOKS:

1. Sew it-Nancy Bruning
2. Sewing of Golden Hands-Marshal Carendish
3. Sewing -Jean Kimmod
4. Singer Sewing Book-Singing Sewing Company
5. Sewing-Ana Ladbury
6. Introduction to Dress Making-Marshall Cavendish
7. The Art of Sewing-Anna Jaqueb

Fashion Rendering-I

COURSE OUTCOME:

1. To enable students to develop drawing skills required for designing through line and shading exercises.

Unit 1

1. Drawing garment details:

- Pockets, Necklines & Collars
- Sleeves & sleeve finishes
- Darts, Gathers, Pleats, Yokes
- Frills, Ruffles, Cowls, Smoking, Quilting & Shirring
- Skirts- Skirt lengths (Micro Mini, Mini, Tea & Maxi)
- Pants- Pants length (Shorts, Jamaica, Bermudas, Walking shorts, Capri, Regular & stretch pants
- Blouses & tops, Shirts & Blazers, Jackets, Coats
- Lace, Shirring, Frills & Flounces, Tucks, Bows, Hemlines, Fringing, Belts

Unit 2

2. Drawing stick figures (male and female)
3. Drawing of block figure – 8 ½, 10 ½ & 12½ (male and female)
4. Fleshing of Figures

Deliverables- 15 Sketches on Drawing garment details

Unit 3

1. Stick croqui
2. Flesh out croqui
3. Drawing of block figure – 8 ½, 10 ½ & 12½ (male and female)
4. Front view



5. Back view
6. Side view
7. 3/4th view
8. Poses of the Male
9. Poses of the Female

Deliverables- 20Sketches on different view male, female figure

Mode of Display- Exhibition cum Department presentation

Essential Readings:

1. Lawson, Bryan, How Designers Think: The Design Process Demystified, Rutledge, 2006.
2. McKelvey, Kathryn, Munslow, Janine, Fashion Design: Process, Innovation and
3. Mendelsohn, L. B., Trend Forecasting with Inter market Analysis: Predicting Global Markets with Technical Analysis, John Wiley & Sons Inc., New Jersey, 2013.

References:

1. Porter, A. W., Elements of Design – Space, Davis Publications, 1987
2. Stone, Terry Lee, Managing the Design Process - Concept Development: An Essential Manual for the Working Designer, Rockport Publishers, 2010.

Textile Fibers and Yarns (theory)

COURSE OUTCOME:

- ❖ **To understand basic composition of a fabric and the science behind it.**

UNIT-1

A. Textile Fibers: Meaning and Definition of Textile Fibers, History & Development of Fibers

B. Classification of Fibers

1. Natural Fibers
2. Animal Fibers
3. Vegetable Fibers
4. Mineral Fibers

C. Manmade Fibers

5. Rayon
6. Polyester

Characteristics / Properties of above mentioned fibers

UNIT-2

Uses of different Textile Fibers

A. Yarn Construction

1. Elementary processing of different types of Fiber to Yarn:
2. Cellulosic
3. Protein
4. Synthetic



B. Characteristics of Yarn

5. Twist
6. Size or Count
7. Count measuring system

C. Types of Yarns

8. Simple
9. Complex
- 10.

UNIT-3

D. Construction

11. Elementary processing of different types of Fiber to Yarn:
12. Cellulosic
13. Protein
14. Synthetic

E. Characteristics of Yarn :Twist , Size or Count , Count measuring system

F. Types of Yarns

15. Simple
16. Complex

Essential Readings:

1. Phyllis, G. Tortora., Understanding Textile, (2nd Edition), Pearson, 1997.
2. Joseph J. Pizzuto, Fabric science, 5th ed., Fairchild publication, New York 1987.
3. Kadolph, Sara, J. and Anna L. Langford, Textiles, 11th Edition, Pearson Education (US) 2010.
4. Joseph, M.L., Essential of Textiles (5th edition), Holf, Rinecharts and Winston Publication, Florida 1988.
5. Sekhri, Seema, Text Book of Fabric Science fundamentals to Finishing, PHI Learning Pvt, Ltd, New Delhi, 2011.

References:

1. Gioello, Debbie Ann., Understanding fabrics from fibers to finished clothes, Fairchild Publication, New York 1982
2. Humphries, Mary. , Fabric Reference, 2nd Edition, Prentice Hall, U.S.A
3. Shenai V.A.: Chemistry of Dyes and Principles of Dyeing, Sevak Prakashan Mumbai.

BASIC OF COMPUTER (LAB)

Course Outcome:

- ❖ Inculcate basic knowledge of computers amongst the students.

UNIT I:

Introduction to Computers

Introduction to Computers (definition, characteristics & uses), Evolution of computers, System unit (memory, ALU & control unit), Input / Output devices, Storage devices Memory- primary & secondary.

UNIT II



Presentation Software

Adding header and footer, adding clip arts and auto shapes, Various presentation, Working in slide sorter view (deleting, duplicating, rearranging slides), adding transition and animations to slide show, inserting music or sound on a slide, Inserting action buttons or hyperlinks for a presentation, set and rehearse slide timings, viewing slide show, Printing slides.

Uses, Presentation tips, components of slide, templates and wizards, using template, choosing an auto layout, using outlines, adding subheadings, editing text, formatting text, using master slide; adding slides, changing color scheme, changing background and shading.

Unit III

Internet:

Internet Communication Protocols, Types of Internet Connections, Intranets, Email Concepts (receiving, sending, addressing, downloading, formatting, sending attachment), Configuring e-mail software.

1. Word Documents.
2. Excel Spreadsheets
3. Power point presentation
- 4.

Essential Readings:

1. Peter Norton, Introduction to Computers, TMH, 2001.
2. Ed Bott, Using Microsoft Office 2007, Pearson Education India.
3. John Walkenbach (Author), Herb Tyson (Author), Michael R. Groh (Author), Faithe Wempen (Author), Lisa A. Bucki, Microsoft Office 2010 Bible, Wiley India.

References:

1. Mahapatra & Sinha, Essentials of Information Design, Dhanpat Rai Publishing.



SEMESTER II

1. FASHION STUDIES
2. FABRIC ARTISTRY
3. FASHION RENDERING-II
4. HISTORY OF FASHION
5. COMPUTER APPLICATION IN FASHION-I
6. PATTERN MAKING & GARMENT CONSTRUCTION

Fashion Studies (THEORY)

Course Outcome:

- ❖ Understand the dynamics of fashion.
- ❖ Gain knowledge of the role of fashion designers and fashion centres.

Unit 1

1. An overview of Fashion terminology; Principle of fashion
2. Fashion components-silhouette, details, color, fabric, texture.
3. Fashion cycle
4. Social & Psychological aspects of clothing
5. Fashion adoption theories – Trickle down, Trickle across, Trickle up
6. Evolution and developing of fashion stores in India

Unit 2

7. Factors favoring and retarding fashion movement
8. Forecasting Fashion Trends
9. Seasons of Fashion
10. Scope of fashion designing
11. Fashion services and resources, Design Sources
12. Fashion centers- Milan, Tokyo, New York, Paris, Delhi, Kolkata and Mumbai
13. Role of Designers-Fashion Designers –National and international designers,

Unit 3

Classification of Apparel:

14. Women wear- Active wear, Formal wear, Bridal wear, Maternity wear
15. Men's wear-Tailored clothing, Suit separates, Sportswear, Active wear, Contemporary wear, Bridge
16. Children wear – Girls dresses, Sportswear, Outer wear, Sleep wear.
17. Silhouettes and wardrobe planning

Deliverables-Report on different National and international designers

End Term (70 Marks)

Complete Syllabus

Essential Readings:



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

1. Stone, E., The Dynamics of fashion, Fairchild Publication, New York, 2001.
2. Lyle, Dorothy, Contemporary Clothing, Bennett and Mc Knight Publishing Company, Peoria Illinois.
3. Castelino, Mehair, Fashion Kalidoscope (National designer), Rupa publication, New Delhi, 1994

References:

1. Ireland, Introduction to Fashion Design, B.T. Batsford Ltd., London.1992.
2. Marie Fogg, Fashion Design, Directory, firefly books Ltd. 2011.
3. Lester, John Baters: Fashion Designers, Suffolk: ACC editions. 2008.

Pattern Making & Garment Construction (Lab)

Course Outcome:

- ❖ To impart advanced technical skills in pattern making
- ❖ To acquaint students with knowledge in designing for special categories•

Unit I

- 1 Introduction to pattern making and clothing construction- terminology, tools and equipments.
- 2 Measurements for pattern design- individual and standard measurements, measuring techniques individual, dress forms, human figure, measurements for fit and pattern size.. Practical exercise on Human Anatomy
3. Practical exercise on Pattern Making Principals
4. Practical exercise on Child Bodice Block size
5. Practical exercise on Child Bodice Block size marking
6. Practical exercise on Child Basic Sleeve
7. Practical exercise on Child Skirt Block
8. Practical exercise on Necklines

Deliverables- 8 Draft & Report on Different neckline & Bodice block

Unit II

9. Collars (Children) Introduction
10. Peter pan
11. Cape
- 12 Shawl Collar
13. Sailors
14. Stand collar
15. Shirt collar

Unit III

20. Puff Sleeve
21. Raglan Sleeve
22. Dolman Sleeve
23. leg-o-mutton sleeve



24. Cap sleeve

25. Petal sleeve

Deliverables- 10 Draft of Different Collar & Sleeve

End Term (70 Marks)

Complete Syllabus

Mode of Display- Exhibition cum Department presentation

Essential Readings:

1. Reader's Digest, Complete Guide of Sewing & knitting, The Reader's Digest Association Ltd., London
2. Kallal, Mary. Jo, Clothing Construction, Mc Millan Publishing Company, New York 1985
3. Armstrong, Pearson., Pattern making for Fashion Design, Fair Child Publication, New York 1995
4. Jindal, Ritu., Handbook of Fashion Designing, Mittal Publication, New Delhi, 2005
5. Gale Grigg Hazen, Fantastic Fit for Every Body, 1998, Published by Rodale Press

References:

1. Pati Palmer and Susan Pletsch, Easy, Easier, Easiest Tailoring,; 2000., Published by Palmer/ Pletsch Inc.,
2. Sandra Betzina, Fast Fit – Easy Pattern Alterations for Every Figure, 2003 Taunton Pr.

Fabric artistry (LAB)

Course Outcome:

- ❖ **Introduce various techniques of fabric manufacturing.**
- ❖ **Impart skill to manipulate the basic techniques in order to enhance the fabric surface.**
- ❖ **Develop Creative Samples to work as a Surface Designer in Fashion Industry.**

Unit 1

1. Introduction to Design transfer material-1
2. Practical Exercise Design transfer material-2
3. Practical Exercise on Types of Needle floral design
4. Practical Exercise on Slip stitch
5. Practical Exercise on Stem Stitch.
6. Practical Exercise on Chain Stitch
7. Practical Exercise on Twisted Chain Stitch.
8. Practical Exercise on Lazy Daisy Stitch.
9. Practical Exercise on Fly Stitch
10. Practical Exercise on Blanket Stitch.

Deliverables- 8 Embroidery sample on Blanket, fly, lazy daisy, twisted, slip, stem stitch

Unit-II

11. Practical Exercises on Herring Bone Stitch.



12. Practical Exercise on Couching Stitch.
13. Practical Exercise on French Knots
14. Practical Exercise on Bullion Knots.
15. Practical Exercise on Cross Stitch
16. Practical Exercise on Darning Stitch.

Unit III

17. Practical Exercise on Long & short stitch.
18. Practical Exercise on Straight stitch
19. Practical Exercise on Stain Stitch
20. Practical Exercise on Outline Stitch

Deliverables- 10 Embroidery sample & 2 articles on Blanket, fly, lazy daisy, twisted, slip, stem stitch

End Term (70 Marks)

Complete Syllabus

Mode of Display- Exhibition cum Department presentation

Essential Readings:

- Reader's, Digest (1981), Complete Guide to Sewing, The Reader's Digest Associations (Canada) Ltd. Montreal, Pleasantville, New York.
- Cream, Penelope (1996), The Complete Book of Sewing - A Practical Step by Step Guide to Sewing Techniques, DK Publishing Book, New York ,.
- Chattopadhaya, K.D., (1995), Handicrafts of India, Wiley Eastern Limited, N Delhi
- Practical Exercise on Narrow Machine Stitched Hem
- Practical Exercise on Rolled or Whipped Hem
- Practical Exercise on Shell Edged Hem for Circular or Flared Skirts

REFERECES

1. Sew it Nancy Bruning
2. Sewing of Golden Hands Marshal Carendish
3. Sewing Jean Kimmod
4. Singer Sewing Book Singing Sewing Company
5. Sewing Ana Ladbury
6. Introduction to Dress Making Marshall Cavendish
7. The Art of Sewing Anna Jaqueb

HISTORY OF FASHION

COURSE OUTCOME:

1. To give an insight and input about the various aspects of the History of the Indian costumes from the ancient times onwards.

UNIT- 1



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

- 1) Origin of clothing
- 2) Theories of clothing
- 3) Costume from earlier times to present time
- 4) Indus Valley civilizations
- 5) Vedic period (1200 BC to 600 BC)
- 6) Early Vedic Period (1200 -900 BC)
- 7) Late Vedic Period (900-600 BC)
- 8) Past -Vedic period (600 BC-323 BC)

UNIT- 2

9) Maurayan & Sunga period (321 BC-72 BC)

- Mauryan (321-185 BC)
- Sunga (185-72 BC)

10) Satavhana Andhra period (200 BC-250 AD)

- Early period (200 BC -160 BC)
- Late period (100 BC - 250 AD)
- Kushan period (130 BC-185 AD)

11) Gupta period (4th Century AD-Middle 8th Century)

UNIT- 3

- 12) Mughal Period
- 13) British Period
- 14) Contemporary costumes
- 15) Costume of Northern States
- 16) Costume of Northern States
- 17) Costume of Southern States
- 18) Costume of Eastern States
- 19) Costume of Western State

ESSENTIAL READINGS:

1. Sumathi, G.J. "Elements of Fashion and Apparel Design" New Age International Publishers, New Delhi, 2002.
2. Marshall, Suzanne G., Individuality in Clothing Selection and Personal Appearance, Pearson, Prentice Hall, London 2004.
3. Naik., Traditional Embroideries of India, APH Publishing Corporation, New Delhi.
4. Bhatnagar, Parul, Traditional Indian Costumes & Textiles, Abhishek Publications, Chandigarh, 2006.
5. Fashion Costume & Culture :Clothing, Headwear, Body Decorations, and Footwear through the Ages Volume 1 Early Cultures Across the Globe, Pendergast
6. Fashion Costume & Culture :Clothing, Headwear, Body Decorations, and Footwear through the Ages Volume 3 European Culture from the Renaissance to the Modern Era, Pendergast

REFERENCES:

1. Jamila BrijBhusan Master piece of Indian jewellery, Taraporevala-Bombay, 1979.
2. Jamila BrijBhusan, The Costumes and textiles of India, Taraporevala-Bombay.1958
3. Parul Bhatnagar, Traditional Indian costumes & textiles||, Abhishek Publication.2004
4. Jack Cassin-scott; The illustrated encyclopedia of costume and fashion (from 1600 to present); Block Hampton Press; London.
5. John Peacock, Costume 10666 to the present, 3rd edition, Thames & Hudson Ltd, London 1986.



6. Elizabeth Rouse, Understanding fashion, Blackwell science Ltd, 1989

Fashion Rendering-II (Lab)

Course Outcome:

1. Create dress library for effective designing.
2. Enhance the creative skill of fashion illustration
3. Application of rendering techniques using different mediums.

Unit 1

- a. Introduction to fabric rendering
- b. Rendering of fabric sample with different color medium
- c. Rendering technique: Designing and rendering for male and female apparel with fabric swatches for:
 1. Woven : Satin, Denim, Crepe, Tissue, Chiffon, Georgette, Velvet, Pile, Cotton, Net, Organza, Suede
 2. Knitted: Herringbone, Tweed, Jersey, Rib
 3. Printed: Stripes, Check & Plaid, Dots, Floral, Geometrical
 4. Others: Leather, Lace

Deliverables- 15 sketches on different kind of medium-pencil, water color, color, fabric color, different fabric rendering

Unit 2

- a. Photo analysis of female garment-3 sheet
- b. Development of Costumes on Croqui using elements of fashion-2 sheet
- c. Draping of costumes on female using line & dots
- d. Draping of costumes on female using shapes & textures
- e. Draping of costumes on female using silhouettes-3 sheet
- f. Draping of costumes on male using line & dots
- g. Draping of costumes on male using shape & textures
- h. Draping of costumes on male using silhouettes-3 sheet

Deliverables-20 sketches on different kind of silhouettes, shape & textures, Croqui using elements of fashion, Preparation of power point presentation

End Term (70 Marks)

Complete Syllabus

Mode of Display- Exhibition cum Department presentation

Essential Readings:-



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

- Prakash, K. (2004), Indian Fashion Designs, English Edition Publishers and Distributors Pvt Ltd, India.
- V. Kamath, (2006) "Sketching and Drawing", Jyotsna Prakashan Pune, 2nd Edition,.
- Allen, Seamen. (2005) Fashion Drawing: The Basic Principles, B.T. Batsford Ltd, London.
- Ireland, Patrick. John. (2001) Introduction to Fashion Design, B.T. Batsford Ltd, London.

COMPUTER APPLICATION IN FASHION –I

Course Outcome:

1. Students will be able to apply knowledge through different colour mediums, layouts, repeats, placements techniques.
2. Illustrate garment design details on a single screen by CAD.

UNIT –I

Lab Experiment:

1. Practical Exercise on introduction to Corel draw
2. Practical Exercise on changing Pick tool, shape tool, Zoom tool, Freehand tool, Smart tool, Rectangle, Ellipse, Graph paper, Basic shapes, Text, Interactive, Eyedropper, Outline, Fill, Interactive fill tool, Grid & Rules setup, Page setup & Background, Transformation, Order, Power clip, Bitmaps, Writing tool, color style, color patterns etc.
3. Practical Exercise on **Motif Development:** Traditional Indian (State wise)
4. Practical Exercise on **Motif Development:** Naturalized
5. Practical Exercise on **Motif Development:** Geometrical
6. Practical Exercise on **Motif Development:** Abstract

UNIT –II

Lab Experiment:

Motif Development:

- Traditional Indian (State wise)
- Naturalized,
- Stylized,
- Geometrical
- Abstract.

Growth of Motif: Enlarging and Reducing

- **Repeats :**
- Straight, Drop, Brick
- Mirrored: Vertically and horizontally
- Directional: One way, two ways, Multi & Non-directional

Unit-III

Layout:

- Allover
- Ogee
- Border
- Stripes



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

Deliverables- 20 sheets for Sheets of manual work done by the students should be included in the portfolio

Suggested Readings:

Corel draw- Software

Essential Readings:

- Corel Draw 11: The Official guide, Dream Tech Publishers.
- Schwartz & Davis (2002), CorelDraw 11 for windows; Visual Quick Start Guide, Peachpit Press



SEMESTER III

1. GARMENT MANUFACTURING TECHNIQUES
2. WEAVING AND KNITTING
3. TRADITIONAL INDIAN TEXTILE & EMBROIDERIES
4. FASHION ILLUSTRATION
5. FABRIC STYLING
6. COMPUTER APPLICATION IN FASHION -II

Garment Manufacturing Techniques (LAB)

Course Outcome:

- ❖ To impart knowledge of drafting and construction of clothing.
- ❖ To enable students to understand adaptation techniques of various style features to basic garments.

Unit-I

1. Torso foundation
2. Construction of semi fitted
3. Construction of fitted front & back
4. Construction of Flared suits
5. Construction of Night suits
6. Construction of Night suits front & back

Deliverables-3 Garment: -Flared suit, Night suit, Bias Dress

UNIT-II

- Construction of Armhole princess line dress
- Construction of Panel Style line
- Construction of salwar /palazzo
- Construction of Churidar/ Pant
- Construction of kurta
- Construction of one piece garment

Deliverables-3 Garment: - Kurta, Pant, Churidar, Salwar

End Term (70 Marks)

Complete Syllabus

Mode of Display- Exhibition cum Department presentation

Essential Readings:

1. Reader's Digest., Complete Guide of Sewing & knitting, The Reader's Digest Association Ltd., London
2. Kallal, Mary. Jo., Clothing Construction, Mc Millan Publishing Company, New York 1985
3. H.J.Armstrong, Pearson., Pattern making for Fashion Design, Fair Child Publication, New York 1995.

References:

1. Pati Palmer and Susan Pletsch, Easy, Easier, Easiest Tailoring,; 2000., Published by Palmer/ Pletsch Inc.,
2. Aldrich, W. (1988). Metric Pattern Cutting. Unwin Hyman Ltd., London.



Fashion Illustration

Course Outcome:

1. **Imbibe the trait of analysis for future research endeavors.**

Unit-I

1. Practical exercise on Body movement Male
2. Practical exercise on Body movement Female
3. Practical exercise on Body movement Kids
4. Practical exercise on Leg movement
5. Practical exercise on Hand movement
6. Practical exercise on Face drawing and detailing
7. Practical exercise on Feature drawing
8. Practical exercise on Actions drawing
9. Practical exercise on Poses and composition (different angles- 5 with all details)

Deliverables- 15 sketches sheet on Body movement Male, Body movement Female, Body movement Kids, Leg, Hand movement, Face drawing and detailing.

Unit-II

Collect fabric swatches & Trimmings

1. Creating doodles.
2. Mood board
3. Story board
4. Fabric Development
5. Color sheet
6. Illustration sheet (At least eight Designs)
7. Spec sheet
8. Final presentation
9. Designing female apparels for any two of the following categories using inspiration board, latest trend and forecasting:
 - Casual wear
 - Dresses
 - Evening wear
 - Swimming & Lingerie
 - Bridal
 - Night wear

Deliverables- 15 sketches sheet Fabric color rendering, Pen rendering, oil pester Rendering, Flat sketch, preparation of spec sheet.

Preparation of power point presentation

End Term (70 Marks)

Complete Syllabus

Essential Readings:



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

- Abling, Bina., (2004) Fashion Sketchbook , Parson School of Design & Fashion Institutes of Design, Fairchild Publication, New York.
- Allen, Seamen., (2005) Fashion Drawing: The Basic Principles, B.T.Batsford Ltd, London.
- Kathryn, Mc Kelvey& Munslow, Janine., (2005) Illustrating Fashion, Blackwell Publishing, London.
- A. Caral Nunnely, (2009) Fashion Illustration School, A Complete handbook for aspiring designers and illustrators, Hames & Hudson; Thames & Hudson

Traditional Indian Textiles & Embroideries (THEORY)

Course Outcome:

1. Understand the evolution and development of traditional Indian textiles.
2. Foster appreciation of traditional Indian Textiles.

Unit 1

Introduction about traditional Indian textiles and their importance

Traditional Textiles of different states regarding the fiber used, weave, motifs, colors, their significance and descriptive terms used-

- ❖ Maharashtra,
- ❖ Gujarat,
- ❖ Saurashtra,
- ❖ Kutch,
- ❖ Rajasthan,
- ❖ Jammu & Kashmir,
- ❖ Punjab,
- ❖ Uttar Pradesh,
- ❖ Assam,
- ❖ Orissa,
- ❖ Manipur,
- ❖ West Bengal,
- ❖ Karnataka,
- ❖ Kerala,
- ❖ Tamil Nādu
- ❖ Andhra Pradesh.

Deliverables-Report on traditional Indian textiles and their importance

Unit -II

- ❖ Traditional Embroidery of different states-Fabric ,motifs, colors & their significance
- ❖ Kasuti of Karnataka Embroidery of Kutch and Kathiawar
- ❖ Kashida of Kashmir
- ❖ Kantha of Bengal
- ❖ Chikankari of Uttar Pradesh
- ❖ Phulkari of Punjab

Deliverables-Report on traditional Embroidery of different states

Traditional Indian Textiles & Embroideries (LAB)

Course Outcome:

1. Introduce rich and glorious Textiles and Crafts of India.



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

2. Identify the technique of Textile crafts used in a region by various communities.
3. Foster appreciation and to study the historical perspective of traditional Indian Textiles.

Unit-I

1. Practical Exercise on textile of Rajasthan.
2. Practical Exercise on textile of Gujarat
3. Practical Exercise on textile of Uttar Pradesh

Deliverables- 8 Sheet on different state of textile

Unit -II

4. Practical Exercise on Kasuti of Karnataka.
5. Practical Exercise on Embroidery of Kutch and Kathiawar
6. Practical Exercise on Kashida of Kashmir.
7. Practical Exercise on Kantha of Bengal.
8. Practical Exercise on Chikankari of Uttar Pradesh.
9. Practical Exercise on Phulkari of Punjab.
10. Practical Exercise on Chamba rumal.

Deliverables- 1 article by using any embroidery technique & 8 Sheet embroidery sample on different state

End Term (50 Marks)

Complete Syllabus

Mode of Display- Exhibition cum Department presentation

Essential Readings:

- Karolia, A. (2019). Traditional Indian Handcrafted Textiles: History, Techniques, Processes, Design Vol I & II (First Edition). New Delhi: Niyogi Books Pvt. Ltd.
- Naik, S.D. (2012). Traditional Embroideries of India New Delhi: APH Publishing Corporation.
- Crill, R. (1999). Indian Embroidery New Delhi: Prakash Book Depot.
- Bhatnagar, P. (2006). Traditional Indian Costumes & Textiles Chandigarh: Abhishek Publications.
- Rai, I. (2008). Indian Embroidery and Textiles Jodhpur: Books Treasure.
- Shenai, V. A. (1992). History of Textile Design Sevak Publication.
- Naik, S.D. (1997). Folk Embroidery and Traditional Handloom Weaving New Delhi: APH Publishing Corporation.

Weaving and Knitting (Theory)

Course Outcome:

1. Learn and understand hand crafted textiles of India
2. Familiarize with textiles of various states of India.

Unit I

1. Introduction to weave
2. Looms and its types- Shuttle less looms- Rapier, Gripper, Multiphase, Air jet, Water jet, Jacquard and Dobby
3. Different types of weaves/ weaving designs – plain, satin, sateen, twill, bird's eye, basket, ribbed, crepe, pile, lappet,
4. Properties and uses of each of the weaves.



5. Comparative studies of the woven, non-woven and knitted fabrics - construction and advantages of each.
6. Classification knits- Warp knit and weft knit
7. Types of knitting machines:
 - Flat-bed knitting machine
 - Circular knitting machine
 - Rachel knitting machine
 - Tricot knitting machine
8. Elementary idea of machinery used in woven, knitted and non woven fabrics.

Unit-II

1. Method of production of non woven- web formation, bonding the web, needle punching the web, finishes.
2. Characteristics of non woven fabrics
3. Uses of non-woven. Decorative fabric construction-
 1. Braided fabrics
 2. Laces
 3. Laminated fabrics
 4. Nets
 5. Stitch bonded fabrics
 6. Tufting
4. Need for fabric processing
5. Detailed study of few finishes like bleaching mercerization, calendaring, tendering shrinking etc.
6. Elementary knowledge of different finishes applicable to different fabrics
7. Fabric Finishes
8. Fabric Defects and identification (Woven & Knitted)
9. Non - woven - classification

Weaving and Knitting (LAB)

Course Outcome:

1. Learn and understand hand crafted textiles of India
2. Familiarize with textiles of various states of India.

Unit I

1. (Identification of fabric samples (warp and weft direction)
2. Prepared a article using knitting technique
3. Prepared a article using weaving technique:
Different types of weaves/ weaving designs – plain, satin, sateen, twill, bird's eye, basket, ribbed, crepe, pile, lappet

Unit-II

4. Fabric Finishes
5. Fabric Defects and identification (Woven & Knitted)
6. Uses of non-woven. Decorative fabric construction-
 - Braided fabrics



- Laces
- Laminated fabrics
- Nets
- Stitch bonded fabrics
- Tufting

Deliverables-Report on Fabric weaves, knitting, Non -Woven Fabric and fabric finishes

End Term (70 Marks)

Complete Syllabus

Fabric styling (lab)

Course Outcome:

1. **Develop skills for research and presentation**
2. **Train for self-study and preparation of report**

Unit-I

1. Practical exercise on different fabrics and related materials for the research purpose
2. Practical exercise on collect sheer fabrics, coarse fabrics, prints, embroidery materials, threads, ribbons etc
- 3 Practical exercises on smocking
4. Practical exercise on tucking
5. Practical exercise on cording
6. Practical exercise on patchwork
7. Practical exercise on quilting
8. Practical Exercise on Button Work
9. Practical Exercise on Stone Work

Deliverables-2 article based on above techniques. Report on Fabric styling

End Term (70 Marks)

Complete Syllabus

Essential Readings:

- Moody & Hilary (1997), Beads, Buttons and Bows, Quantum Books Ltd.1997
- Denner.L. (1995), Creative Quilting for Home Decor, Crown Publications.
- Dorothy .G. & Lucinda (1998), The Encyclopedia of needle crafts, Publishers Hermes House
- Stone. P. (1997), The oriental rug lexicon, Thames and Hudson, 1997
- Marchen Art (2013), Macramé Pattern Book: Includes Over 70 Knots and Small Repeat Patterns plus Projects, Published by St. Martin's Griffin

References:

Joshnson. Henry., Introduction to Knitting Design, Abhishek Publication, 2006.



Books Lyric, The Harmony Guide to Knitting Stitches, Lyric Books Publication, London, 1985

1. A.J Hall, The Standard Handbook of Textiles, 8th edition, Woodhead Publication Ltd, Cambridge England, 1975

Computer Application in Fashion -II

Course Outcome:

1. Acquaint students with Computer Aided Designing.
2. Impart the skills of fashion designing through in designing software & editing software

UNIT -I

Lab Experiment:

1. Practical Exercise on tool
2. Drawing 10½ male & female croqui with grids and guidelines
3. Stylization of male & female croquis- front, back and side. Grouping of Croquis (male and female)
4. Designing male and female apparel using appropriate theme incorporating the following:
 - Mood board
 - Story board
 - Fabric Development
 - Color sheet
 - Illustration sheet (At least eight Designs)
 - Spec sheet
 - Final presentation

UNIT -II

5. Designing Souvenir, Catalogue, Stationary & Design Promotion.
6. Designing of Professional catalogue for fashion show (Atleast10 pages), Letter Head, Visiting cards and Invitation Cards & Envelope, Posters, Fliers and Pamphlet Table runner with Table mats

Drawing garment details:

- Pockets, Necklines & Collars
- Sleeves & sleeve finishes
- Darts, Gathers, Pleats, Yokes, Frills, Ruffles, Cows
- Smocking, Quilting & Shirring,
- Skirts- Skirt lengths (Micro Mini, Mini, Tea & Maxi)
- Pants- Shorts, Jamaica, Bermudas, Walking shorts, Capri, Regular & stretch pants
- Blouses, Shirts & Blazers, Jackets, Coats

Scanning, Importing, saving and exporting images

(Sheets of manual work done by the students should be included in the portfolio)

15 sheets for wallpaper, Create theme based background, fabric effect, logo design, brochure & poster

Essential Readings:

1. CorelDraw 11: The Official guide, Dream Tech Publishers.
2. Abhay Upadhyay, Elementary of Computers. Altman, R., Corel Draw X5, BPB Publications.



3. Bangia, R. , Corel Draw, Khanna Book Publishing, Delhi, 2003.
4. Groover MP and E.W.Zinimmers, CAD/CAM computer aided design and manufacture, prentice hall, India 1984.

References:

1. CorelDraw 11 for windows; Visual Quick Start Guide.
2. Corel draw Tutorials.
3. Phyllis, D, CorelDraw 11 for windows & Macintosh, Schwartz-Steve Publisher Rich Peace Tutorials



SEMESTER IV

1. FASHION MERCHANDISING
2. FASHION ACCESSORIES & TRIMS
3. FASHION FORECASTING
4. GARMENT CONSTRUCTION
5. TEXTILE THEORY & TESTING
6. COMPUTER APPLICATION IN FASHION –III

Fashion Merchandising (THEORY)

Course Outcome:

1. To impart knowledge of merchandising in apparel industry.
2. To develop an insight into the fashion market among the students.
3. To provide comprehensive knowledge about marketing mix.

UNIT I

INTRODUCTION TO MERCHANDISING

- Introduction to fashion industry
- Fashion environment :Demographic& Psychographic, Economic, Sociological and psychological factors
- Fashion business
- Designer's role, manufacturer's role and retailer's role.
- Leaders of fashion
- Importance of merchandise planning and sourcing
- Importance of seasons in merchandising with respect of fabric sampling, packaging, tech pack and product development
- Selection of merchandise assortment

UNIT II

FASHION BUSINESS

- Evolution of merchandising in apparel industry
- Merchandising- definition and terms
- Role and responsibilities of fashion buyer and merchandiser
- Scope of fashion business -Primary level, secondary level and retail level
- Principles of merchandising
- Types of merchandising
- Role of merchandiser
- Consumer behavior
- Types of consumers behavior

Unit -III

FASHION MARKET

- Market research:
- Types of market – Retail & wholesale market



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

- Domestic & international market
- Supply Chain management
- Type of Supply Chain management
- Process of Supply Chain management
- Pricing: Pricing methods
- Factor influencing price
- Price policies
- Marketing mix

Essential Readings:

1. Stephens, Frings Gini, Fashion Concept to Consumer, 3rd ed., Prentice Hall International, New Jersey. 2008.
2. Stone, Elanie & Samples, Jean. A., Fashion Merchandising, McGraw Hill, New York.1985.
3. Nirupama, Pundir, Fashion Design-Today and Tommorrow, Mittal publications, New Delhi, 2007.
4. Stone, E., In Fashion, Fairchild Publication, Second Edition, New York ,2012.
5. Jackson, Tim & Shaw, David, Fashion buying & merchandising management, Palgrave Macmillan publisher, London, 2008.
6. Donnellan, John, Merchandise buying & management, Fairchild publication, New York, 1999.
7. Rosenau, J. A., Wilson David L. David., Apparel Merchandising-The line starts here, Fairchild publications, New York.2006.
8. Kumar, M. Krishan, Apparel Merchandising, Abhishek Publication, Chandigarh, 2010.

References:

1. Chatley, Pooja., Fashion Marketing and Merchandising, Kalyani Publishers.
2. Gowerk, Helen., Fashion Buying, Blackwell Science Ltd, London.
3. Burns, Leslie. Davis & Bryant., Nancy. O., The Business of Fashion, Fairchild Publication, New York 2005.
4. Nosenav, Jeremy. A., Apparel Merchandising: The line starts here, Fair Child, New York.
5. Grren wood, Fashion marketing communication, John wiley and sons Pvt Ltd, 2013.

Fashion Accessories & Trims (LAB)

Course Outcome:

1. To encourage the pursuit of innovation, achieved through application and development of practical skills.
2. To familiarize the students with various materials used in accessories
3. To introduce basic design concepts, visualization techniques, manipulation of materials and techniques of interpretation, leading to creation of costume jewelry and accessories in various materials and traditional craft styles.

Unit-I

- Market survey and documentation of accessories based on different themes: - tribal, ethnic, contemporary, traditional, and fusion.
- Introduction to Fashion Accessories, Ladies headgears and scarf types designing

Lab Experiment:

1. Practical Exercise on Purse and its variations



2. Practical Exercise on Clutches
3. Practical Exercise on Handbags
4. Practical Exercise on Sling Bags
5. Practical Exercise on Scarfs
6. Practical Exercise on Neck Accessories-I
7. Practical Exercise on Neck Accessories-II
8. Practical Exercise on Earrings-I
9. Practical Exercise on Earrings-II

Deliverables- 5Bags (Purse, clutches, handbags, sling Bags, Scarfs,) 2 Neck Accessories, 2 Earrings

Unit -II

10. Practical Exercise on Head accessories
11. Practical Exercise on Footwear
12. Practical Exercise on Hand Accessories

Deliverables-All above mentioned articles with design sheet

End Term (70 Marks)

Complete Syllabus

References:

1. The Encyclopedia of needle crafts, Gandenton Lucinda R.
2. Stone, Peter, The oriental rug lexicon, Thames and Hudson, 1997
3. Jill, Blake, Cushion & Covers, Graficomo, S.
4. .Macramé Pattern Book: Includes Over 70 Knots and Small Repeat Patterns plus Projects

Fashion Forecasting (LAB)

Course Outcome:

1. To sensitize /orient the textile and clothing SME's to the concept of visual Merchandising
2. To explore the components of display and skills to make proper arrangement in such a way to increase the sale of unsought goods

Unit-I

- 1) Demand forecasting - Search any 5 types of present latest garment style
- 2) Observe & study future forecasting any one garment with detailing of silhouette, color, texture, fabric etc.
- 3) Selection theme-based forecasting
- 4) Research theme
- 5) Market Research (casual, formal, party, leisure) 2 board each
- 6) Inspiration board
- 7) Mood board
- 8) Work on textures
- 9) Collect swatches & making the detailing board
- 10) Design development sheets -10 Final sheets



Unit -II

- 1) Costume Designing evaluation
- 2) small costume collection with your class examine ,your family, neighbors, markets
- 3) Examine them for construction methods and design details
- 4) These designs can be used as inspiration for forecasting project
- 5) Costing range
- 6) Make final sketches
- 7) Color forecasting - Make Pantone color chart using color schemes
- 8) Make unique color combination with prints sample
- 9) Analyzes long term forecasting color
- 10) Create display for theme using mannequins and backdrop

Deliverables-10 Design sheet

Essential Readings:

1. Lawson, Bryan, How Designers Think: The Design Process Demystified, Rutledge, 2006.
2. McKelvey, Kathryn, Munslow, Janine, Fashion Design: Process, Innovation and
3. Mendelsohn, L. B., Trend Forecasting with Inter market Analysis: Predicting Global Markets with Technical Analysis, John Wiley & Sons Inc., New Jersey, 2013.

References:

1. Porter, A, W., Elements of Design – Space, Davis Publications, 1987.
2. Stone, Terry Lee, Managing the Design Process - Concept Development: An Essential Manual for the Working Designer, Rockport Publishers, 2010.

Garment construction-II (Lab)

Course Outcome::

1. To impart knowledge of drafting and construction of clothing.
2. To enable students to understand adaptation techniques of various style features to basic garments.

Unit 1

Development of basic blocks: men's bodice, women "bodice

Unit 2

Dart manipulation techniques on women's wear.

Unit 3

2 Style features-Yoke, pocket design and its variations for women's clothing.

Unit 4

Designing and stitching of jackets with style variations (1 garments).



Unit 5

Designing and stitching of women's clothing using dart manipulation techniques and yoke design (2 garments)

**Deliverables- 3 Garments Women Jacket, Men'd Bodice Block, Yoke garments
End Term (70 Marks) garment with the help of dart manipulation techniques**

Complete Syllabus

Mode of Display- Jv E- Bazaar

Essential Readings:

- Reader's, Digest, (1997) Complete Guide to Sewing, The Reader's Digest Associations (Canada) Ltd. Montreal, Pleasantville, New York.
- Relis. Nurie& Strauss Gail, (1997), Sewing for Fashion Design, IInd Edition, Published by Prentichile Hall.
- Janace E. Bubonia. (2012) Apparel production terms and processes, Fairchild Books, New York.
- Kallal, Mary Jo, (1985) Clothing Construction, Mc Millan Publishing Company, New York.

Textile Theory & Testing (theory)

Course Outcome:

- 1. To enable the students to design and create dyed & printed material**
- 2. To make students understand an in depth study of the role of designer in tune with industry as well as market requirement**

Unit -I

1. Introduction to Dyeing & Printing
2. Principal classes of natural and synthetic dyes.
3. Study of Resist Dyed Textiles with reference to: Historical significance, Centers of production, styles, color, dyes, motifs and Techniques:
 - Resist dyed yarns – Patola of Gujarat, Ikat of Orrisa and Pochampalli of Andhra Pradesh
 - Resist dyed fabrics – Bandhani of Rajasthan and Gujarat.
4. Study of Hand Printed Textile with reference to: Historical significance, Centers of production, styles, color, dyes, motifs and techniques:
 - Dabu & Sanganeri printing of Rajasthan
 - Bagh Printing of Madhya Pradesh
 - Ajrakh of Gujarat



Unit -II

5. Difference between Dyeing and Printing
6. Introduction to different colour fastness and their testing methods.
7. Introduction to Textile finishes and its classification
8. Various defects in Printing and their remedies.
9. Bleaching ,Calendaring, embossing, Singening, Napping, Stiffening, Tentering, Shrinkage Control, Mercerization, Crease Resistant

Textile Theory & Testing (Lab)

Unit -I

1. Practical Exercise on Block Printing
2. Practical Exercise on Stencil Printing
3. Practical Exercise on Screen Printing
4. Practical Exercise on natural Dyeing
5. Practical Exercise on Tie & Dye
6. Practical Exercise on Batik
7. Practical Exercise on spray printing

**Deliverables- 1 home furnishing range /2 garments based on different dyeing techniques
Report on Printing, Difference in Dyeing and Printing sheet and final work, Development of desired products**

End Term (70 Marks)

Complete Syllabus

Essential Readings:

- Das, S. (2010). Performance of Home Textiles. Cambridge: Woodhead Publishing India Pvt. Ltd.
- Fishburn, A. (1988). Soft Furnishings for the Bed Room. London: BT Batsford Ltd.
- Parikh, A., Robertson, D., Lane, T., Hilliard, E. & Paine, M. (1998). The Ultimate Home Design Source Book. London: Conran Octopus Ltd.
- Meller (2003). Textile Designs. London: Thames and Hudson

Computer Application in Fashion -III

Course Outcome:

1. To acquaint students with Computer Aided Designing.
2. To impart the skills of fashion designing through Corel Draw & Photoshop

UNIT -I

Lab Experiment:

1. Practical Exercise on introduction to corel draw
2. Practical Exercise on changing canvas size.
3. Practical Exercise on Freehand Pen Tool
4. Practical Exercise on **Motif Development:** Traditional Indian (State wise)



5. Practical Exercise on **Motif Development**: Naturalized
6. Practical Exercise on **Motif Development**: Geometrical
7. Practical Exercise on **Motif Development**: Abstract

Growth of Motif: Enlarging and Reducing

- **Repeats :**
- Straight, Drop, Brick
- Mirrored: Vertically and horizontally
- Directional: One way, two ways, Multi & Non-directional

Layout:

- Allover
- Ogee
- Border
- Stripes

UNIT -II

Lab Experiment: (Practical 1.5Credit) (Practice 0.7Credit) (D&T 0.4Credits)

1. Practical exercise on 10 ½ female croqui (Front, back, side, 3/4)
(0.2 Practical) (0.1 Practice)
2. Practical exercise on 12 ½ female croqui (Front, back, side, 3/4)
(0.2 Practical) (0.1 Practice)
(0.2 Practical) (0.1 Practice)
3. Practical exercise on Stylization of nude figures (0.2 Practical) (0.1 Practice)
4. Practical exercise on different print (0.2 Practical)
5. Practical exercise on fabric effect (0.2 Practical) (0.1 Practice)
6. Practical exercise on silhouette (0.2 Practical) (0.1 Practice)
7. Practical exercise on dress draping on croqui (0.2 Practical) (0.1 Practice)

Deliverables- 20 sheets for female croqui, Stylized figure (silhouette, color, texture and prints), dress draping

Suggested Readings::

Photoshop- Software

Essential Readings:

- Dayley & Dayley B. (2012), Adobe Photoshpe CS6 Bible: The comprehensive tutorial resource, Eiley India.
- Hurue, R. (2016), Fashion and Textile Design with Photoshop and Illustrator.London: Bloomsburry Publishing.
- Lazear. S.M. (2010), Adobe Photoshpe for Fashion Design. New Jersey: Pearson Prentice Hall



SEMESTER V

1. OCCUPATIONAL APPARELS
2. MEN'S WEAR RANGE DEVELOPMENT
3. DRAPING TECHNIQUES
4. VISUAL MERCHANDISING
5. TEXTILE & GARMENT QUALITY ANALYSIS ASSURANCE (THEORY)
6. COMPUTER APPLICATION IN FASHION –IV

Occupational Apparels (lab)

Course Outcome:

The course aims to understand required features in clothes for specific end uses which impart knowledge about ways to incorporate desired features in a garment and to know special garment construction procedures for functional clothing.

Unit-I (15 Marks)

Students will work on three products and will design their two variations of each product

1. Medical staff (Physician, surgeon, Physiotherapists & Nursing staff/ Compounder/ I.P.D Patient's uniform)
2. Para Medical staff (lab technician, Medicine dispenser)
3. Chef
4. Engineer (Civil & Mechanical) w
5. Civil uniform (Military & Army)
6. Fire extinguisher costume.
7. Biblical costume

Deliverables-7 Design sheet & 2 garment on occupation wise (Engineer, Para Medical staff, Civil uniform, Fire extinguisher costume

Unit-II (15 Marks)

8. Hairdresser Gown Cape Cloth
9. Yoga costume
10. Pregnant lady dress
11. Obese (waist coat, trouser, skirt)
12. Sports & gym wear
13. Hospital accessories (Mattress, curtain, Bed-sheet & pillows, Patient's examination table cover)

Deliverables-6 Design sheet & 2 garment on occupation wise (Hairdresser Gown Cape Cloth, Yoga costume, Pregnant lady dress, Sports & gym wear

End Term (70 Marks)

Complete Syllabus

1. Reader's, Digest., Complete Guide to Sewing, The Reader's Digest Associations (Canada) Ltd. Montreal, Pleasantville, New York.



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

2. Kallal, Mary Jo, Clothing Construction, Mc Millan Publishing Company, New York 1985
3. Relis, Nurie& Jaffe, Hilde., Draping for Fashion Design, Prentice Hall, Carerrand Design, New Jersey,1993

References:

1. Penelope, Cream., The Complete Book of Sewing - A Practical Step by Step Guide to Sewing Techniques, ADK Publishing Book, New York ,1996
2. Jacob, Thomas Anna., The Art of Sewing UBSPD Publishers Distributors Ltd. New Delhi
3. Armstrong, J., Draping for Fashion Design, Fairchild Publication , New York, 2004

Men's Wear Range Development (lab)

1. To Understand different types of Accessories Board types of trims for men's wear.
2. To understand the technicalities involved in creating men's wear.
3. To enhance their skills related to stitching and develop understanding related to different men garments.

Unit-I (15 Marks)

Introduction to Men's Wear Range Development, Types of Garment for Men's, Process of Designing Formal, Casual, Traditional, Indo-western wear & Western Men's wear, Types of Trims uses in Men's wear, Types of Accessories uses with different types of men's wear garment.

Lab Experiment

1. Practical exercise on Designing Traditional design types of fabric sample board for Men's wear garment
2. Practical exercise on designing Indo-western design types of fabric sample board for Men's wear garment.
3. Practical exercise on Designing Western design types of fabric sample board for Men's wear garment.
4. Practical exercise on Designing Traditional design types of fabric sample board for Men's wear garment.
5. Practical exercise on Designing different types of trims sample board for Men's wear garment.
6. Practical exercise on Designing different types of accessories board for Men's wear garment.
7. Practical exercise on Designing Mood board for Traditional wear garment for men's
8. Practical exercise on Designing Mood board for Indo western wear garment for men's.
9. Practical exercise on Range development of Formal garment for men's wear by sketch.
10. Practical exercise on Range development of Casual garment for men's wear by sketch.
11. Practical exercise on Range development of Traditional garment for men's wear by sketch.

Deliverables-2 design sheet ,2 Drafting & 2 Garment of casual & Formal wear for men

Unit-II

1. Practical exercise on Range development of Indo western garment for men's wear by sketch.
2. Practical exercise on Range development of Western garment for men's wear by sketch.



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

3. Practical exercise on Drafting of Formal and Casual men's wear garment
4. Practical exercise on Drafting of Traditional wears for men's wear garment.
5. Practical exercise on Drafting of Indo-western & Western for men's wear garment.
6. Practical exercise on construction of Formal wear men's garment
7. Practical exercise on construction of Casual wear garment
8. Practical exercise on construction of Traditional wear men's garment
9. Practical exercise on construction of Indo-western wear men's garment
10. Practical exercise on construction of western wear men's garment.

Deliverables-2 design sheet ,2 Drafting & 2 Garment of Traditional & party Wear for men

End Term (70 Marks)

Complete Syllabus

1. Reader's, Digest., Complete Guide to Sewing, The Reader's Digest Associations (Canada) Ltd. Montreal, Pleasantville, New York.
2. Kallal, Mary Jo, Clothing Construction, Mc Millan Publishing Company, New York 1985
3. Relis, Nurie& Jaffe, Hilde., Draping for Fashion Design, Prentice Hall, Carerr and Design, New Jersey,1993

References:

1. Penelope, Cream., The Complete Book of Sewing - A Practical Step by Step Guide to Sewing Techniques, ADK Publishing Book, New York, 1996
2. Jacob, Thomas Anna., The Art of Sewing UBSPD Publishers Distributors Ltd. New Delhi
3. Armstrong, J., Draping for Fashion Design, Fairchild Publication , New York, 2004

Draping Techniques (Lab)

Course Outcome::

1. **To acquaint students with the techniques of draping of fabrics.**
2. **To design and construct garments using the principles of draping.**

Unit-1

Lab Experiment:

1. Practical Exercise on Introduction to draping
2. Practical Exercise on draping Terminology
3. Practical Exercise on Dummy preparation
4. Practical Exercise on Muslin preparation
6. Practical Exercise on Front Bodice Block
7. Practical Exercise on back Bodice Block



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

8. Practical exercise on Dart Manipulation
9. Practical Exercise on Single dart series
10. Practical Exercise on construction all pattern

Deliverables- 5 Draping sample with stitching Front, Back, single dart, double dart,

Unit II (15 Marks)

11. Practical Exercise on Skirt & its variations
12. Practical Exercise on single dart skirt
13. Practical Exercise on double dart skirt
14. Practical Exercise on dart manipulation
15. Practical Exercise on Gathered skirt
16. Practical Exercise on Flared
17. Practical exercise on Skirts with yokes

Deliverables- Draping sample with stitching Skirt, Single, Double dart, Gathered, Flared and drap garment using above technique.

End Term (70 Marks)

Complete Syllabus

Mode of Display- Jv E Bazaar

Readings:

1. Jaffe. Draping for Fashion Design, Prentice Hall Ltd., London.
2. Armstrong, H Joseph., (2000). Draping for Apparel Design, Fairchild, New York
3. Cooklin, Gerry. Pattern grading for children's, women's, men's clothes Design of sizing, Oxford B.S.P. Professional Book, London.
4. Goulboun, M. (1971) Introducing pattern cutting, grading and modeling. Batsford publication.

References:

1. Crawford, C.A., The Art of Fashion Draping, Fairchild Publications, New York.
2. Hillhouse, M.S. and Mansfield, E.A., Dress Design- Draping and Flat Pattern, London.
3. Sheldon, Maratha Gene., Design through draping, USA Burgers Publishing Company.
4. Minott, J., (1978). Fitting Commercial patterns, Minnesota Burgess, Minneapolis.
5. Mee, J. and Prudy, M. (1987) Modelling on the stand. Oxford: BPS Professional Books.

Visual Merchandising (Theory)

Course Outcome:



1. To impart knowledge of merchandising in apparel industry.
2. To develop an insight into the fashion market among the students.

UNIT I

❖ Visual merchandising and Display Basics

1. Visual merchandising – meaning, concept
2. Functions of Visual Merchandising
3. Components of Visual Merchandising
4. Colour and Texture
5. Line and Composition
6. Shape and forms

❖ Elements of Visual Merchandising

1. Storefront
2. Store layout
3. Store interior
4. Interior displays

Deliverables-Report on Visual merchandising, Store Layout, Evaluation aDepartment Layout

UNIT II

Display Equipments/ Components

- Themes and schemes
- Mannequins
- Alternative to the Mannequins
- Dressing the three dimensional form
- Fixtures
- Visual Merchandising and Dressing Fixtures
- Furniture as props
- Lighting
- Sound Usage
- Graphics and Signage
- Flooring & Ceiling & Lighting

Merchandise Planning

1. Visual Merchandising & Planning:
2. Visual Merchandising and the Changing Face of Retail
3. Trends in Visual Merchandising in India

**Deliverables-Report on Importance of Store Design, Visual Communication
End Term (70 Marks)**



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

Complete Syllabus

Essential Reads

1. Martin M. Pegler, Visual Merchandising and Display , Edition 5, Fairchild Publication.
2. Diamond, Jay & Ellen, Contemporary Visual Merchandising and Environmental, Pearson Prentice Hall, Fourth Edition
3. Greg M. Gorman – ST, Visual Merchandising and Store Design Workbook, Publications (1996)
4. Tony Morgan, Visual Merchandising, Laurence King Publishing, 2008

References:

1. Nirupama, Pundir, Fashion Design-Today and Tomorrow, Mittal publications, New Delhi, 2007.
2. Cross Cultural Management, Shobana Madhavan, Oxford Uni Press, 2014
3. Essentials of Management, Harold & Heinz, Tata McGraw Hill Education private Limited, New Delhi, 2012

Textile & Garment Quality Analysis Assurance (Theory)

Course Outcome:

1. Carry out inspection and grading of fabric.
2. Apply requisite test for ensuring fabric quality.
3. Measuring garments and identifying finishing defects.

Unit-I (15 Marks)

1. Introduction -Quality Analysis Assurance
2. What is quality? Why quality is important?
3. Inspection -Raw material inspection, In process inspection, Final inspection
4. How much to inspect
5. Definitions of fabric defects.
6. British standards of interest to garment manufacturers.
7. ISO standards of interests to garment manufacturers.

Deliverables- Report on Quality, ISO standards, British standards

Unit-II (15 Marks)

1. Textile Testing & Product Evaluation,
2. Care labelling of Apparel and textiles.
3. Washing, Rubbing, Ironing, Properties
4. Course Outcome: evaluation of fabric hand
5. Quality cost,
6. cost sheet
7. Quality management

Deliverables- Report on Textile Testing & Product Evaluation, Quality cost,

End Term (70 Marks)

Complete Syllabus

1. Kincade, Doris, H., Sewn Product Quality- A Management Perspective, Pearson Prentice Hall, New Jersey, London, 2008
2. Mehta, P, Bhardwaj, S.K., Managing Quality in the Apparel Industry, New Age International Ltd. Publisher, New Delhi
3. Das S., Quality Characterization of Apparel, Wood Head Publishing Ltd., 2009
4. Singh A.K. Quality Evaluation of Textiles, NITRA, Ghaziabad
5. Sara. J. Kadolph, Quality Assurance for Textiles and Apparel, Fairchild Publication, 1998
6. Booth, J.E, Principle of Textile Testing, Butterworth's. 1986



References:

1. Janace, E., Bubonia, Apparel Quality: A guide to evaluating sewn products, Bloomsbury Publishing Inc. 2014
2. Chuter, A.J., Introduction to Clothing Management, Blackwell Science, London. 1995

Computer Application in Fashion -IV

Course Outcome:

1. To acquaint students with Computer Aided Designing.
2. To impart the skills of fashion designing through Corel Draw

UNIT -I

Lab Experiment:

1. Practical Exercise on introduction to CorelDraw
2. Practical Exercise on changing canvas size.
3. Practical Exercise on Freehand Pen Tool
4. Practical Exercise on handbags
5. Practical Exercise on footwear
6. Practical Exercise on Jewellery
7. Practical Exercise on headgears.

UNIT -II

Lab Experiment:

1. Practical exercise on CD covers of fashion shows, music CD's
2. Practical exercise on Visiting cards
3. Practical exercise on Posters
4. Practical exercise on brochures for different occupation: Business, designer, caterers, photographer
5. Practical exercise on Thematic backgrounds like corporate/ Board meeting room, hotel lounge, teller desk, party hall, beach, classroom etc.
6. Practical exercise on handbags

Deliverables- 15 sheets for creating fashion accessories like handbags, footwear, Jewelry, headgears, cd cover, Visiting cards and brochures, Posters and Thematic backgrounds

Photoshop- Software

Essential Readings:

- Dayley & Dayley B. (2012), Adobe Photoshpe CS6 Bible: The comprehensive tutorial resource, Eiley India.
- Hurue, R. (2016), Fashion and Textile Design with Photoshop and Illustrator. London: Blooms burry Publishing.



SEMESTER VI

1. GARMENT PRICING AND TRADE DOCUMENTATION
2. APPAREL PRODUCTION MANAGEMENT
3. DIGITAL PORTFOLIO DESIGN
4. FASHION RESEARCH METHODOLOGY
5. COMPUTER APPLICATION IN FASHION -V

Garment Pricing and Trade documentation (THEORY)

1. To acquaint students with different markets and their strategies
2. To give knowledge about Retail and financial strategy of merchandising management.3
- . To give knowledge about documentation about export/trading

UNIT -I (15 Marks)

Merchandise management-introduction, Course Outcome:, role of product management in retail business, fashion merchandising, merchandising planning Merchandising pricing- concept of pricing, pricing strategies Managing store operations-introduction, the retail personnel management process, financial strategy of merchandise management, setting financial Course Outcome:s Merchandise purchasing system-purchasing system for staple merchandise, merchandise for single store retailer, chain retailer, Retail promotion Contemporary issues in retail merchandising.

Deliverables- Merchandise management & fashion merchandising

UNIT II (15 Marks)

Introduction to International Trade, Introduction to Apparel Industry, The business of international trade, Trade barriers, Trade Policy, WTO International Marketing, International Marketing Environment , International marketing channels, Export Business, Import Business, Export Import Procedure, Import Documentation.

Sample coasting, Export Documentation, Import Documentation, Methods of International Payments, Export Finance, Export Incentives, Export Promotion Measures, Foreign Trade Policy of India-2015-2020

Deliverables-Report on Export Documentation, Import Documentation

End Term (70 Marks)

Complete Syllabus

References:

1. International trade and Export management Cherunilam, Francis Himalaya Publication, Mumbai (1998) ISBN: 978-8184883060



2. Exim Policy input Output norms – Duty exemption Scheme Jain, R.K. Centax publication pvt. Ltd. New Delhi(April 2003 Fourth Edition.)
3. Hand Book Of Import And Export Procedures Govt. Of India Govt. Of India
4. Foreign trade policy and handbook of procedure Jain, R.K. Centax publication pvt. Ltd. New Delhi(March 2016)ISBN: 978-8175884762
5. Streamline Your Export Paper Work Bose, A. International Trade Form, Oct – Dec 1965.
6. AEPC Booklets AEPC Booklets

Apparel Production management (THEORY)

Course Outcome:

1. To impart knowledge about clothing industry , Department of clothing Industry ,Manufacturing Techniques, Quality control's
2. To enable students to understand Retail Management

UNIT -I (15 Marks)

The clothing industry-structure of the clothing industry, Sectors of clothing industry, Product types and organization, Principle of management

The organization of a clothing factory-

-Design department, -Marketing department, -Finance Department, Purchase Department, Production Department, -Operations Department

Manufacturing Design

-Cutting Room-Fusing Design, Sewing Design, Pressing Design, Production Design, Warehousing Production Engineering, Principle of Quality control

Deliverables- Manufacturing Design, Engineering & Quality control

UNIT -II (15 Marks)

Introduction to Retailing-Course Outcome:, meaning of retailing, definition of retailing, importance of retailing, challenges facing Indian retail, classification of retailers.

Retailing environment & consumer buying behavior,

retail segmentation, meaning and benefits of market segmentation, criteria of evaluating market segments, types of market, market targeting, customer profile Retail-introduction, Course Outcome's, retail mix environment, forces in micro environment, forces in macro environment. Retail strategy-introduction, Course Outcome:

definition, Strategies for the retailers, Retail strategic planning process,

visual merchandising Retail organization & management-introduction, Course Outcome:, principles of Retail organization, retail organization structure



Deliverables- Report on Retailing environment & consumer buying behavior, Retail strategic End Term (70 Marks)

References:

- 1.Rajesh Bheda "Managing Productivity in the Apparel Industry" CBS Publishers & Distributors (2006)
- 2.Helen Joseph Armstrong "Pattern Making for Fashion Design", Dorling Kindersley India Pvt.Ltd.(2009)
- 3.Mary Mathews, "Practical clothing construction" Thomson & co., madras, 1974.
4. Jacob Solinger., "Apparel Manufacturing Handbook", Vann strand Reinhold Company(1980).
- 5.Herold Carr and Barbara Iatham "The Design of clothing

Digital Portfolio Design (lab)

Course Outcome:

1. To provide exposure towards various craft and textiles.
2. To enhance the skill of students in designing and product development.

UNIT -I

Selection of themes for the collection- Development of storyboard, Client's board, Presentation sheet, Specs sheet, Cost sheet for the same.

Lab Experiment:

1. Practical Exercise on story board.
2. Practical Exercise on Client's board.
3. Practical Exercise on Presentation sheet.
4. Practical Exercise on spec sheet.
5. Practical Exercise on cost sheet
6. Practical Exercise on theme presentation.

Deliverables- Compilation of work and upload it on Behance.

UNIT -I I

Selection of one theme for the execution of the collection (selection by internal mentors). Making of toils (muslin pattern) for the selected collection.
Execution of collection.

Lab Experiment:

1. Practical Exercise on Selection of one theme
2. Practical Exercise on Making of toils



3. Practical Exercise on execution of the collection

4. Practical Exercise on presentation of theme.

Presentation & Feed backs.

-Co-ordinate accessories

-Final collection

-Client Presentation using CAD

5. Practical Exercise on presentation & feedbacks

6. Practical Exercise on prepare co-ordinate accessories

7. Practical Exercise on final collection.

8. Practical Exercise on prepare co-ordinate accessories

9. Practical Exercise on Client Presentation using CAD

Deliverables- 2 Dresssheet of client Board, theme, 1 Making of toils, 1 prepare co-ordinate accessories

End Term (70 Marks)

Complete Syllabus

References:

1. Creating Your Digital Portfolio: The Essential Guide to Showcasing Your Design Work
2. The Graphic Designer's Guide to Portfolio Design, 3rd Edition

Fashion Research Methodology (THEORY)

Course Outcome:

- To help students develop the skills needed in conducting a research.

UNIT -I

Research Methodology: An Introduction

1. Meaning of Research,
2. Course Outcome: of Research in fashion industry,
3. Motivation in Research,
4. Types of Research process in fashion industry,
5. Research Approaches followed by the designers,
6. Significant of Research in the field of fashion,
7. Difference between research methods and methodology in the area of designing fashion,
8. Research and Scientific methods,

UNIT II

9. Importance of knowing how research is done,
10. Research Process, Criteria of Good research,
11. Problems encountered by researchers in Indian fashion industry and designers .
12. Defining the Research Problem
13. What is research problem in fashion merchandising, selecting the problem and necessities of defining the research problem in fashion industry, Techniques involving in defining the problem.



14. Methods of Data Collection in fashion research

15. Define Primary data and secondary data collection process in fashion industry , define observation method and interview method .

Deliverables:- Report on Research process in fashion industry

Research Methodology (Practical)

Course Outcome:

- **To help students develop the skills needed in conducting a research.**
- **To introduce students to the skills in report writing.**

UNIT I:

The following topics will be covered:

1. Research theory
2. Measurement of information
3. Defining the research
4. Review of literature
5. Methods and procedures of conducting research: sample
6. Methodology procedure
7. Quantitative design: experimental and survey research
8. Method of analysis
9. Results
10. Conclusions, implications & recommendations for further study
11. Writing and communicating research

The report would consist of:

12. Title of the research
13. Introduction
14. Methodology
15. Result and discussion
16. Recommendations
17. Summary and conclusions

Essential Readings:

1. Ahuja ,Ram., Research methods, Rawat Publications, Jaipur, 2001, 2003
2. Kothari, C.R., Research methodology-methods & techniques. New age International Publishers, New Delhi 2007, 2015
3. Gupta S.P., Statistical Methods, Sultan Chand & Sons, New Delhi 1997, 2003, 2004

References:

1. Sancheti & Kapoor., Statistics, Sultan Chand and Sons, New Delhi.



2. Badarkar, P.L. and Wilkinson T.S. (2000), Methodology and Techniques of Social Research, Himalaya Publishing House, Mumbai

COMPUTER APPLICATION IN FASHION -V

Course Outcome:

- To acquaint students with Computer Aided Designing.
- To impart the skills of fashion designing through Corel Draw.

UNIT – I

1. Introduction to Computer aided design softwares for design, Illustration and patternmaking.
2. Introduction to design softwares (adobe Illustrator) and their interface and tools.
3. Introduction to FONTS and their usage.
4. Use and function of various editing/effects tools of Photoshop.

UNIT – II

5. Introduce students to CAD softwares for pattern making, marker making, Grading, Digitizing.
6. Introduction to digitizing and grading on the software.
7. Lay out of pattern for cutting and marker making for efficient fabric consumption.

End Term (70 Marks)

Complete Syllabus

References:

1. Groover MP and E.W.Zinimmers, CAD/CAM computer aided design and manufacture, prentice hall, India 1984.



SEMESTER VII

1. GREEN FASHION
2. FASHION MARKETING
3. TEXTILE DESIGN
4. WORLD TEXTILE AND CONSERVATION
5. APPAREL COSTING
6. FASHION EVOLUTION

GREEN FASHION (THEORY)

Course Outcome::

1. To enable students awareness of importance of designing for sustainability
2. To provide knowledge of current sustainable technologies, materials and design innovation

UNIT I:

Green Fashion- Introduction

1. Origin of Green Fashion movement
2. Definition of Green Fashion & Related Terminologies (Organic Fashion, Up cycle, Eco-Fashion, Ethical Fashion, Sustainable Fashion, Fast Fashion, Slow Fashion) green conduct
3. Organizations and Forums working for Green Fashion

Green Fashion- Materials

1. Fibers used for Green Clothing- Organic Cotton, Wool, Soy, Hemp, Pina, Nettle, Tencel
2. Fabrics used for Green Clothing- Natural, Synthetic and Regenerated

UNIT II:

Green Fashion- Processes

- Processes used for production of Green Clothing:
- Low chemical bleach and dye, color without dyeing, natural dyes, enzyme Design
- Minimum waste in cut and sew
- Disposal of Clothing (Refashion and RecyCouture)

UNIT II:

Designer's, Celebrities and Brands working for Green Fashion

- International Designers(Mark Morris, Andrew Sorensen, Elena Gracia) and Brands (Ethitcus, Hidesign)of Green Fashion
- National Designers(Swati Argade, Anita Dongre, Samant Chouhan) and Brands(Bhu:Sattva, Do u speak green, Fab India, Mother Earth, Samatana) of Green Fashion

Green Fashion and Carbon Footprints

- Effect of Green Fashion on Consumers: fair labour issues
- Emerging ethical issues due to change in fashion
- Effect of Green Fashion on environment (Resources/energy conservation and Green house gases)

Essential Readings:

1. Kate Fletcher & Lynda Grose, Fashion and Sustainability, Design for change, Laurence king publishing Ltd, London, 2011.



2. Safia Minney, Naked Fashion: The New Sustainable Fashion Revolution, Published by New internationalist, 2011.
3. Thames & Hudson, The Sustainable Fashion Handbook, Sandy black published 2012.
4. Janet Hethorn & Connie Ulasewicz, Sustainable fashion: Why Now? A Conversation exploring Issues, Practices and Possibilities, Bloomsbury Academic 2012.

References:

1. Sustainable Fashion and Textiles: Design Journeys by Kate Fletcher, 2012.
2. Eco Fashion by Sass Brown, Laurence King Publishing, 2013.
3. Future Fashion White Papers by Earth Pledge, 2013.
4. The Eco-chick Guide To Life by Starre Vartan, 2012.
5. Eco-Chic, The Fashion Paradox by Sandy Black, Black dog Publishers.
6. Green Is The New Black-How To Change The World With Style by Tamsin Blanchard, 2013.

FASHION MARKETING (THEORY)

Course Outcome::

- To develop an insight into the fashion market among the students.
- To provide comprehensive knowledge about marketing mix.

UNIT I:

Introduction to marketing

1. Marketing: Introduction to marketing, overview of marketing process
2. Introduction, development of fashion market,
3. Fashion market environment and trends in marketing environment.
4. Market research: Understanding Consumer market trend,
5. Overview of market research process and research design

UNIT II:

Introduction to Product

1. Product Decision
2. Concept of product, clarification of product development,
3. Product positioning, segmentation and targeting
4. Product line and product mix
5. Branding, packaging and labeling

UNIT III:

Introduction to Pricing

1. Price decision
2. Factor affecting price determination

Promotion decision

3. Promotion decision
4. 4Ps of Promotion mix
5. Advertising
6. Personal selling

UNIT IV

RETAIL MARKETING



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

Retailing: Introduction to Retailing-Course Outcome:, Meaning of retailing, Definition of retailing, Importance of retailing, challenges facing Indian retail, Classification of retailers. Principles of Retail organization, Retail organization structure, Planning and role of Buyer. Retailing environment & consumer buying behavior,

READINGS:

1. Easey, Mike, Fashion Marketing, Blackwell Science Ltd, London 1995.
2. Kotler, P., Marketing Management: Analysis, Planning, Implementation and Control (9th Ed), Prentice Hall, New Delhi 1998.
3. Donnellan, John, Merchandise buying & management, Fairchild publication, New York, 1999.
4. Stone, Elanie & Samples, Jean. A., Fashion Merchandising, McGraw Hill, New York. 1985.

REFERENCES:

1. Costantino, Maria, Fashion Marketing and PR, Fashion files, Batsford Ltd., London, 1998.
2. Posner, Marketing Fashion, Lawrence K. London 2011
3. Donnellan, John, Merchandise buying & management, Fairchild publication, New York, 1999.
4. Krishnakumar, M., Apparel Merchandising: An integrated approach, Abhishek publication, Chandigarh, 2010.

TEXTILE DESIGN (LAB)

Course Outcome::

1. To learn the process of designing through motif development.
2. To foster an understanding of design for developing a product

UNIT I:

COURSE CONTENT

1. Conversion of shapes from natural to stylized, geometric & abstract
2. Natural shape to be converted to (at least 5) different forms of stylized, geometrical and abstract.
3. Organizing these shapes in a given area to create "Motif"
4. Product development: Conceptualizing theme board/mood board, interpreting theme board in line with element and principle of design
5. Develop one product range on selected theme for each of the following:
 - Furnishing for office purpose (sheer, curtain, carpet, upholstery, cushion cover, mats etc.)
 - Home Furnishing (curtain, bed sheet, pillow cover, floor covering, quilt etc.)

ESSENTIAL READINGS:

1. Phyllis, G. Tortora., Understanding Textile, (2nd Edition), Mc Millan Co. USA 1987.



2. Gul Rajani M.L. and Gupta D: Natural dyes and their application to textiles, IIT Delhi.
3. Yates, M., Textiles: A Handbook of Designers, WW Norton Publishing Company.
4. Prakash., Traditional Indian Motifs, The Design Point, Bombay.
5. Sumathi, G.J. "Elements of Fashion and Apparel Design" New Age International Publishers, New Delhi, 2002.

REFERENCES:

1. Rubin, L.G.,(1976) The World of Fashion, Canfield press publication, Sans Francisco.
2. Meller., Textile Designs, Thames and Hunson Ltd., London.

World textile and conservation (theory)

Course Outcome::

1. To study the textile traditions of the world.
2. To study the important textile arts in their historical perspective.
3. To appraise the role of Indian textiles vis-à-vis developments in the world textiles.
4. To create awareness and foster appreciation of textile masterpiece of the world.

UNIT I:

Beginning of the textile industry in ancient civilizations

- Mesopotamia
- Egypt
- Persia
- Greece
- Rome
- China
- India

UNIT II:

Study of masterpieces of world textiles Part I: Structural Designs (With respect to history, construction techniques, styles colors, motifs and centers of production)

- Brocades(China, India, Persia, Byzantium, Spain, Italy and France)
- Tapestries(Greece, Coptic, Europe and Peru)
- Carpets and floor coverings (Middle and Far East)
- Shawls (India, England and France)
- Laces (Europe)
- Linen damasks (Ireland and Belgium)

Study of masterpieces of world textiles Part I: Applies Designs (With respect to history, construction techniques, style colors, motifs and center of production)

- Resist dyed fabrics (India, Indonesia and Japan)
- Printed Textiles (India, France and England)
- Embroidery (China, Persia and England)

UNIT III:

Basic of Conservation

- Principles
- Types-Preventing and Curative
- Factors deteriorating textiles- Light, temperature, humidity, pest and pollution and micro organism
- Restoration



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

Collection Maintenance

- Work space and Equipment, housekeeping, Checking and Monitoring, material and supplies, handling, packing, unpacking, moving, rolling, labeling and cleaning

Storage and display

- General requirement for storage
- Types- Flat, rolled, Framed and Mounted for Textiles
- Garments-Boxes, hanged
- General requirements for display
- Showcases and galleries
- Frames
- Mannequins
- Hangers and other supports
- Accessories

ESSENTIAL READINGS:

1. Ginsburg, Illustrated History of Textiles, Studio Editions Ltd. London 1995
2. Lennard Frances, Ewer, Patricia, Textile Conservator's Manual on advance practices Alsevie, N.D, 2011
3. Harris, Jennifer (ED),(1993) Textiles-5000 Years of Textiles, London, British Museum Press
4. Gillow John and Sentence Bryan (1993) World Textiles, A Bulfinch Press Book, London
5. Shenai V.A. History of Textile Design, Sevak Publication, Mumbai, 1992

REFERENCES:

1. Kadolph S., Quality Assurance of Textile & Apparel, Fairchild Publications, New York, 1998
2. Ames, The Kashmiri Shawls, Wood Bridge, Suffolk Antique Collector's Club Ltd.
3. Harvey J.B. Traditional Textile of Central Asia, Thames & Hudson Ltd. London, 1997
4. Coss, Making Rugs, Diamond Books, London

Apparel Costing

Course Outcome:

- Outline the elements of a basic cost sheet of a garment.
- Describe cost plus method of pricing the garments.
- Describe marginal cost pricing method.
- Describe Standard costing, Pricing method, backward and target pricing method.

Unit 1

Cost accounting: Classification of cost elements- direct and indirect. Determination of factory cost, administration cost and sales cost of an apparel product. Manufacturing cost account statement - preparation and analysis, cost behavior patterns – fixed, variable, semi variable. Calculations related to job order costing and process costing. **Accounting for factory overhead:** Capacity level concepts, production and service departments, indirect costs, over and under applied overhead.

Unit 2

Cost volume profit analysis: Break-even analysis, Contribution margin, variable, cost ratio, marginal income. Sales mix by garment style, effect of volume change, price/volume analysis.

Standard Costing:

Variance analysis, setting cost standards, price variance analysis for material, labor and overheads. Determination of standard cost for weaving, knitting and processing cost of woven/knitted fabrics. Fabric cost – stripe/ checked, printed and embroidery and special finished goods.



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

Determining pricing of apparels: Price elasticity of demand and supply, Sample costing-marginal revenue and marginal cost. Assortment order planning -cost determination, size and color wise men's, women's and children's wears.

Unit 3

Pricing methods: Cost plus pricing methods / full cost pricing, conversion cost pricing, differential cost pricing; variable cost pricing, direct cost pricing. Derivation of cost of apparel products – woven / knits. CM, CMT cost analysis for various styles. Activity based costing, Cost analysis for various styles of garments. FOB/CIF/C&F pricing of apparels.

Budgeting process: Budgeting principles for the apparel industry, fixed vs. flexible budget, master budget, limitations of budgets. Project proposal for setting up a new garment unit.

References

1. Bhabatosh Banerjee, "Cost Accounting", Word Press, 11th Revised Edition, 2001.
2. Blocher, Edward, "Cost Management: A strategic Emphasis", McGraw Hill, London,

Reference Book

1. Apparel Costing By M. Krishan Kumar
2. Apparel Costing: Andrea Kennedy (Author), Andrea Reyes (Author), Francesco Venezia (Author)

FASHION EVOLUTION (PRACTICAL)

Course Outcome :-

1. To introduce the major fashion capitals and analyse the consumer market and buying habits that affect styles and trends.
2. To define the major elements, historical, cultural, social and economic, which influence changes in fashion.
3. To trace the history of mass production and ready-to-wear
4. To recognize the influence of historic dress on contemporary fashion

Unit 1

- Beginning of Couture
- Bell Époque: (1900-1913)
- World War I : (1914- 1919)
- Between the Wars: (1920-1939)
- Roaring twenties (1920-1929)

Unit 2

- Glamour Years (1930-1939)
- War time Utility look: (1940-1946)
- New Look (1947 -1956)
- Mini and Mod (1957 – 1966)
- Anti - fashion (1967 – 1978)

Unit 3

- Power - dressing: (1979 – 1987)



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

- End of century (1988 – 2000)
- Looks and Designers of 21st Century.

Deliverables: - Sketching of the men and women dresses on croqui according to time period

- Designing men and women dresses according to the current trends taking inspiration from the above mentioned periods

Essential Readings:

1. Black J.A. and Garland M. (1978) A History of Fashion, London, Orbis Publishing Ltd.
2. Blanche P. (1975) History of Costume, New York, Harper and Row
3. Boucher F. (1966) A History of Costume in the West, London, Thames and Hudson
4. Bradley C.(1970) History of World Costume, London, Peter Owen Ltd.

References:

1. Cumming, Valeric (2004) Understanding Fashion History, London, Batsford.
2. Cunnington P. (1970) Costume, Pennsylvania, Dufour Editions Inc.
3. Laver J. (1969) A Concise History of Costume, London, Thames and Hudson.
4. Lester K. M. (1956) Historic Costume, Chas A Bennett Co. Inc. Illinois.
5. Sara, P. Tomp and Srah H. Fashion Costume and Culture (vol 1) The Ancient World, Thomas Gale.

Semester VIII

Course Outcome:

1. It will enhance student's personal and professional development through hands on skill in the apparel industry.
2. It aims to integrate different skills required for participating in planned, supervised work with a reflection and evaluation process at the end of the internship.
3. It will provide students the opportunity to relate theory holistically to practice and gain valuable experiences for future career.

Industrial Training

- Synopsis work presentation
- Portfolio Presentation (lab)

Course Outcome:s: To develop analytical and problem solving approach among the students. The project work will be research based and the products design in this will be innovative and industry oriented. Student will select their project work by the guide or by mentor according their synopsis.

Deliverables:

The findings of the project work to be submitted in the form of as arrange collection presentation as a exhibition or Fashion Show, PowerPoint presentation, One Article writing based on selected project that saved in a CD, along with project Report (colored print outs in A4 size)and A3 size Designer Portfolio.