# FACULTY OF SCIENCES 

SYLLABUS

FOR

B.Sc. (FASHION DESIGNING)<br>(Semester I \& II)<br>and<br>(PART- II \&III)

Examinations: 2012-13


## GURU NANAK DEV UNIVERSITY AMRITSAR

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## ELIGIBILITY:

1. The admission to this course shall be open to the candidates who have passed Senior Secondary Part-II ( $12^{\text {th }}$ Class) examination of Punjab School Education Board, Mohali with minimum of $45 \%$ marks in aggregate.

## OR

Any other examination with $45 \%$ marks in aggregate, recognized as equivalent to above by the Guru Nanak Dev University.

NOTE: DETAILED ORDINANCES RELATING TO EXAMINATION FOR THIS CLASS ARE CONTAINED IN THE GURU NANAK DEV UNIVERSITY CALENDAR VOL. II READ WITH SYNDICATE DECISIONS / AMENDMENTS MADE FROM TIME TO TIME.

Semester - I
Scheme of Studies

| Paper | Subject | Theory <br> Marks | Duration | Practical | Duration | Int. <br> Ass. | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| I | Basic of Design and <br> Illustration | 50 | 3 Hrs. | 40 | 3 Hrs. | 10 | 100 |
| II | Concept of Fashion | 100 | 3 Hrs. |  |  |  | 100 |
| III | Basics of Sewing-I | 50 | 3 Hrs. | 35 | 4 Hrs | 15 | 100 |
| IV | Textile Chemistry - I | 50 | 3 Hrs. | 30 | 3 Hrs. | 20 | 100 |
| V | English(Compulsory) | 50 | 3 Hrs. |  |  |  | 50 |

Semester-II
Scheme of Studies

Paper Subject

II Fabric Construction
50
3 Hrs.
Theory Duration Practical Marks
$\begin{array}{lllllllll}\text { I Traditional Textile } & 50 & 3 & \text { Hrs. } & 35 & 3 & \text { Hrs. } & 15 & 100\end{array}$

III Basics of Sewing-II
50
3 Hrs.
35
4 Hrs 15
100
$\begin{array}{lllllllll}\text { IV Basic of Computers } & 50 & 3 & \text { Hrs. } & 70 & 3 & \text { Hrs. } & 30 & 150\end{array}$
Industrial Visits at least
two units and
V submission of report $=20$
Seminar on any topic
from theory course $=30$ considered as external examination(Practical) (20+30)

VI English(Compulsory)

## Part-II:

Scheme of Examination:

| No. | Subject | Theory Marks | Duration | Practical | Duration | Int. Ass. | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1. | Fashion Design Illustration | - | - | 100 | 3 Hrs. | - | 100 |
| 2. | History of Costumes and | 100 | 3 Hrs. | 40 | 3 Hrs. | 10 | 150 |
|  | Accessories |  |  |  |  |  |  |
| 3. | Pattern Making \& Garment | 100 | 3 Hrs. | 80 | 4 Hrs. | 20 | 200 |
|  | Construction |  |  |  |  |  |  |
| 4. | Textile Chemistry-II | 50 | 3 Hrs. | 40 | 3 Hrs. | 10 | 100 |
| 5. | Needle Craft | - | - | 100 | 3 Hrs. | - | 100 |
| 6. | Pattern \& Marker Making in | - | - | 80 | 3 Hrs. | 20 | 100 |
|  | Computer |  |  |  |  |  |  |
| 7. | Knitting and Leather | 100 | 3 Hrs. | 40 | 3 Hrs. | 10 | 150 |
|  | Technology |  |  |  |  |  |  |
| 8. | Punjabi/ PHC | 100 | 3 Hrs. | - | - | - | 100 |
| 9. | * Environmental Studies | - | - | - | - | - | - |
|  | (Compulsory Paper) |  |  |  |  |  |  |

* Marks will not be included in the total marks.


## PART-III:

## Scheme of Examination:

| No. | Subject | Theory Marks | Duration | Internship | Practical | Duration | Int. <br> Ass. | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1. | Fashion | - | - | - | 100 | 3 | 25 | 125 |
|  | Illustration \& |  |  |  |  |  |  |  |
|  | Application |  |  |  |  |  |  |  |
| 2. | Draping, | - | - | - | 125 | 3 | 25 | 150 |
|  | Pattern Making |  |  |  |  |  |  |  |
|  | \& Construction |  |  |  |  |  |  |  |
| 3. | CAD | - | - | - | 100 | 3 | 25 | 125 |
| 4. | Survey \& | - | - | - | 100 | - | 25 | 125 |
|  | Project Report |  |  |  |  |  |  |  |
| 5. | Internship for | - | - | 100 | - | - | 50 | 150 |
|  | Design \& |  |  |  |  |  |  |  |
|  | Construction of |  |  |  |  |  |  |  |
|  | Garments |  |  |  |  |  |  |  |
| 6. | Knitting | 100 | 3 | - | - | - | 25 | 125 |
| 7. | Fashion | 100 | 3 | - | - | - | - | 100 |
|  | Industry |  |  |  |  |  |  |  |
|  | (Marketing \& |  |  |  |  |  |  |  |
|  | Management |  |  |  |  |  |  |  |
| 8. | Communication | 100 | 3 | - | - | - | - | 100 |
|  | Skills |  |  |  |  |  |  |  |

*. Internship to be done in autumn \& winter vacations (1 month) and submit a report for internal assessment.

## I. BASICS OF DESIGN AND ILLUSTRATION

Time: 3 hrs.
Total Period: (3+6) Per Week

Max. Marks: 100
Theory Marks: 50
Practical Marks: 40
Internal Asst.:10

## Instructions for the Examiners/Paper Setters:

Each question paper of theory will consist of eight questions and a candidate has to attempt five out of these. Each question will be of 10 marks. Practical Paper will be set on the spot.

## OBJECTIVES:

To help students to understand design fundamental, elements and principles of design.
To enable students to gain knowledge of figure sketching and drawing.
To understand the fashion design concepts, illustration techniques and colour theories.

## THEORY:

Introduction to art media and its application, different art media like pencils, pencil colours, crayons, poster colours, erasers, acrylic rendering and shading skills.
Elements of art and design - line, form, shape, space, size, textures and colour.
Colour - dimensions of colour (hue, value, and intensity), colour schemes, their importance and applications.
Design - definition and types.
Introduction and brief history of fashion illustration.
Fashion model drawing, Basic human proportion, body figures and shapes.

## PRACTICAL

Time: 3 hrs.
Marks: 40
Introduction to art media and its application.
The basic drawing and rendering of equipments using, pencils, crayons, poster and acrylic colours etc.
Introduction to basic sketching techniques.
Free hand sketching of day to day objects - flowers, flowerpots, leaves, barks, scenery(natural), houses, computer(conventional), basic geometrical figures composed into interesting composition by combining different shapes(geometric) and all other kinds of drawings(abstract).
Colour-Preparation of colour wheel, grey scales, colour schemes and tints and shades.
Figure stylization - Basic croquets, division of the body to make the 8 head figure, 10 head figure, 12 head figure, Fleshing out body.
Figure in motion - Geometrical blocks to make different postures, Segregate into postures as normal standing, walking, running and sitting and fleshing of croquis.

## II. CONCEPT OF FASHION (THEORY)

Time: 3 hrs.
Total Periods: (6+0) Per Week Max. Marks: 100

## Instructions for the Examiners/Paper Setters:

Each question paper of theory will consist of eight questions and a candidate has to attempt five out of these. Each question will be of 20 marks.

## OBJECTIVES:

To create awareness about clothing culture.
To impart knowledge of clothing communication and fashion expression.

## THEORY:

Fashion Terminology - fashion, style, change, fashion cycles, fad, classic, boutique, croquie, fashion trends, haute couture, designer, pret-a-porter, silhouette.

Fashion - Definition, importance, factors affecting fashion and difference of fashion and anti-fashion.

Fashion - origin, evolution, cycles, lengths and breaks of fashion cycle.
Fashion theories - trickle down, trickle across and bottom up theory.
Fashion psychology - first impression, role of social and psychological aspect of clothing.
Sociological choice of clothing as affected by nationality, tradition, class consciousness, occupation etc.

## III. BASICS OF SEWING - I

Time: 3 hrs.
Total Periods: (3+6) Per Week

Max. Marks: 100
Theory Marks: 50
Practical Marks: 35
Internal Asst.: 15

## Instructions for the Examiners/Paper Setters:

Each question paper of theory will consist of eight questions and a candidate has to attempt five out of these. Each question will be of 10 marks. Practical Paper will be set on the spot.

## OBJECTIVES:

To impart knowledge of machines used for sewing.

## THEORY:

Introduction to sewing history of sewing machines
Sewing Machine - Different type of sewing machines, maintenance of sewing machines, common problems and their remedies, tools and equipments
Introduction to manufacture of sewing thread and their properties
Sewing techniques(Basic hand stitches) - Basting, running, tacking, hand overcast, hemming stitches(plain and blind), slip stitches, tailor, tack
Seam and seam finishes - Definition, types of seams, finish and their applications
Fullness - Darts, tucks, pleats, gathers (definition, types and their applications)
Different type of pockets
Fasteners - Definition, types and present trends
Finishes - Neckline (binding, facing)
Plackets - Definition and types
PRACTICAL
Time: 4 hrs.

Introduction to different parts of sewing machine and their care and maintenance
Basic hand stitches
Seams and seam finishes - Plain, flat, run and fell, French, counter hem, mantua maker, over lock, hand over cast, turned and stitched, binding
Fullness - Darts, tucks, pleats, gathers
Neckline Finishes
Plackets - continuous, two piece placket, extended bodice trimmings
Pockets - Patch, welt, inseam, bound, flap, kurta pocket

## IV. TEXTILE CHEMISTRY-I

Time: 3 hrs.
Total Periods: (9+3) Per Week

Max. Marks: 100
Theory Marks: 50
Practical Marks: 30
Internal Asst.: 20

## Instructions for the Examiners/Paper Setters:

Each question paper of theory will consist of eight questions and a candidate has to attempt five out of these. Each question will be of 10 marks. Practical Paper will be set on the spot.

## OBJECTIVES:

To impart the knowledge of fibre, sources of fibres, their definitions and properties.
To provide students with knowledge of yarn science and yarn properties.

## THEORY:

Textile Terminology - Fibre, yarn, elasticity, absorbency, resiliency, drapability, twist, blend Introduction to textile fibres and their classification based on source and origin
Manufacturing process and the properties of different fibres - Cotton, linen, wool, silk, viscose rayon, acetate rayon, nylon, polyester
Application of these fibres with respect to end uses,
Introduction to Yarn and Manufacturing process (different spinning process of yarn)
Types and uses of yarn - Simple yarn, fancy yarns, textured yarns
Yarn properties - Linear density, size, twist, twist direction, strength and uniformity

PRACTICAL
Time: 3 hrs.
Marks: 30

Microscopic appearance, burning test and solubility test for different fibres
Visual identification of spun, filaments, cords, cable and fancy yarns
Collection of different types of yarns

## V: ENGLISH (COMPULSORY)

Time: 3 Hours

Max. Marks: 50

Texts Prescribed:

1. Tales of Life (Guru Nanak Dev University, Amritsar)
2. Prose for Young Learners (Guru Nanak Dev University, Amritsar)
3. Murphy's English Grammar, (Raymond Murphy), 3rd Ed. CUP 2004, Rept. 2005.

## Course Contents:

1) Stories at Sr.No.1,2,3,5,6 from Tales of Life.
2) Essays at Sr.No.1,2,3,5,6 from Prose for Young Learners.
3) Unit 1-37 from Murphy's English Grammar.

## Division of Marks:

## Section-A:

Twenty (20) questions on the usage of grammar related to units 1-37 of Murphy's English Grammar. All questions will be compulsory.
( $1 / 2 \times 20=10$ Marks)

## Section-B:

I. Eight (8) questions from the two literary texts (four from Tales, four from Prose). The students will be required to attempt any five choosing at least two questions from each prescribed text. The answers should not exceed 15 lines each. (3x5=15 Marks)
II. Eight (8) questions on vocabulary testing meaning and usage of items glossed in the two prescribed text. All questions will be compulsory. ( $1 / 2 \times 8=4$ Marks)
III. Translation of a short passage from English to Hindi/Punjabi

OR
Precise of a short passage (only for foreign students who do not know Punjabi/Hindi. (5 Marks)

## Section-C:

I. There will be two questions one from each literary text. The students will be required to answer any one.(1x8=8 Marks) Writing a paragraph (1 out of 2 ) ( $1 \times 8=8$ Marks)

## B.Sc. FASHION DESIGNING (SEMESTER-II)

## I. TRADITIONAL TEXTILES

Time: 3 hrs.
Total Periods: (6+6) Per Week

Max. Marks: 100
Theory Marks: 50
Practical Marks: 35
Internal Asst.: 15

## Instructions for the Examiners/Paper Setters:

Each question paper of theory will consist of eight questions and a candidate has to attempt five out of these. Each question will be of 10 marks. Practical Paper will be set on the spot.

## OBJECTIVES:

To impart knowledge of traditional design and motifs of textiles.
To introduce applications of these motifs on the different textiles.

## THEORY:

Floor coverings - Carpets and Durries
Coloured Textiles - Bandhani, Patola, Ikkat.
Woven Textiles - Brocades, Chanderi, Maheshwari, Kanjivaram, Baluchari
Printed Textiles - Sanganeri
Painted Textiles - Kalamkari
Study of following traditional embroideries- Introduction, types, their traditional influences, symbolism, basic fabrics, decorative stitches, techniques and their colour combinations.

- Kutch
- Phulkari
- Kantha
- Kasuti
- Chamba Rumal
- Kashida
- Chikankari


## PRACTICAL

Time: 3 hrs.
Marks: 35
Sample making of following traditional embroideries
Kutch of Gujarat
Phulkari of Punjab
Kantha of Bengal
Kasuti of Karnataka
Kashida of Kashmir
Chikankari of Uttar Pradesh

## II. FABRIC CONSTRUCTION

Time: 3 hrs.
Total Periods: (3+9) Per Week

Max. Marks: 100
Theory Marks: 50
Practical Marks: 30
Internal Asst.: 20

## Instructions for the Examiners/Paper Setters:

Each question paper of theory will consist of eight questions and a candidate has to attempt five out of these. Each question will be of 10 marks. Practical Paper will be set on the spot.

## OBJECTIVES:

To impart knowledge of fabric manufacture and fabric properties.
To enable students to understand fabric structures and to analyse them.

## THEORY:

Different methods of fabric construction
Loom - Definition, Principle, Parts, Types (shuttle and shuttle less looms) and Operations Weaving - Definition, Principle, Types (Basic and Novelty/Fancy Weaves)
Basic Weaves - Plain weave, Twill weave and Satin weave, their variations and types
Novelty/Fancy Weave - Pile weave and its types, Double cloth weave, Leno and Gauge weave, Jacquard weave, Dobby weave and its types, Swivel Weave, Lappet weave and creep weave
Knitting - Definition and Techniques (Warp, Weft and their types)
Felting - Definition, Manufacturing Process, Types, Properties and Uses
Bonding - Definition, Manufacturing Process, Properties and Uses

## PRACTICAL

Time: 3 hrs.
Marks: 30
Sample Making by various weaving techniques
Preparation of one article

## B.Sc. FASHION DESIGNING (SEMESTER-II)

## III. BASICS OF SEWING - II

Time: 3 hrs.
Total Periods: (3+9) Per Week

Max. Marks: 100
Theory Marks: 50
Practical Marks: 35
Internal Asst.: 15

## Instructions for the Examiners/Paper Setters:

Each question paper of theory will consist of eight questions and a candidate has to attempt five out of these. Each question will be of 10 marks. Practical Paper will be set on the spot.

## OBJECTIVES:

To impart knowledge of machines used for sewing.

## THEORY:

Terminology - Notches, grain, grain line, construction lines, centre front and back line, bias, true bias, bust line, waist line, seam line, seams, seam allowances, jog, darts, dart points, direction of dart excess, dart shape at pattern edge
Anthropometric measurements - Study of all body measurements of all age groups (infants, children, women and men), standards of body measurements, importance, standardisation and size chart
Drafting - Its importance and uses
Introduction to pattern making and its tools
Sleeves - Different types of sleeves
Collars - Different types and styles of collars
Yokes - Yokes with fullness and without fullness (definition, purpose, their application and construction)
Trimmings - Different types of trimmings

## PRACTICAL

Time: 4 hrs. Marks: 35

Construction of sleeves - Puff, raglan, kimono, leg-o-mutton, flared, cap, Magyar, bishop
Yokes - Yokes with fullness and without fullness
Construction of collars - Flat and rolled peter pan collar, shawl collar, mandarin collar, wing collar, cape collar, baby collar, sailor collar
Methods and preparation of basic blocks - Front bodice, back bodice and sleeve

## IV. BASIC OF COMPUTERS

Time: 3 hrs.
Total Periods: (3+6) Per Week

Max. Marks: 150
Theory Marks: 50
Practical Marks: 70
Internal Asst.: 30

## Instructions for the Examiners/Paper Setters:

Each question paper of theory will consist of eight questions and a candidate has to attempt five out of these. Each question will be of 10 marks. Practical Paper will be set on the spot.

## OBJECTIVES:

To impart basic computer knowledge to students.
To enable students to understand the rules of IT in automation, fashion and apparels.

## THEORY (To be done in Practical classes):

Introduction to computer, Data Processing, Information, Classification and Evaluations of computers
Configurations of computers (Resolution Factors, Raster and Vector Data and image processing)
Computer hardware - Central processing, main memory, secondary memory, I/O devices
Operation system (OS) - Basic concepts, Window 7 or Vista
MS Word processing, Worksheet, Business charts (Pie, Line Bar etc.)
Operations and Professional presentation formations, MS - power point
Computer applications in various fields of Fashion Industry, Fashion Communication through Digital Techniques, Fashion Photography
Current trends - internet, Latest net explorers installation, configuration and applications, search engines

## PRACTICAL

Time: 3 hrs.
Marks: 70
Introduction to the computer Operations:- Hardware and Software, Understanding OS and Basic System Management
Power Point Package
Word Procession software, preparation, saving and printing of text documents and usage of MS-Excel

## B.Sc. FASHION DESIGNING (SEMESTER-II)

## VI: ENGLISH (COMPULSORY)

## Time: 3 Hours

## Texts Prescribed:

1. Tales of Life (Guru Nanak Dev University, Amritsar)
2. Prose for Young Learners (Guru Nanak Dev University, Amritsar)
3. Murphy's English Grammar, (Raymond Murphy), 3rd Ed. CUP 2004, Rept. 2005.

## Course Contents

1) Stories at Sr.No.7,9,10,11,12 from Tales of Life.
2) Essays at Sr.No.7,8,9,10,11 from Prose for Young Learners.
3) Unit 121-136, 69-91 from Murphy's English Grammar.

## Division of Marks:

## Section-A:

Twenty (20) questions on the usage of grammar related to units 121-136, 69-91 of Murphy's English Grammar. All questions will be compulsory.
( $1 / 2 \times 20=10$ Marks)

## Section-B:

I. Eight (8) questions from the two literary texts (four from Tales, four from Prose). The students will be required to attempt any five choosing at least two questions from each prescribed text. The answers should not exceed 15 lines each. (3x5=15 Marks)
II. Eight (8) questions on vocabulary testing meaning and usage of items glossed in the two prescribed text. All questions will be compulsory. ( $1 / 2 x 8=4$ Marks)
III. A personal letter (1 out of 2 ) (5 Marks)

## Section-C:

I. There will be two questions one from each literary text. The students will be required to answer any one.(1x8=8 Marks)
II. Comprehension of a passage (about 200 words) selected from either of the prescribed books of Prose or Tales. ( 4 short questions of 2 marks each) ( $4 \times 2=8$ Marks)

## B.Sc. FASHION DESIGNING (ANNUAL SYSTEM) PART-II

## 1. FASHION DESIGN ILLUSTRATIONS <br> (PRACTICAL)

Time: 3 hrs.
Total Credit Periods: (00+03)
Max. Marks: 100

## Instructions for the Examiners/Paper Setters:

Paper will be set on the spot by the examiner.

1. Set 3 questions from sketching part- 25 marks each. Students are required to attempt any two.
2. Set 2 questions from CAD part- 25 marks each. Students are required to attempt any one.
3. Scheme work- 25 marks.

## OBJECTIVES:

To enable students to gain knowledge of figure sketching and drawing.
To understand the fashion design concepts.
To acquaint students with knowledge of CAD based application in fashion designing.

## FLAT SKETCHING AND FIGURE DRAWING:

Sketching of various garment details - collars, necklines, sleeves, cuffs
Sketching of accessories for children, teenagers, youth, adults, casual and formal wear.
Drawing the Garment

- Understanding fabrics folds (Flat sketching of tops, skirts and trousers.)
- Laying down multiple washes.
- Rendering Texture of fabrics.

Costume Anatomy (style lines)
Garment draping on fashion figures.

## CAD:

Croqui drawing in Computer.
Drawing the details of the following and applying various texture and effects using different CAD Softwares.
Fashion Details/Silhouette :
Collar: $\quad$ Mandarin, High Bias, Tuxedo, Cape, Flat Tennis.
Sleeves: Raglan, Hanky, Tulip, Ruffle, Dolmon
Accessories: Bags, Belts, Caps, Bows.
Pockets: Flap, Pouch, Patch, Cross, Slit, Kurta
Skirts: Novelty, Gathered, Hip Rider, Trumpet, Pegged, Circular, Pleated, Straight, A-Line.
Trousers: Jeans, Straight Pants, Baggy Pants, Jump Suit, Dungarees.
Silhouette: A Line, funnel shaped, circular, straight, Rectangular
Portfolio Development

## References:

1. Ireland, Patrick John, "Fashion Design Drawing and Presentation", B.T. Batsford, London, 1996.
2. Elisabetta Drudi, T.Paci, "Figure Drawing for Fashion", The Pepin Press.
3. Allen and Seaman, "Fashion Drawing - The Basic Principles", B.T. Batsford, London.
4. Veisinet DD, "Computer Aided Drafting and Design - Concept and Application’, 1987.
5. Taylor P, "Computers in the Fashion Industry", Heinemann Pub., 1990.
6. Winfred Aldrich, "CAD in Clothing and Textiles", Blackwell Science 1994.

## 2. HISTORY OF COSTUMES AND ACCESSORIES

Time: 3 hrs.
Total Credit Periods: (06+03)

Max. Marks: 150
Theory Marks: 100
Practical Marks: 40
Int. Ass.: 10

## Instructions for the Examiners/Paper Setters:

Set 8 questions of 20 marks each out of which any 5 questions have to be attempted. Practical paper will be set on the spot.

## OBJECTIVES:

To acquaint the students with different types of costumes.
To enhance the students knowledge regarding accessories and jewellery of different eras.
To impart knowledge of fashion accessories and creativity.
To provide opportunity for skill development in designing accessories.

## THEORY:

Study of costumes from earlier times to present time.
Indian Costumes

- Indus Valley Period
- Vedic Period
- Mauryan and Sunga Period
- Satavahana Period
- Kushan Period
- Gupta Period
- Mughal Period
- British Period
- Post-Contemporary Period

Costumes of various regions of India
Design elements of costumes and their influence on historical, present and future clothing.
Social, Economic and Historical events and their influence on fashion.
Western Costumes - Egyptian, Greek, Roman, Byzantine, French.
Introduction, definition, importance, history, classification.
Textiles in Accessories.
Other Decorative materials used to make accessories.
Accessory types - Head gears, footwear, bows, ties, belts, hand bags and gloves.
Materials and process - material required, material sourcing, design, development and production.
Accessory design
Marketing the accessories.
ASSIGNMENT:
Sketch costumes for men, women and children and accessories for the following :
a. Indus valley civilization.
b. Vedic age
c. Mauryan
d. Mughal

Sketch costumes for men, women and children and accessories for East, West, North and
South regions of India.
Adapting period costume to contemporary use

## PRACTICAL

Time: 3 hrs.
Marks: 40
Sketching and Rendering of - Headgears, footwear, handbags, belts, gloves, earrings, necklaces and bangles. Preparation of any four accessories.

## References:

1. Singh Kiran, "Textiles in Ancient India", Vishwa Vidalaya.
2. Oar S.N., "Costumes of India and Pakistan", OB Tataporevala Sons and Co. Ltd, 1982.
3. Kumar Ritu, "Costumes \& Textiles of Royal India", Christies Book Ltd, London, 1999.
4. Ghurey, G.S., "Indian Costumes", The Popular Book Depot.
5. Chandermoti, "History of Indian Costumes"
6. Mehta, Rustam J, "Masterpieces of Indian Textiles", Taraporevala Sons \& Co. Pvt. Ltd., Bombay.
7. Peacock John, "Fashion Accessories - Men", Thames and Hudson, London, 1996.
8. Peacock John, "The Complete $20^{\text {th }}$ Century Source Book", Thames and Hudson, London, 2000.
9. Billcocks Claire, "Century of Bags", Chartwell Books, New Jersey, 1997.

## 3. PATTERN MAKING AND GARMENT CONSTRUCTION

Time: 3 hrs.
Total Credit Periods: (03+06)

Max. Marks: 200
Theory Marks: 100
Practical Marks: 80
Int. Ass.: 20

## Instructions for the Examiners/Paper Setters:

Each question paper of theory will consist of eight questions and a candidate has to attempt 5 out of these. Each question will be of 20 marks.

## OBJECTIVES:

To teach different aspects of pattern making andd grading.
To introduce concept of advanced garment construction.
To introduce the concept of garment making.
To impart knowledge of different garment components.

## THEORY:

Basics of Commercial paper pattern.

- Pattern Envelope
- Pattern Marking
- Pattern Layout

Pattern Alteration

- Dart Manipulation
- $\quad$ Fitting - Principles of fitting, standards for good fit, steps in fitting techniques, fitting problems and their remedie.
Introduction to draping - tools and equipments used in draping
Elements of fabric, Draping Principles and fitting methods.
Draping terminology.
Basic foundation pattern.
Preparation of muslin for draping
Dart manipulation
Eliminating Darts
Selection of fabric according to - age, occupation, season, geographical conditions, religion, social strata
Fabric preparation for garment construction
Principles of layout, correct method of laying pattern on the material.
Fabric estimation and its importance
Handling special fabrics
Lining, interlining, facing and interfacing.

PRACTICAL
Time: 4 hrs.
Marks: 80

## Instructions for the Examiners/Paper Setters: <br> Practical Paper will be set on the spot by the examiner.

1. Set one compulsory question of 40 marks from sketching part.
2. Set 3 questions of 20 marks each out of which, students are required to attempt any two.

Design development and style reading.
Preparation of commercial paper patterns of various garments for different age groups Dart manipulation using various principles of pattern alteration
Basic foundation pattern
Preparation of muslin for draping
Dart Manipulation, style lines and collars
Eliminating Darts
Draping of basic bodice block - Front, Back
Draping of basic skirt - Front, Back
Trueing of basic bodice block - Front, Back
Trueing of basic skirt block - Front, back
Transferring the trued block to the paper
Construction of blouse, petticoat, lady's shirt, salwar, churidar, kalidar kurta
Construction of different types of skirts

## References:

1. Armstrong Joseph Helen, "Pattern Making for Fashion Design"
2. Hillhouse and Mansfield, "Dress Design, Draping and Flat Pattern Making", Houghton Miffic Company 1975.
3. Jaffe Hilde and Relis Nurie, "Draping for Fashion Design", Prentice Hall
4. Crawford Amaden, "The Art of Fashion Draping", Fairchild Publishers
5. Mullick, Prem Lata, "Garment Construction Skills", Kalyani Publishers, New Delhi
6. "Complete Guide to Sewing", Reader Digest
7. Winfred Aldrich, Metric Pattern Cutting, Blackwell Science, UK
8. Carr Harold \& Latham Barbara, "The Technology of Clothing Manufacture", Oxford Pub. USA, 1994.
9. Cooking G, "Introduction to Clothing Manufacture", Blackwell Science, UK, 1991
10. Bane Allye, "Falt Pattern Design", McGraw Hill Pub, USA.

## 4. TEXTILE CHEMISTRY - II

Time: 3 hrs.
Total Credit Periods: (03+03)

Max. Marks: 100
Theory: 50
Practical Marks: 40
Int. Ass.: 10

## Instructions for the Examiners/Paper Setters:

Set 8 questions of 10 marks each out of which any 5 questions have to be attempted.
Practical paper will be set on the spot.

## OBJECTIVES:

To impart knowledge of color and color schemes.
To acquaint students with different types of printing and dyeing techniques.
To enable students to develop practical skills of printing and dyeing.

## THEORY:

Concept of color and pigment theory
Dimensions and harmonies of colors and their manipulation
Types of design and their application to textiles
Dyeing of fibers, yarns, fabrics and decorative dyeing.
Traditional and modern methods and styles of printing
Finishes - basic, texturing and functional

## PRACTICAL

Time: 3 hrs.
Marks: 40

Preparation of color designs on paper for various textiles employing traditional and modern motifs.
Dyeing of fabrics of different compositions with different classes of dyes, union dyeing and cross dyeing.
Decorative dyeing (tie and dye, batik, resist and discharge of dyeing).
Printing of fabrics by different methods and styles (block, stencils, screen and sublimation transfer).

## 5. NEEDLE CRAFT (PRACTICAL)

## Instructions for the Examiners/Paper Setters:

Paper will be set on the spot by the examiner.

1. Set 4 questions of 20 marks each out of which, students are required to attempt any three.
2. Scheme work-40marks.

## OBJECTIVES:

To enable students learn methods of surface ornamentation of fabric using different techniques to produce value-added products.
To enable the students to develop practical skills in needle craft techniques.

## PRACTICAL:

Patchwork and quilting - Introduction, tools, materials and techniques, embroidery introduction, tools, material, techniques and types of embroidery - cutwork, cross stitch, couching, glass work and drawn thread work.
Applique - introduction, tools, materials and techniques.
Knitting - introduction, terminology, hand knitting tools, material, techniques, types of knitting, basic textured diagonal, ribs, laces, cables, cross and knitted, making of knitting samples.
Crochet - introduction, tools, material, techniques and types - single, double, circular, making of Crochet samples.
Special techniques - braiding carpets, hooking carpets, smoking ribbon work, beads and sequins work.
Making one sample of each - braiding carpet, hooking carpet, smoking ribbon work, beads and sequins work.
Develop one product based on any one technique of needle craft.

## References:

1. Naik Shailaja, "Traditional Embroideries of India", APH Publishing Corporation, New Delhi, 1996.
2. Snook Barbara, "Creative Art of Embroidery", Numbley Pub. Group Ltd., London, 1972.
3. Mathew Anne, "Vogue Dictionary of Crochet Stitches", David and Charles, London 1989.
4. Anand M.R., "Textiles and Embroideries of India", Marg Publications, Bombay, 1965.

## 6. PATTERN AND MARKER MAKING ON COMPUTER (PRACTICAL)

Time: 3 hrs.
Max. Marks: 100
Total Credit Periods: (00+06)
Practical Marks: 80
Int. Ass.: 20

## Instructions for the Examiners/Paper Setters:

Paper will be set on the spot by the examiner.

1. Set 5 questions of 20 marks each out of which, students are required to attempt any 4 questions.

## OBJECTIVES:

To impart the skills of marker plan, pattern making and drawing using computers.

## PRACTICAL:

Sloper development, manipulation of darts and seams, explanation of seam allowances.
Basic principles of marker making on computer (cutting and layout)
Cross marking and notching
Manipulation grain line
Practice exercises.

## References:

1. Velsinet DD, "Computer Aided Drafting and Design - Concept and Application", 1987.
2. Taylor P, "Computers in Fashion Industry", Heinemann Pub. 1990.
3. Aldrich Winfred, "CAD in Clothing and Textiles", Blackwell Science 1994.

## 7. KNITTING AND LEATHER TECHNOLOGY

Time: 3 hrs.
Total Credit Periods: (03+03)

Max. Marks: 150
Theory Marks: 100
Practical Marks: 40
Int. Ass.: 10

## Instructions for the Examiners/Paper Setters:

Set 8 questions of 20 marks each out of which any 5 questions have to be attempted.

## OBJECTIVES:

To impart knowledge about knitting technology.
To enable students to develop practical skills of knitting.
To introduce the students to leather technology for apparel applications.
To give in depth knowledge about leather, leather - apparel and goods.

## THEORY:

Introduction to Knitting Technology, difference between Knits and Woven, terms used in Knitting.
Indian Knitting Industry - past, present and future.
Hand Knitting.
Comparison of Warp and weft knitting.
Basic weft knit stitches - single jersey, rib, puri, interlock, float and tuck stitches
Basic warp knit stitches - underlap, overlap, closedlap, openlap.
Knitting Machines - Weft and Warp Knitting machines.
Kintted fabrics defects
History of leather
Classification of leather
Leather processing and Printing
Leather dyeing and finishing processing
Quality control
Leather Craft and line drawing - Footwear, garments, belts etc.
Leather fashion - Modelling Design
PRACTICAL
Time: 3 hrs.
Marks: 40

## Instructions for the Examiners/Paper Setters:

Practical Paper will be set on the spot by the examiner.

1. Set 3 questions of 15 marks each out of which, students are required to attempt any two.
2. Scheme work-10marks.

Preparation of knitting samples - single jersey, rib, puri and interlock, float, tuck stitches.

## References:

1. Prof. Ajgaonkar D B, "Knitting Technology", University Publishing Co-operation, Mumbai.
2. Brackenbury Terry, "Knitting Clothing Technology", Blackwell Science, UK.
3. Spancer David J, "Knitting Technology", Pergeman Press, UK.
4. O' Flaherty, Roddy and Lollar, "The Chemistry and Technology of Leather"
5. Sarkat K.T., "Theory of Leather Manufacturing"
6. Datta S., "Process of Leather Manufacture"
7. Gupta M.C., "Leather Fashion"
8. Sadullah, "Leather and Leather goods"
9. Thomas C \& Thorstensen, "Practical leather technology", 1993, www.amazon.com.
10. Bruce Grant, "Encyclopedia of Rawhide and Leather Braiding, www.amazon.com

## भేत्ताघ्वी लम्त्तभी

मभां 3 జீटे


1. वर्ट रीठडी - गठिउत्त fिंय

2. भाप्रित सिवंगी

3. मंपेय ठठता (येमी)
4. रढउठी षिठी-थ̆उठ
5. दिभावठट:
(B) भुल दिभावगट टिवम्टीभां टी यहाट भडे मমप्रडी
(म) टाव घटउठ भडे हाव ठचता
(घ) Вियटाव घटउठ : यहाट भाड वग्गत
(म) म्नघट तॅइं से टिजम


## भீव-दृउ डे थेथठ मैटठां लटी गटाप्टिडां

 20 भंव


3. मंपेय ठठठा (यूसमी)
4. टढउठी चुठी-थ̆उठ (そ टिॅँच टिॅव)
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# PUNJAB HISTORY \& CULTURE (Special Paper in lieu of Punjabi Compulsory) 

Time: 3 Hrs.
Max. Marks: 100
Total Teaching Periods: 75

## Note: Each question paper may consist of two Section viz A and B as under:

Section A: The examiner shall set 10 questions and the candidates will attempt any 7 questions carrying 4 marks each. Answer to each question shall be in 10 to 15 sentences. The total weightage of this section shall be 28 marks.

Section B: The examiner shall set 8 questions which will cover the entire syllabus. The candidates will attempt any 4 questions in atleast 5 pages each.Each question carry 18 marks. The total weightage of this section shall be 72 marks.

1. The Punjab under Turko-Afghan Sultans.
2. The Punjab under the Great Mughals.
3. Salient features of the Bhakti Movement and Sufism in the Punjab.
4. Guru Nanak Dev's teachings and impact on society.
5. Development of Sikhism (1539-1606) with special reference to Sangat, Masand System, Compilation of Adi Granth and Martyrdom of Guru Arjan Dev ji.
6. Martyrdom of Guru Tegh Bahadur : Foundation of Khalsa by Guru Gobind Singh ji.
7. Banda Bahadur and his achievements.
8. Sikh struggle for sovereignty in the Punjab, 1716 to 1799.
9. Ranjit Singh's Rise to power, his civil and military administrations and relations with the British.
10. The Anglo-Sikh Wars and Annexation of the Punjab.
11. Development of Punjabi Language and Literature, classical writings and famous legends of the Punjab.
12. Social life with special reference to position of women, fairs, festivals, folk music, dances and games in the Punjab.

## Suggested Readings:

1. Kirpal Singh (Ed.) History and Culture of the Punjab, Part-II, Patiala, 1990 ( $3^{\text {rd }}$ Edition).
2. Fauja Singh (Ed.) History of the Punjab, Vol.III, Patiala, 1972.
3. G.S.Chabra: The Advanced History of the Punjab, Vol.I.
4. J.S.Grewal: The Sikhs of the Punjab, The New Cambridge History of India, Cambridge, 1991.

# Environmental Studies (Compulsory Paper) 

Time: 3 Hours
Max. Marks: 100
Theory Lectures: 50 Hours
Section A (30 Marks): It will consist of ten short answer type questions. Candidates will be required to attempt six questions, each question carrying five marks. Answer to any of the questions should not exceed two pages.
Section B (45 Marks) : It will consist of six essay type questions. Candidates will be required to attempt three questions, each question carrying fifteen marks. Answer to any of the questions should not exceed four pages.
Section. C ( 25 Marks): It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages. In this section the students will be required to write on the environment of an area/ ecosystem/ vi1lagel industry/ disaster/ mine/ dam agriculture of an area/ ecosystem/ village/ industry/ disaster/ mine/dam / agriculture filed/ waste management/ hospital etc. with its salient features, limitations, their implications and suggestion for improvement.

1. The Multidisciplinary Nature of Environmental Studies: Definition, scope \& its importance, Need for public awareness.
2. Natural Resources: Natural resources and associated problems.
a) Forest Resources: Use of over exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
b) Water Resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
c) Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
d) Food Resources: World food problems, change caused by agriculture and overgrazing, effects or modern agriculture, fertilizer-pesticide problem, salinity, case studies.
e) Energy Resources: Growing of energy needs, renewable and non-renewable energy resources, use of alternate energy sources, case studies.
f) Land Recourses: Land as a resource, land degradation, soil erosion and desertification.
g) Role of an individual in conservation of natural resources, Equitable use of resources for sustainable lifestyles.

## B.Sc. FASHION DESIGNING (ANNUAL SYSTEM) PART-II

## 3. Ecosystem:

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids.
Introduction, types, characteristic features, structure and function of the following ecosystems:
a. Forest ecosystem
b. Grassland ecosystem
c. Desert ecosystem
d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

## 4. Biodiversity and its Conservation:

Definition: Genetic, species and ecosystem diversity, Biogeographical classification of India.
Value of Biodiversity: Consumptive use; productive use, social, ethical, aesthetic and option values.
Biodiversity of global, National and local levels, India as mega-diversity nation "Hot-spots of biodiversity.
Threats to Biodiversity: Habitat loss, poaching of wild life, man wildlife conflicts Endangered and endemic species of India.
Conservation of Biodiversity: In situ and Ex-situ conservation of biodiversity.

## 5. Environmental Pollution:

Definition, Causes, effects and control measures of:
a) Air Pollution
b) Water Pollution
c) Soil Pollution
d) Marine Pollution
e) Noise Pollution
f) Thermal Pollution
g) Nuclear Hazards

Solid Waste Management: Causes, effects and control measures of urban and industrial wastes.
Role of an individual in prevention of pollution.
Pollution case studies Disaster Management: Floods, Earthquake, Cyclone and Landslides
6. Social Issues and Environment:

* From unsustainable to sustainable development
* Urban problems related to energy
* Water conservation, rain water harvesting, watershed management
* Resettlement and rehabilitation of people; its problems and concerns. Case studies
* Environmental ethics: Issues and possible solutions.
* Climate change, global warning, acid rain, ozone layer depletion, nuclear accidents and holocause. Case studies.
* Wasteland reclamation
* Consumerism and waste products
* Environmental Protection Act
* Air (prevention and Control of Pollution) Act
* Water (prevention and Control of Pollution) Act
* Wildlife Protection Act
* Forest Conservation Act
* Issues involved in enforcement o£. environmental legislation
* Public awareness


## 7. Human Population and the Environment

* Population growth, variation among nations
* Population explosion-Family welfare programme
* Environment and human health
* Human rights
* Value education
* HIV / AIDS
* Women and child welfare
* Role of information technology in environment :and human health
* Case studies
* Road Safety Rules \& Regulations: Use of Safety Devices while Driving, Do’s and Don’ts while Driving, Role of Citizens or Public Participation, Responsibilities of Public under Motor Vehicle Act, 1988, General Traffic Signs
* Accident \& First Aid: First Aid to Road Accident Victims, Calling Patrolling Police \& Ambulance

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

## References:

1. Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.
2. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
3. Bharucha, E. 2004. The Biodiversity of India, Mapin Publishing Pvt. Ltd. Ahmedabad.
4. Brunner, R. C. 1989. Hazardous Waste Incineration, McGraw Hill Inc. New York.
5. Clark, R. S. 2000. Marine Pollution, Clanderson Press Oxford.
6. Cunningham, W. P., Cooper, T. H., Gorhani, E. \& Hepworth, M. T. 2001. Environmental Encyclopedia, Jaico Publications House, Mumbai.
7. De, A. K. 1989. Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment, New Delhi.
9. Hawkins, R. E. 2000. Encyclopedia of Indian Natural History, Bombay Natural History Society.
10. Heywood, V. H \& Waston, R. T. 1995. Global Biodiversity Assessment, Cambridge House, Delhi.
11. Jadhav, H. \& Bhosale, V. M. 1995. Environmental Protection and Laws. Himalaya Pub.
12. Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
13. Kaushik, A. \& Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
14. Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co.
15. Odum, E. P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA.
16. Rajagopalan, R. 2005. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.
17. Sharma, B. K. 2001. Environmental Chemistry. Geol Publishing House, Meerut.
18. Sharma, J. P. 2004. Comprehensive Environmental Studies, Laxmi Publications (P) Ltd, New Delhi.
19. Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut.
20. Subramanian, V. 2002. A Text Book in Environmental Sciences, Narosa Publishing House, New Delhi.
21. Survey of the Environment. 2005. The Hindu.
22. Tiwari, S. C. 2003. Concepts of Modern Ecology, Bishen Singh Mahendra Pal Singh, Dehra Dun.
23. Townsend, C., Harper, J. and Michael, B. 2001. Essentials of Ecology, Blackwell Science.
24. Booklet on Safe Driving. Sukhmani Society (Suvidha Centre), District Court Complex, Amritsar

## 1. FASHION ILLUSTRATION AND APPRECIATION <br> (PRACTICAL)

Time: 3 hrs.
Total Period: 6 Hrs./Week

Max. Marks: 125
Practical Marks: 100
Int. Ass.: 25

## Instructions for the Examiners/Paper Setters: <br> Paper will be set on the spot by the examiner.

1. Set 4 questions of 30 marks each out of which, three have to be attempted.
2. Scheme work-10 marks.

## OBJECTIVES:

To enable students to the designing by taking inspiration from different themes.
To provide opportunity for skill development in designing different outfits.
To imparrt the students regarding presentations.

## PRACTICAL:

## PART-A

1. Collage making on any three themes like culture, environment, historic period, monuments, embroidery, traditional fabric etc.
2. Taking inspiration from the above themes, illustrate garments on the croquis.

## PART-B

1. Appreciation of five Indian designing.
2. Collecting and illustrating the work of Indian designers
3. Brief History
4. Famous design.

## PART-C

1. Illustrating the innovative dresses by the use of appropriate mediums and different presentation skills.

## 2. DRAPING, PATTERN MAKING AND CONSTRUCTION (PRACTICAL)

Time: 3 Hrs.
Total Period: 8 Hrs./Week

Max. Marks: 150
Practical Marks: 125
Int. Ass.: 25

## Instructions to the Examiners/Paper Setters:

Paper will be set on the spot by the examiner.

1. Set 2 questions from draping part of 35 marks. Students are required to attempt any one.
2. Set 2 questions from stitching part of 65 marks. Students are required to attempt any one.
3. Scheme work-25 marks.

## OBJECTIVES:

To teach different aspects of draping method.
To teach them about the designing and stitching of designer wear.

## PRACTICAL

## PART-A

1. Draping of stylized skirts.
2. Draping of stylized necklines, armholes.
3. Draping of front and bank bodice with princess line.
4. Draping of front bodice with French darts.
5. Draping of sleeve, collar, cowl neck.
6. Front and back torso.

## PART-B

Construction of different themes with minimum of two garments on each themes:-

1. Office Wear
2. Night Wear.
3. Evening Wear
4. Party Wear.

## PART-C

1. Designing based themes work on the themes of previous paper.
2. Stitch any five garments.

## 3. CAD (COMPUTER AIDED DESIGNING)

Time: 3 Hrs.
Total Period: 6 Hrs./Week

Max. Marks: 125
Practical Marks: 100
Int. Ass.: 25

Instructions to the Examiners/Paper Setters:
Paper will be set on the spot by the examiner.

1. Set 3 questions of 40 marks each out of which 2 have to be attempted.
2. File work-20 marks.

## OBJECTIVES:

To acquaint students with knowledge of CAD based application in fashion designing.

## PRACTICAL:

1. Designing twenty different outfits using different topics like Flora and fauna, Traditional fabric, traditional embroidery, festivals, season, beachwear, evening gown, Executive wear, culture etc.
2. Prepare a file on these designed outfits by taking the print outs.

## 4. SURVEY AND PROJECT REPORT (PRACTICAL)

Max. Marks: 125
Practical: 100
Int. Ass.: 25

## OBJECTIVES:

To enhance the students to do the findings.
To gain knowledge about every bit of a topic designing.

## PROJECT:

1. Survey on any Indian state.
2. Make a project report.
3. Design any 10 garments taking it as inspiration.

## 5. INTERNSHIP FOR DESIGN \& CONSTRUCTION OF GARMENTS

Max. Marks: 150 Internship: 100

Int. Ass.: 50

## OBJECTIVES:

To impart the students about the fashion industry.
To create their our designs.

## INTERNSHIP:

1. Industrial training on production of garments (1 month).
2. Submitting Report.
3. Designing and Construction of garments .(at least 5)

## 6. KNITTING:

Time: 3 hrs.
Max. Marks: 125
Total Period: 6Hrs./Week
Theory Marks: 100
Int. Ass.: 25

## Instructions for the Examiners/Paper Setters:

Question paper consists of eight questions of 20 marks. Candidates are required to attempt 5 questions.

## OBJECTIVES:

To impart knowledge about knitted garments.

## THEORY:

1. Fully Fashion garments.
2. Fully cut garments.
3. Integral garments.
4. Cut-stitch shaped garments.
5. Seams in knitted clothing.
6. Quality control.

## 7. FASHION INDUSTRY, MARKETING AND MANAGEMENT

## Time: 3 hrs.

Total Period: 6 Hrs./Week
Max. Marks: 100

## Instructions for the Examiners/Paper Setters:

Question paper consists of eight questions of 20 marks. Candidates are required to attempt 5 questions.

## OBJECTIVES:

To enable the students about fashion market.
To study the market concept.

## THEORY

## PART-A

1. Introduction to fashion industry.
2. Indian and global fashion market.
3. Levels of fashion industry- Couture, ready to wear, mass production.
4. Different department, personal and their jobs.
5. Career in fashion industry.

## PART-B

1. Introduction to marketing.
2. Nature and scope of marketing.
3. Marketing concept.
4. Fashion market and marketing environment.
5. Fashion marketing planning.
6. Marketing research.
7. Users buying behaviour.

## PART-C

1. Management - Concept, principles, characteristics.
2. Exhibitions sales, fashion shows (concepts and presentations skills, publicity).
3. Retailing- Department stares, apparel specially store, discount retailing, franchise retailing, malls, direct selling internet selling, catalouge selling etc.

## 8. COMMUNICATION SKILLS

Time: 3 hrs.
Total Period: 6 Hrs./Week
Max. Marks: 100
Instructions for the Examiners/Paper Setters:
Question paper consists of eight questions of 20 marks. Candidates are required to attempt 5 questions.

OBJECTIVES: To enable the students who to communication in different spheres.

## THEORY:

1. Comprehension of a passage.
2. Summary/Precis.
3. Application
(i) General
(ii) Official
(iii) Related of fashion industry.
4. Business correspondence
5. Memo
6. Resume
7. Minutes of meeting
8. Business technical report
