

UG Choice Based Credit System (UG - CBCS)

Syllabus for

B.Voc. in

Fashion Technology (FAT)

Course Structure: B Voc. (CBCS) in Fashion Technology

Semester	CORE COURSE (12 papers, 72 credits)	Ability Enhancement Compulsory Course (AECC) (2 paper, 8 credits)	Skill Enhancement Course (SEC) (4 papers, 16 credits)	Discipline Specific Elective (DSE) (6 papers, 36 credits)	Qualification pack
I Sem	FAT-VC-1016	ENG-AE-1014			Hand Embroiderer AMH/Q 1001
	FAT-VC-1026				
	FAT-VC-1036				
II Sem	FAT-VC-2016	ENV-AE-2014			Pattern Master AMH/Q1105
	FAT-VC-2026				
	FAT-VC-2036				
III Sem	FAT-VC-3016		FAT-SE-3014		Export Manager AMH/Q 1603
	FAT-VC-3026				
	FAT-VC-3036				
IV Sem	FAT-VC-4016		FAT -SE-4014		
	FAT-VC-4026				
	FAT-VC-4036				
V Sem			FAT -SE-5014	FAT-VE-5016	Boutique Manager AMH/Q 1903
				FAT-VE-5026	
				FAT-VE-5036	
VI Sem			FAT -SE-6014	FAT-VE-6016	
				FAT-VE-6026	
				FAT-VE-6036	

Legends:

FAT: Course Code of Fashion Technology

VC: Core Course for B.Voc.

SE: Skill Enhancement Course

VE: Discipline Specific Course for B.Voc.

QP: Qualification Pack

Summary of Syllabus and Marking Scheme

Semester	QP	Paper Code	Paper Name	Marks
I	Hand Embroiderer AMH/Q 1001	Ability Enhancement Compulsory Course (AECC)		
		ENG-AE-1014	English Communication	100
		Core Course		
		FAT-VC-1016	Elements & Principles of Design	100
		FAT-VC-1026	Elements of Fashion	100
		FAT-VC-1036	Surface-Adornment	100
II	Pattern Master AMH/Q1105	Ability Enhancement Compulsory Course (AECC)		
		ENV-AE-2014	Environmental Studies	100
		Core Course		
		FAT-VC-2016	Textile Science & Care	100
		FAT-VC-2026	Garment Manufacturing Technology- I	100
		FAT-VC-2036	Drafting and Pattern Making	100
III	Export Manager AMH/Q 1603	Skill Enhancement Course (SEC)		
		FAT-SE-3014	Cyber Security	100
		Core Course		
		FAT-VC-3016	Design Process	100
		FAT-VC-3026	History of Costumes	100
		FAT-VC-3036	Garment Manufacturing Technology-II	100
IV	Export Manager AMH/Q 1604	Skill Enhancement Course (SEC)		
		FAT-SE-4014	Digital Marketing	100
		Core Course		
		FAT-VC-4016	Apparel Industry & Production Management	
		FAT-VC-4026	Fashion Forecasting and Promotional Product Development	100
		FAT-VC-4036	Technical Fashion Sketch (CAD)	100
V	Boutique Manager AMH/Q 1903	Skill Enhancement Course (SEC)		
		FAT-SE-5014	Fundamentals of Typography	100
		Discipline Specific Elective (DSE)		
		FAT-VE-5016	Portfolio Development	100
		FAT-VE-5026	Fashion Business	100
		FAT-VE-5036	Couture Draping and Moulage	100
VI	Boutique Manager AMH/Q 1904	Skill Enhancement Course (SEC)		
		FAT-SE-6014	Understanding Design	100
		Discipline Specific Elective (DSE)		
		FAT-VE-6016	Apparel Marketing & Merchandising	100
		FAT-VE-6026	Apparel Accessories and Surface Ornamentation	100
		FAT-VE-6036	Product Line Development & Presentation	100

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<i>Core Course</i>		
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FAT-VC-1026	Elements of Fashion	3
FAT-VC-1036	Surface-Adornment	4
SEMESTER II		5
<i>Ability Enhancement Compulsory Course (AECC)</i>		
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SEMESTER VI

		26
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CBCS Syllabus for B.VOC. in

Fashion Technology (FAT)

1st Semester

QP- HAND EMBROIDER

Reference ID: AMH/Q 1001

Paper: FAT-VC-1016
Elements & Principles of Design
(6 Credits)

Total Marks: 100

Unit – I

Marks 30

Lesson 1: Elements of Design - Introduction

Lesson 2: Design elements

- i. Line-horizontal, vertical, dotted, zigzag, curved, straight, diagonal, bold, or fine, Functions of Lines, Silhouettes, Different types of lines & its characteristics, Use of line in clothing according to body shapes, Optical illusions created by various combinations of lines.
- ii. Shape/Form–Geometric or Organic, Abstract, Non-objective, Silhouettes, Two-dimensional, Three-dimensional element with volume in space.
- iii. Space- Negative & positive space, basic Silhouette.
- iv. Form- Two dimensional and three dimensional
- v. Value-Value scale-high value, intermediate value, low value
- vi. Colour- Color theory- Prang colour system & Munsell. Colour wheel-primary, secondary and tertiary. Colour Dimensions-Hue, Value and Chroma. Colour harmony-Related & contrasting colour harmonies & its sub divisions. Application of colour in clothing. Seasonal colours.
- vii. Texture -i) Visual ii) Tactile iii) Audible iv) Rough / Matt

Unit - II

Marks 20

Lesson 3: Principles of Design

- (i) Repetition (ii) Gradation (iii) Rhythm (iv) Radiation (v) Harmony (vi) Contrast (vii) Dominance or Emphasis (viii) Proportion (ix) Balance (x) Unity

Unit – III

Marks 10

Lesson 4: Basic Illustration

- i. Lines and Pencil Gradation
- ii. Lead grade swatches

Practical: Assignment/Viva

Marks 20

Internal Assessment

Marks 20

Reader list:

- Elements of Design-Space & Form by Albert W. Porter
- Elements of Design-Line by Albert W. Porter
- Basic Principles of Design, (Vol.1-4) by Menfred Maier
- Basic Design: The Dynamics of Visual Form by Sansmarg

- Elements of Design – Space & Form; Elements of Design –Line, Albert W. Porter
- Principles of Color Birren & Fabersvan

Paper: FAT-VC-1026

Elements of Fashion

(6 Credits)

Total Marks: 100

Unit-1 Introduction to Fashion Terminology	Marks 5
Unit -2 Fashion Industry- fiber production, yarn production, weaving/ knitting/ braiding/ non-woven fabric, dyeing and finishing, garment manufacture, retailing, consumption	Marks 10
Unit-3 Classification of Fashion and Fashion Cycle-Fashion leaders/ Followers/ Innovators/ Motivators/ Fashion victims	Marks 10
Unit -4 Theories of Fashion Movement-Trickle-down theory, Trickle-up theory, Trickle across theory	Marks 25
Unit-5 Indian Fashion Designer & International Fashion Designers	Marks 5
Unit-6 Foreign Fashion Centers-Haute Couture, Pret a Porter, Fashion Categories- Categories/ Styling/ Sizes and price ranges of Men’s wear, Women’s wear, Kids wear.	Marks 5
Practical: Assignment/Viva	Marks 20
Internal Assessment	Marks 20

Reader list:

- Fashion from concept to consumers by Frings, Gini S.
- Fashion from concept to consumers by Frings, Gini S.
- Thinking through Fashion by Agnes Rocamora
- Inside the Fashion Business-Jeannette A Jarrow
- Fashion Kaleidoscope-MeherCastellino

Paper: FAT-VC-1036

Surface-Adornment

(6 Credits)

Total Marks: 100

Unit – I

Marks 10

Lesson 1: Introduction

- i. Motifs/ Patterns and Conceptualization developer
-Types of motifs-floral, cartoon, wildlife, paisley, medallion, geometric, acanthus, mix pattern
- ii. Categories of basic stitches of hand embroidery-their techniques and applications
- iii. Embroidery threads and their classification
- iv. Colour combination/usage of thread as per the given design
- v. Knowledge of different types of fabrics & other materials and accessories used in embroidery
- vi. Technical terms associated with different kinds of embroidery work
- vii. The characteristics of the embroidery materials and how they differ
- viii. Thread thickness, shade and sizes
- ix. Types of needles & their suitability
- x. Different types of trims used in embroider

Unit – II Stitch types

Marks 10

Lesson 2: Flat Stitches

Running Stitch, Back Stitch, Stem Stitch, Satin Stitch, Kashmiri Stitch, Couching Stitch, Cross Stitch, Herringbone Stitch

Lesson 3: Loop Stitches

Chain Stitch, Lazy-daisy Stitch, Buttonhole Stitch, Blanket Stitch, Fishbone Stitch, Feather Stitch, Fly Stitch

Lesson 4: Knotted Stitches

French knot Stitch, Double knot Stitch, Bullion knot Stitch

Unit – III Artwork Specifications Sheet

Marks 20

Practical:

Marks 60

Reader list:

- Art of embroidery : History of style and technique, Lanto Synge, Woodridge
- Encyclopedia of embroidery stitches including crewel, Marion Nicholas
- Surface design for fabric, Richard M Proctor/Jennifer F Lew, University of Washington Press.
- The Timeless Embroidery, Helen M, David & Charles

CBCS Syllabus for B.VOC. in
Fashion Technology (FAT)
2nd Semester

QP-PATTERN MASTER

Reference Id: AMH/Q1105

Paper: FAT-VC-2016

Textile Science & Care

(6 Credits)

TOTAL MARKS-100

Unit – 1 Fibers

Marks 20

Chapter 1 Introduction to Textile fibers and their properties-fiber properties, serviceability, fiber identification

Chapter 2 Natural cellulosic fibers- seed fibers, other seed fibers, bast fibers, other bast fibers, leaf fibers, other cellulosic materials

Chapter 3 Natural protein fibers- wool, specialty wools, silk, spider silk

Chapter 4 Manufactured fibers- manufactured regenerated fibers, synthetic fibers, special use fibers

Unit -2 Yarns to Fabrics

Marks 20

Chapter 1 Yarn classification-Spinning of natural and manmade fiber. Types of yarn, Yarns properties

Chapter 2 Weaving-Preparatory processes of weaving, weaving motions, Basic weaves-plain, twill and satin, naming and diagramming woven fabrics

Unit -3 Finishing

Marks 20

Chapter 3 Fabric finishing process- definition, importance to the consumer, classification according to durability and function calendaring, brushing, carbonizing, crabbing, fulling, heat setting, shearing, weighting, tentering, napping and emerizing. Special Finishes and Treatments water repellent and water proof finishes, antistatic finish, anti-slip finish, flame retardant finishes, crease resistant finishes, durable press and shrink resistant finishes.

Unit-4 Visit- One visit to a spinning and weaving unit

Practical: Assignment/Viva

Marks 20

Internal Assessment

Marks 20

Reader list:

- Textile from fibre to fabric, BerardCobman
- Understanding Textiles, Phyllis Toratora
- J.J. Pizzuto's Fabric Science, Arthur Price
- Clothing Technology, Europa Lehrmittal
- Textiles Wayne, A,Macmillan

Paper: FAT-VC-2026

Garment Manufacturing Technology- I

(6 Credits)

TOTAL MARKS-100

Unit-1

Marks 20

1. Tools and equipment used in clothing construction.
2. Conversion scale.
3. Sewing machine-parts.
4. Temporary stitches
 - a) Uneven stitches (b) Back stitches (c) Chain stitches (d) Stem stitches (e) Hamming -Plain hamming, Blind hamming, Cross hemming, Diagonal hemming
5. Permanent stitches
 - Seam & seam finishes
 - i) Plain seam (ii) Plain seam with pinked finished (iii) Plain seam with surged (overlocked) (iv) Plain seam with overcast finished (v) Edged taped/bound seam (vi) French seam (vii) Lapped seam (viii) Slot seam
6. Fullness techniques/shaping devices-
 - Darts – a) Single dart b) Double dart c) Triple dart
 - Tucks – (a) Space tuck (b) Square tuck (c) Wave tuck (d) Pin tuck (e) Blind tuck
 - Pleats – (a) Knife pleat (b) Box pleat (c) Inverted box pleat
 - Gathers.
 - Ruffles- (a) Gather (b) Circular (c) Pleat
 - Shirring
 - Godets
7. Application of trims- (a) Button & button holes (b) Hooks & eyes (c) Snap fastener (Collection of different trims and fasteners)
8. Fasteners: application of zippers –Centered, Lapped, Concealed, Open-end, Zipper with fly

Unit-2

Marks 20

1. Necklines

Necklines with shape facing- Round neckline, Square neckline, 'V' neckline, Keyhole neckline, Boat neckline, Stylized neckline

Neckline with bias binding -Round neckline

2. Collars -Mandarin collar, Basic shirt collar, Peter pan collar
3. Sleeves- (a) Basic sleeve (b) Puff at hem and cap sleeve (c) Cap sleeve
4. Placket- Continuous bound placket, Kurta placket , Two piece/ bound- and-faced placket
5. Pocket- (a) Patch pocket (b)Patch pocket with flap (c) Inseam pocket (d) Welt pocket (e) Kurta pocket (f) Side/ cross/ slit pocket

Unit-3

Marks 20

Basic bodies block with sleeve

Basic skirt block

Practical: Assignment/Viva

Marks 20

Internal Assessment

Marks 20

Reader list:

- Pattern Making for Fashion Design- Helen Joseph Armstrong
- Dress fitting-Bray Natalie
- Complete Guide to Sewing- The Reader's Digest Association
- Garment Designing for Fashion Designers- Gerry Cooklin
- Textiles Wayne, A. Macmillan

Paper: FAT-VC-2036

Drafting and Pattern Making

(6 Credits)

TOTAL MARKS-100

Unit 1: Introduction to Pattern Making-Introduction-Understanding of Body & Its Measurements, Methods of Measuring Body and Dress Form , Method of Measuring a Dress Form , Tools & Terminology of Pattern Making

Marks 5

Unit II: Developing Basic Patterns- Basic Bodice Block, Basic Skirt block and Basic Sleeve Block

Marks 5

Unit III: Flat Pattern Marking Techniques- Dart Manipulation (Principle 1), Added Fullness (Principle 2) and Contouring (Principle 3)

Marks 5

Unit IV: Collars- Collar terms, basic shirt collar foundation, Peter Pan collar, Sailor collar, Mandarin collar, cowls Marks 5

Unit V: Sleeve Variation-Sleeve terms, Puff sleeve, Circular Hemline sleeve, Petal sleeve, Lantern sleeve, Cap sleeve, Bishop sleeve, Bell sleeve, Log-of-mutton sleeve, Kimono, Raglan, Drop Shoulder Marks 5

Unit VI: Skirts Variation-Different skirt length, Low and High waist skirt, Flared skirt, Gored skirt, Pegged skirt, skirt with Yoks, Tiers, Wrap skirt, Circular skirt. Marks 5

Unit VII: Dresses without waistlines seams- Torso foundation, Princess-line foundation, Panel dress foundation, Empire foundation, Tent Foundation Marks 5

Unit VII: Men's Wear Marks 5

- i. The Classic Shirt
- ii. The Classic Trouser

Practical: Marks 60

Reader list:

- Pattern Making for Fashion Design- Helen Joseph Armstrong
- Dress fitting-Bray Natalie
- Metric Pattern Cutting for Menswear-Winfred Aldrich

CBCS Syllabus for B.VOC. in
Fashion Technology (FAT)
3rd Semester

QP- Export Manager

Reference ID: AMH/Q 1603

FAT-SE-3014

Cyber Security

(4 Credits)

TOTAL MARKS-100

Unit -1	Introduction to Cyber Security-Fundamentals of Cyber Space-Information systems Security Principles-Why Cyber Security is important?-Cyber security Challenges.	Marks 10
Unit -2	Cyber-attacks – Classification of Attacks – Vulnerabilities – Threats – Risks	Marks 10
Unit-3	Vulnerability Assessment-Intrusion Detection Systems-Intrusion Prevention Systems	Marks 10
Unit-4	User Authentication Methods – Biometric Authentication Methods - Categories of Biometrics	Marks 10
Unit-5	Web Security-E-mail Security-Mobile Device Security-Cloud Security	Marks 10
Practical		Marks 50

Reader list:

- The Art of Invisibility- Kevin Mitnick
- Hacking: The Art of Exploitation-Jon Erickson
- The CERT Guide to Insider Threat-Dawn M. Cappelli, Andrew P. Moore

Paper: FAT-VC-3016

Design Process

(6 Credits)

TOTAL MARKS-100

Unit – I

Marks 10

Lesson 1: Block figure - Front View, Side View, Oblique View (3/4)

Lesson 2: Properties of the Croqui (8 Head, 9 Head, 10.5 Head)

Lesson 3: Various Static and Dynamic Mannequin Poses

Lesson 4: Draping and Folds on the Cloth of Figure

Unit – II

Marks 30

Lesson 5: Encyclopedia of fashion details

- ❖ Neckline
 - Type of neckline
- ❖ Sleeve
 - Sleeve terminology
 - Types of sleeve
 - Variation
 - Armhole treatment
- ❖ Cuff and its variation
- ❖ Skirts
 - Skirt length
 - Different waistlines
 - Basic skirts
 - Pleated/ gores/ godets/ slits
 - Variation
- ❖ Dresses
 - Basic silhouette
 - Different dart position in the basic bodies
 - Princess variations
- ❖ Types of shirts
- ❖ Yokes
- ❖ Collar
 - Collar terms
 - Basic shirt collar
 - Type of collars/openings
- ❖ Types of pockets
- ❖ Types of pants
- ❖ Type of jackets/ Coats
- ❖ Accessories- Headgears, Bows, Bags, Gloves, Ladies Shoes, Jewel, Crowns, shoes, eyeglasses

Unit – III

Marks 10

Lesson 6: Develop flat sketches

Unit – IV Marks 10

Lesson 7: Develop flat sketches with background using different color medium.

Practical: Assignment/Viva Marks 20

Internal Assessment Marks 20

Reader list:

- Fashion Illustration Today by Nicholas Drake
- 9 Heads by Nancy Riegelmen
- Fashion Design Illustration by John Turnpenny

Paper: FAT-VC-3026

History of Costumes

(6 Credits)

Part A - Study of Indian Costumes

Origin of Clothing-Clothing in the socio-culture-content, factors affecting clothing habits and preferences.

Unit-I Marks 10

- Indus valley Civilization
- Vedic Period
- Maurya Period
- Sunga & Satvahana Period
- Kushan & Gupta Period
- Mughal Period & British Period- **Pre and Post- Independence Era-** contemporary costumes

Unit-II

Costumes of different states of India. Marks 10

Part B- Study of World Costumes

Unit – III Marks 20

Mesopotamian, Sumerian, Babylonian, Egyptian, Assyrian, Babylonian, Greek, Roman, Byzantine, china & Japan.

Unit – IV Marks 20
13-14th Centuries, French-Middle Ages, Renaissance, French revolution, Romantic period, 15th, 16th and 17th, 18th and 19th Century Onwards

Practical: Assignment/Viva Marks 20

Internal Assessment Marks 20

Reader list:

- Indian Costume –II Patkas by B.N.Goswamy
- Indian Costume by by B.N.Goswamy
- Traditional Indian Costume and Textile by Parul Bhatnagar
- Costumes and Textiles of India by Dhamija JasleenAn Jay Jyotindra
- A history of Fashion – Douglas Gorsline
- History of Costumes in the West –Francots Boucher
- Historic Costumes – Karen Bachawaski
- The complete Costume History- Auguste Racinet

Paper: FAT-VC-3036

Garment Manufacturing Technology-II

(6 Credits)

TOTAL MARKS-100

Unit 1: Cowl neck top (Mid Depth) Marks 5

Unit 2: Skirts Marks 5

- i. Basic Skirt
- ii. Low Waist Skirt
- iii. High Waist Skirt
- iv. Flared Skirt
- v. Six Gore Skirt
- vi. Wrap Skirt
- vii. Yoke Skirt
- viii. Circular Skirt

Unit 3: Sleeves Marks 10

- i. Short Cap Sleeve
- ii. Puff Sleeve
- iii. Bell Sleeve
- iv. Plain Petal Sleeve
- v. Gathered Petal Sleeve
- vi. Leg-Of-Mutton Sleeve
- vii. Kimono Sleeve
- viii. Raglan Sleeve

Unit 4: Dresses without Waistline Seams (Based on Torso Foundation)

Marks 10

- i. Basic Torso Foundation
- ii. Princess Line Foundation
- iii. Panel Dress Foundation
- iv. Empire Foundation

Unit 5: Men's Wear

Marks 10

- iii. The Classic Shirt
- iv. The Classic Trouser

Practical:

Marks 60

Reader list:

- Pattern Making for Fashion Design- Helen Joseph Armstrong
- Dress fitting-Bray Natalie
- Garment Technology for Fashion Designers - Gerry Cooklin
- Metric Pattern Cutting for Menswear-Winfred Aldrich

CBCS Syllabus for B.VOC. in

Fashion Technology (FAT)

4th Semester

QP- Export Manager

Reference ID: AMH/Q 1603

FAT-SE-4014

Digital Marketing

(4 Credits)

TOTAL MARKS-100

1. **Fundamentals of marketing**-Introduction, Understanding how marketing works, B2B Vs B2C marketing, Branding, Introduction to online market research
2. **Fundamentals of DM**-Introduction to DM, Growth of DM, Understanding DM channels, Types of DM, How DM strategy works
3. **Youtube Video Marketing**-Introduction to Youtube Video Marketing, Video ad types, Campaign Setup, Ad creation, Launching video Campaign
4. **Remarketing**-Cookie & Data Based Remarketing, Search Remarketing, Display Remarketing, Youtube Remarketing, Facebook Remarketing
5. **Content marketing**-Introduction to Content Marketing, What is content in content marketing?, Video Marketing , How to Increase Brand Awareness, How to write content?, What is SEO content? Types of SEO content - SEO articles/blogs, Quora articles, Search Ads, Meta Titles & Description
6. **Social Media Analytics**-Understanding Social Media Analytics, Facebook and Instagram Insights, Twitter Analytics, LinkedIn Analytics
7. **Google Analytics**- Introduction to Google Analytics, Goal Setup and conversion tracking, Ecommerce Analytics Setup, User management, Google Analytics Report

Practical:

Marks 50

Reader list:

- Digital Marketing For Dummies-Ryan Deiss & Russ Henneberry
- Hit Makers: The Science of Popularity in an Age of Digital Distraction- Derek Thompson
- Digital Marketing 2020- Danny Star

Paper: FAT-VC-4016

Apparel Industry & Production Management

(6 Credits)

TOTAL MARKS-100

Unit I Marks 10
The Clothing Industry - History, growth and structure of the clothing industry, Product categories, different sectors of the industry, Infrastructure and profile of a clothing factory.

Unit II Marks 10
Importance of design in production (economical & uneconomical), Process involved in making a design sheet and development of a collection for each season. Development of fabric - Analysis of desk-loom and strike off. Sample analysis and approvals – Counter samples

Unit III Marks 10
Production process - Fabric inspection and cutting room – inspection of fabric and its control, various methods of spreading fabric, use and importance of marker, understanding of pattern and methods of laying patterns, yardage control in cutting room, types of cutting machine. Sewing operation, production techniques. Types of fusing, operation of fusing machine, quality aspects in fusing. Method of bundling and ticketing.

Unit IV Marks 10
Finishing room, Pressing equipment, Trimmings, packing, warehousing and shipping.

Unit V Marks 20
International business practices, Customs and policies, Export Import Documentation and Procedures, International Trade Barriers, Risk management in export and import business, Global trade scenario.

Practical: Home assignment/Viva Marks 20

Internal Assessment Marks 20

Reader list:

- Introduction to Clothing Manufacture – Gerry Cooklin, Blackwell Science.
- Inside Fashion Design – Sharon Lee, Tate, Prentice Hall.
- Apparel Manufacturing: Sewn product analysis, Ruth E Glock, Prentice hall.
- Fashion Apparel and Accessories – Jay Diamond, Delmar Thomson Learning.
- Stitch in Time: Learn Retailing & the Transformation of Manufacturing – Lessons from the Apparel and Textile Industry, Frederich Albernathy, John T Dunlop, David Weil, Atticus Books

Paper: FAT-VC-4026

Fashion Forecasting and Promotional Product Development

(6 Credits)

TOTAL MARKS-100

Unit – I

Marks 10

Introduction - Meaning of Fashion, Meaning of Forecasting, The role of a forecaster, The precision of the forecast, The fashion industry's components, The structure of the fashion industry, The fashion timetable, Information Network, The selling strategy

Unit – II

Marks 10

Study of Consumer Behavior Fashion Forecasting Process, Forecasting of Colour, Forecasting of Fabric, Forecasting of Trend.

Unit – II

Marks 10

Research Process in Forecasting - Primary sources, Secondary sources, Tertiary sources, Tracking sales, Competition, Demographics, Value & life style, Publication, Forecasting services, Plethora influences, Observation posts, The new technology, Fashion of involvement, New uses of products.

Unit – III

Marks 10

Processes of Reporting - Process of implementation, Promotion, Making the fashion happen

Unit – IV

Marks 20

Product and design development: Product development, Design Development, Sample Development, Promotional Product Development (Logo, packaging, letterhead, visiting cards), Line Development.

Practical: Home assignment/Viva

Marks 20

Internal Assessment

Marks 20

Reader list:

- Fashion Forecasting - Evelyn L. Brannon
- Fashion Forecasting - Rita Perna
- Beyond Design Sandra Keiser & Myrna B. Garner
- Inside the Fashion Business-Jeannette A Jarrow
- Fashion Kaleidoscope- Meher Castelino
- Fashion from concept to consumers-Gini Stephens Fring- Prentice Hall

Paper: FAT-VC-4036

Technical Fashion Sketch (CAD)

(6 Credits)

TOTAL MARKS-100

Unit I: Proportion of the Croquis

Marks 10

Lesson 1 Various static and dynamic mannequin poses

Lesson 2 Block figure 10.5 (Front, Side, $\frac{3}{4}$ view)

Lesson 3 Flesh Figure/ Croquis (Front, Side, $\frac{3}{4}$ view, back)

Lesson 4 Shading/ Gradation of tone/ Grey scale

Unit II: Human Anatomy

Marks 10

Lesson 5 Face (Front, Side, $\frac{3}{4}$ view)

Lesson 6 Different type of faces

Lesson 7 Different type of hair style

Lesson 8 Facial features

i. Eyes (Front, Side, $\frac{3}{4}$ view)

ii. Nose (Front, Side, $\frac{3}{4}$ view)

iii. Lips (Front, Side, $\frac{3}{4}$ view)

iv. Ear (Front, Side, $\frac{3}{4}$ view)

Lesson 9 Hand movements

Lesson 10 Leg movements

Lesson 11 The rotation and counter- rotation of the upper body

Lesson 12 The full body key line structure flow (front pose with background, pencil shading using texture)

Unit III: Fashion poses with background

Marks 10

Lesson 13 Fashion poses (S curve, X pose)

Lesson 14 Flesh out figure with background

i. Swimming costume

ii. Gather dress

iii. Cowl drap dress

Unit IV: CAD

Marks 10

Lesson 15-Introduction to Corel draw and Photoshop

Practical: Home assignment/Viva

Marks 60

Reader list:

- Fashion Design Manual, Pamela Stekar
- Fashion Sketch Book, Bina Abling
- 9 Heads, Nancy Riegelman
- CAD in clothing and textile-Winfred Aldrich

**CBCS Syllabus for B.VOC. in
Fashion Technology (FAT)
5th Semester**

QP- Boutique Manager

Reference ID: AMH/Q 1903

FAT-SE-5014

Fundamentals of Typography

(4 Credits)

TOTAL MARKS-100

Chapters

Marks 50

1. **Introduction to type and its history-** A brief timeline of the history of typography and printing. Letter forms origin, evolution, technology. Micro Typography, role of typography.
2. **Type as a form and means of communication** - commonly used type categories, identification of classification a typeface.
3. **Classification of typography** - serif, sans serif, stem, stroke, loop, bowl, ball terminal, differences between both forms of type and all their idiosyncrasies, choosing the right typeface for good communication.
4. **Structure and anatomy of the type** - x---height, ascenders, descenders, counter, cap height, baseline, etc.
5. **Typographic variables:** kerning, leading, point size, InDesign, use of space between letters, between lines, the size of letters and position for an effective content of a body of text.
6. **Semantics of type. Legibility and readability issues in type. Vernacular letter forms.**
7. **Typography Grid System** - Macro Typography, Differences between manuscript, columnar and modular grid systems
8. **Indents, Paragraphs, & Justification** – Indents, paragraph breaks, justification, paragraphs structure
9. **Type Foundries and Licensing** - Type foundry, usage rights for personal or commercial application, free fonts, design firms and agencies license fonts for commercial use

Practical: Home assignment/Viva

Marks 50

Reader list:

- Carter Ron, Day Ben Meg Phillip, *Typographic Design: Form and Communication*, John Wiley & Sons, 1999
- Allen Hurlburt, *The Grid*, John Wiley & Sons, 1998
- Jute, Andre; *Grids: the structure of graphic design*.
- Crans Pres Celigny : *Rotovision*, 1996
- Carter Ron, DayBen Meg Phillip, *Typographic Design: Form and Communication*, John Wiley & Sons, 1999

Paper: FAT-VE-5016

Portfolio Development

(6 Credits)

TOTAL MARKS-100

Unit – I Presentation format I- Marks 5

- Fabric Texture-Print, Dots, Stripes, Checks
- Pattern Repeat-dot, half brick, half drop, random, strip, block, diamond, agloy
- Fabric effects-cotton, satin, denim, lather, fur, knitted, net, lace net

Unit – II Presentation format II- CAD Marks 5

- Figure formats
- Flat formats
- Presentation boards formats
- Fold-out formats

Unit – III Presentation format III- Marks 10

- Photo Analysis- front, side and $\frac{3}{4}$ view
- Developing stylized Croquis with Background
- Collage

Unit – IV Knock Off Marks 10

Sourcing, sampling, design developing, specification sheet with flats, costing of the knock-off product.

Unit – V Introduction of Portfolio Development- Marks 20

Concept Board, Inspiration Board, Client, Design Development, Final Illustration, Flats Sketches with Specification Sheet, Cost Sheet and Photoshoot

Practical: Home assignment/Viva Marks 20

Internal Assessment Marks 20

Reader list:

- Portfolio Presentation for Fashion Designers-Linda Tain
- Creative Fashion Presentation –Polly Guerin
- Encyclopedia of Fashion Details-Petrick John Irland

Paper: FAT-VE-5026

Fabric Structure Design

(6 Credits)

Total Marks: 100

Unit 1 Fundamental of Fabric Structure

Marks 5

- Interlacement of warp & weft, Method of fabric representation on point paper
- Concept of weave/design, weave repeat, draft, denting order and lifting plan.
- Type of drafts-straight, Skip draft, pointed draft, sateen draft, transposed, curved and combine drafts.
- Relation between design, draft and lifting plan

Unit 2 Plain weave and derivatives

Marks 10

- Characteristic feature of plain weave. Interlacement diagram.
- Derivatives of Plain Weave-rib (warp and weft) and matt weave- Design, draft, denting order & lifting plan

Unit 3 Twill weave and derivatives

Marks 10

- Design of Basic Twills, Characteristic feature of twill woven fabric. Classification of basic twills.
- Balanced twill-Design, draft, denting order & lifting plan
- Unbalanced twill- Warp and weft faced twill. Design, draft, denting order & lifting plan with cross section.
- Derivatives of Twill weave- Design, draft, denting order & lifting plan of following twills: Pointed twill, Waved twill, Broken twill, Herring bone, Transposed or Rearranged twill, Curved twill, Elongated twill, Combinations of twill weaves

Unit 4 Satin/Sateen weaves and derivatives

Marks 15

- Characteristic feature of satin & sateen woven fabrics. Interlacement diagram, Concept of move number.
- Development of regular satin weave, Draft, denting order & lifting plan, interlacing diagram of regular satin.
- Development of irregular satin weave, Draft, denting order & lifting plan, interfacing diagram of regular satin irregular satin weave.
- Development of satin strips and checks and combination.

Unit 5 Fancy Fabric Structures

Marks 20

- Crepe weaves- developments, Constructions of crepe weaves upon sateen bases. Combination of floating weave upon plain threads, Crepe weaves produced by reversing method, crepe weave produced by inserting one weave over another.
- Development of Huck-a-Back structures- Huck-a-back structures, Huck-a-back structure on ten picks, Reversible Huck-a-Back structure, Huck-a-back structure on eighteen picks.
- Development of Eloney-comb structures- Ordinary Honey-comb structures, Honey-comb structure having equal warp & weft floats, Large Honey-comb structures, Brighton Honey-comb structures, comparison of ordinary honey-cob with Brighton honey-comb weave.
- Development of Mock-Leno Structure- Concept, development of perforated fabrics, Simple Mock-Leno Structure development on 6×6, Mock- Leno Structure on

8×8,10×10, Concept of missing dents and application of special denting order for development of Mock- Leno fabrics.

Practical: Assignment/Viva Marks 20

Internal Assessment Marks 20

Reader list:

- Structural Fabric Design by – Kilby
- Woven structures and design – Doris Goerner; British Textile Technology Group WIRA House, Leeds (UK) 4.
- Fibre to Fibre by Ghosh 5. Watson’s Advance Textile design 6.
- Watson’s Textile Design and colour

Paper: FAT-VE-5036

Couture Draping and Moulage

(6 Credits)

TOTAL MARKS-100

Unit – I Marks 5

Introduction to Draping
Terminology, Tools and Equipment’s, Pressing Equipment’s.

Unit II Marks 5

Preparation of Dummy and Muslin for draping. Basic bodice Front & Back, Basic skirt pattern Front & Back, Basic Sleeve Pattern

Unit III Marks 10

Draping the – hatter, prince bodice, waist line variation, boned bodice, cowl neck & Variation , flared skirt, peg skirt, Skirts with yokes, bodice yoke, empire dress, Panel dress

Unit IV Marks 20

By using speciality fabrics like silk, georgette & other light weight fabric drape a dress/gown from photograph or sketch

Practical: Marks 60

Reader list:

- Draping for Apparel Design - Helen Joseph Armstrong
- Dress fitting-Bray Natalie
- The Art of Fashion Drapping by Connie Amaden

CBCS Syllabus for B.VOC. in
Fashion Technology (FAT)
6th Semester

QP- Boutique Manager

Reference ID: AMH/Q 1903

FAT-SE-6014

Understanding Design

(4 Credit)

TOTAL MARKS-100

Unit – I Introduction to Design	Marks 10
- Design as a process and a product - The evolution of design - Design engages with many disciplines - Good design, bad design - Users and Contexts - Design for a meaningful impact	
Unit – II Design and Society	Marks 20
-Community and Collaboration -Understanding Contexts- Knowledge and Access, Function, Context and Consequences -Design & Sustainability -The perspective of engineering -Understanding embodied energy -Framing the worlds future	
Unit – III Design & industry	Marks 10
-Understanding varied user needs -Success through new materials and manufacturing -Pushing the boundaries of mass production -Design & Collaboration -Team work -Collaborating with unlikely partners -Principles of collaboration -Design thinking	
Unit-IV Innovation by Design	Marks 10
-Pitfalls of innovation -The seven concerns of innovation	
Practical: Internship/field work/ practical	Marks 50

Reader list:

- Fashion Kaleidoscope by Meher Castelino Rupa and company
- A celebration of style by Sharada Dwivedi AJSK Publications
- The Design of Everyday Things by Don Norman
- Design Thinking: Understanding How Designers Think and Work by Nigel Cross

Paper: FAT-VE-6016

Apparel Marketing & Merchandising

(6 Credits)

TOTAL MARKS-100

Unit I Marks 10
Introduction, Marketing concept – Marketing and Selling. Fashion Buyer, Fashion Merchandiser, Fashion Designer, Role of fashion buyer, Fashion buying season.

Unit II Marks 20
4 P's of marketing – Developing Marketing Strategy and Tactics. Product strategy, Pricing strategy. Distribution Policy, Promotion policy

Unit III Marks 20
Merchandising terminology and concepts, 4 “R”s of merchandising. The buyer’s Responsibilities: a) Responsibilities of the buyer b) Working with Vendors. VisualMerchandising.

Unit IV Marks 10
Organizing buying / selling activity. Fabric sourcing Method, Garment sourcing, Problem faced when sourcing

Practical: Internship/field Work/practical Marks 20

Internal Assessment Marks 20

Reader list:

- Principles of Marketing - Philip Kotler
- Relevant business & trade journals, magazines, and Govt. Publications
- Fashion Buying & Merchandising - Packard, S., Winters, A. & Axelrod
- The Business of Fashion - Burns, David L
- Fashion: From Concept To Consumer - Frings, Gini S

Paper: FAT-VE-6026

Apparel Accessories and Surface Ornamentation

(6 Credits)

TOTAL MARKS-100

Unit – I State embroidery	Marks 20
Kashida , Phulkari, Chambarumal, Embroidery from gujarat , Parsi embroidery, Chikankari , Phool Patti kaKaam , Zardozi , Kasuti , lambadi embroidery , Kantha , Sujani , Pipli applique	
Unit – II Decorative Designs	Marks 20
Cross Stitch, Tapestry Stitch, Shadow work , Mirror work, English Smocking, Cut work Sindhi Work	
Unit – III Study of different Apparel Accessories	Marks 20
Practical: Internship/field work/ practical	Marks 20
Internal Assessment	Marks 20

Reader list:

- Handicrafts of India by Chattopadhaya Kamala Devi
- Traditional Indian Textile by John Gillow& Nicholas Barnard
- Textile Arts of India by Kokyo Hafanaka
- Indian Embroidery, Calico Museum of Textile by Irwin & Hall

Paper: FAT-VE-6036

Product Line Development & Presentation

(6 Credits)

Total Marks: 100

PART –1: CONCEPT CREATION & PRESENTATION

UNIT –I

Finalize theme for final design collection.

- Creation of design boards
- Moodboard,
- Storyboard,
- Client board,
- Illustration sheet
- Flat specs
- Color Boards
- Swatch Card
- Embellishment/print board
- Trims/accessory board
- Cost sheet.

UNIT – II

- Preparation of drapes/patterns for selected design
- Stitching and **toile fittings**
- Presentation to concerned faculty for fitting issues and finalizing pattern.

PART – 2: PREPERATION AND CREATION OF FINAL RANGE

UNIT – III

- Purchase of fabrics and trims for final garments.
- Cutting of final garments.
- Stitching of final collection.
- Presentation of the same for assessment/changes/comments.
- Incorporate changes if any and proceed with the execution.

UNIT- IV

- Completion of stitching of final collection.
- Final trial fit
- Assessment of finishing/fit of the garments by concerned faculty.

UNIT –V

- Source accessories from Market for each ensemble to complete the look
- Photoshoot of the key ensembles of the collection.