

*DETAILED SYLLABUS*  
*FOR*  
*DISTANCE EDUCATION*

Under Graduate Degree Program

**Bachelor of Science in Fashion Design  
(BSCFD)**

(SEMESTER SYSTEM)

Course Title : BSCFD  
 Duration : 03 Years (Semester System)  
 Total Degree Marks : 4800

## 1. Program Structure

### First Semester

<i>COURSE TITLE</i>	<i>Paper Code</i>	<i>MARKS</i>				<i>TOTAL MARKS</i>
		<i>THEORY</i>		<i>PRACTICAL</i>		
		<i>INTER-NAL</i>	<i>EXTER-NAL</i>	<i>INTER-NAL</i>	<i>EXTER-NAL</i>	
Basic Fashion Concepts	BSCFD/S/11 0	40	60	40	60	200
Fundamentals of Textiles	BSCFD/S/12 0	40	60	40	60	200
Effective Communication Skill	BSCFD/S/13 0	40	60	NA	NA	100
Introduction to Yarn Craft	BSCFD/S/14 0	40	60	NA	NA	100
Computer Fundamentals	BSCFD/S/15 0	40	60	40	60	200

### Second Semester

<i>COURSE TITLE</i>	<i>Paper Code</i>	<i>MARKS</i>				<i>TOTAL MARKS</i>
		<i>THEORY</i>		<i>PRACTICAL</i>		
		<i>INTER-NAL</i>	<i>EXTER-NAL</i>	<i>INTER-NAL</i>	<i>EXTER-NAL</i>	
Elements of Design	BSCFD/S/21 0	40	60	40	60	200
Introduction to Advanced Multimedia	BSCFD/S/22 0	40	60	40	60	200
Basic of Pattern Making	BSCFD/S/23 0	40	60	40	60	200
Study of Sewing Technology	BSCFD/S/24 0	40	60	40	60	200

### Third Semester

<i>COURSE TITLE</i>	<i>Paper Code</i>	<i>MARKS</i>				<i>TOTAL MARKS</i>
		<i>THEORY</i>		<i>PRACTICAL</i>		
		<i>INTER-NAL</i>	<i>EXTER-NAL</i>	<i>INTER-NAL</i>	<i>EXTER-NAL</i>	
Concepts of Pattern Making and Stitching	BSCFD/S/31 0	40	60	40	60	200
Yarns to Fabrics	BSCFD/S/32 0	40	60	40	60	200
Classification of Fashion Areas	BSCFD/S/33 0	40	60	40	60	200
Fashion Illustration	BSCFD/S/34 0	40	60	40	60	200

### Fourth Semester

<b>COURSE TITLE</b>	<b>Paper Code</b>	<b>MARKS</b>				
		<b>THEORY</b>		<b>PRACTICAL</b>		<b>TOTAL MARKS</b>
		<b>INTER-NAL</b>	<b>EXTER-NAL</b>	<b>INTER-NAL</b>	<b>EXTER-NAL</b>	
Fabric Preparation for Consumers	BSCFD/S/410	40	60	40	60	200
Basics of Embroidery	BSCFD/S/420	40	60	NA	NA	100
Import & Export Procedure	BSCFD/S/430	40	60	NA	NA	100
Financial and Management Accounting	BSCFD/S/440	40	60	40	60	200
Fundamentals of CAD Application	BSCFD/S/450	40	60	40	60	200

### Fifth Semester

<b>COURSE TITLE</b>	<b>Paper Code</b>	<b>MARKS</b>				
		<b>THEORY</b>		<b>PRACTICAL</b>		<b>TOTAL MARKS</b>
		<b>INTER-NAL</b>	<b>EXTER-NAL</b>	<b>INTER-NAL</b>	<b>EXTER-NAL</b>	
Garment Manufacturing	BSCFD/S/510	40	60	40	60	200
Introduction to Merchandising	BSCID/S/520	40	60	40	60	200
Electronic – Commerce	BSCFD/S/511	40	60	40	60	200
Production & Operations Management	BSCID/S/521	40	60	40	60	200

### Sixth Semester

<b>COURSE TITLE</b>	<b>Paper Code</b>	<b>MARKS</b>				
		<b>THEORY</b>		<b>PRACTICAL</b>		<b>TOTAL MARKS</b>
		<b>INTER-NAL</b>	<b>EXTER-NAL</b>	<b>INTER-NAL</b>	<b>EXTER-NAL</b>	
Quality Control Practices	BSCFD/S/610	40	60	40	60	200
Advanced CAD	BSCFD/S/620	40	60	40	60	200
Basic Consumer Information	BSCFD/S/630	40	60	NA	NA	100
Marketing and Advertising	BSCFD/S/640	40	60	NA	NA	100
Project	BSCFD/S/650	40	60	40	60	200

## **Syllabus**

### **First Semester**

#### **I Basic Fashion Concepts**

**Subject Code - BSCFD/S/110**

#### **Block I: Fashion terminology**

##### **Unit 1:**

Fashion industry language

##### **Unit 2:**

Fashion terminology

##### **Unit 3:**

Terminology of colors

##### **Unit 4:**

Fabric terms

##### **Unit 5:**

Fashion accessories terminology

##### **Unit 6:**

Common sewing terms

#### **Block II: Fashion Evolution**

##### **Unit 1: Beginnings of costumes**

Body Painting; Body Ornamentation

##### **Unit 2: The Egyptian costumes**

Attire for Men; Attire for Women; The Wigs; Beards; Crowns; Footwear; Ornaments; Colors; Jewellery and Accessories

##### **Unit 3: The Grecian costumes**

Chiton; Himation; Hair; Head-Dress; Ornaments; Colors; Foot wears; Toilette Accessories

##### **Unit 4: The Roman costumes**

Toga; Stole; Ornaments; Hair Styles; Footwear; Toilette Accessories

##### **Unit 5: Effects of industrial revolution on costumes**

Growth of Middle Class: Establishment of the Business Suit; Social Changes and Women's Fashion; Mass Production of Clothing: Invention of the sewing machine, Mass Production of Women's Separates; Changes Caused by Communications; Leisure and Industry: The first Fashion Magazines, Growth of Leisure Activities

##### **Unit 6: Effects of world war on fashion**

Women in the workforce; Important Trend setting designers: Paul Poiret, Gabrielle Chanel, Jean Patou; Retail Expansion; Effects of Depression; Hollywood's Influence on Fashion; Effects of World War II; Post War Fashion: American Fashion

## **Block III: Fashion Development**

### **Unit 1: Fashion terms**

Fashion Terms: Fashion, Change, Acceptance, Taste

### **Unit 2: Fashion cycles**

Stages of the Fashion Cycles: Introduction, Increase in Popularity or Rise, Peak of Popularity or Culmination, Decline in Popularity, Rejection of a Style or Obsolescence; Length of Cycle: Classics, Fads, Cycles within Cycles, Interrupted Cycles, Recurring Cycles

### **Unit 3: Consumer groups**

Fashion Leaders: Fashion Innovators, Fashion Motivators or Role Models; Fashion Victims; Fashion Followers; Fashion Leadership in Manufacturing and Retailing: Fashion forward stores, Main Stream Retailers, Mass Merchants

### **Unit 4: Adoption of fashion**

Traditional Fashion Adoption or Trickle Down Theory; Reverse Adoption or Trickle-up Theory; Mass Dissemination or Trickle-Across Theory

### **Unit 5: Consumer buying**

Consumer Motivations: To be Fashionable, To be Attractive, To impress others, To be accepted by Trends, Peer Groups or Colleagues, To fill an Emotional Need; Fashion Section; Aesthetic Appeal: Colour, Texture, Style; Practical Consideration: Price, Fit, Comfort, Appropriateness; Brand or Designer Label; Fabric Performance and Care; Quality; Convenience

### **Unit 6: Fashion categories**

Women's Wear: Clothing Categories, Size Ranges, Styling and Price Range; Men's Wear: Clothing Categories, Styling, Price Ranges, Size Ranges; Children's Wear: Categories, Sizing, Styling, Price Ranges

## **Block IV: International Fashion**

### **Unit 1: Introduction-global nature of fashions**

International Fashion; Promotion and Licensing; Business Partners; Company Ownership

### **Unit 2: France**

Haute Couture in France: Client, Publicity, Creative Opportunities; Couturiers; Federation Francaise De La Couture; Ateliers; Prêt-A-Porter in France: Prêt-A-Porter Designers

### **Unit 3: Italy**

Milano (Milan); Italian Designers

### **Unit 4: The United States**

The Seventh Avenue; Company size and Ownership; Globalization; International American Designers; Regional Fashion Centres: California

### **Unit 5: England**

Savile Row; Women's Apparel; Designers

### **Unit 6: Germany and Canada**

Designers of Germany; German Trade Fairs; Canada; Montreal; Quebec; Toronto; Ontario

## **II Fundamentals of Textiles**

**Subject Code - BSCFD/S/120**

### **Unit 1: Introduction to textile fibers**

Classification of fibers; Properties of fibers

### **Unit 2: Cotton**

History of Cotton; Types of Cotton; Cultivation of Cotton; Evaluation of Cotton Fabrics

### **Unit 3: Linen**

History of Linen; Quality and Grade of Linen; Cultivation of Linen; Evaluating Linen Fabrics

### **Unit 4: Wool**

History of Wool Fibers; Classification of Wool Fibers; Manufacturing Process of Wool; Evaluating the Wool Fabrics

### **Unit 5: Silk**

History of Silk; Manufacturing Process of Silk; Evaluating Silk Fabrics

### **Unit 6: Rayon**

History of Rayon's; Basic Method of Producing Rayon Filament; Types of Rayon Manufacturing Process; Types of Yarns; Evaluating Viscose Rayon

### **Unit 7: Acetate and Triacetate**

History of cellulose Acetates; Manufacturing Process of Acetate Filaments; Types of Acetate Yarns; Evaluating Acetate Fabrics; History of Triacetate; Manufacturing Process of Triacetate Yarns; Types of Triacetate Yarns; Evaluating Triacetate Fabrics

### **Unit 8: Nylon**

History of Nylon; Manufacturing Process of Nylon; Manufacturing Process of Nylon 6.6; Manufacturing Process of Nylon 6; Types of Nylon Yarn; Evaluating the Nylon Fabrics

### **Unit 9: Aramid**

History of Aramid; Manufacturing Process of Aramid; Types of Aramid Fibers; Evaluation of Aramid Fabrics

### **Unit 10: Polyester**

History of Polyesters; Manufacturing Process of Polyester Fibers; PET polyester; PCDT polyester; Types of Polyester Yarns; Evaluating Polyester Fabrics

### **Unit 11: Acrylic**

Manufacturing Process of Orlon Acrylic; Types of Orlon Acrylic Yarns; Evaluating Orlon Acrylic Fabrics; Manufacturing Process of Acrylian Acrylic; Types of Acrylian Acrylic; Evaluating Acrylian Acrylic Fabrics

### **Unit 12: Minor natural fibers**

Different Minor Vegetable Fibers; Different Minor Mineral Fibers.

### **Unit 13: Identification of textile fibers**

Non Technical Methods of Identification of Fibers; Technical methods of Identification of Fibers.

## **III Effective Communication Skill**

**Subject Code - BSCFD/S/130**

### **Block I: Reading Skills**

#### **Unit 1: Reading Skills**

What is reading; Purpose of reading; Reading as a skill; Types of a reading: Skimming, Scanning, Extensive Reading, Intensive Reading, Loud and Silent Reading

#### **Unit 2: Reading Comprehension**

Comprehension passage 'Braille' (writing system for the blind); Comprehension questions; Useful phrases (phrasal verbs)

#### **Unit 3: Reading Skills**

Short story – 'the baby sitter' by Norah Burke; Exercise in skimming and scanning; Comprehension; Vocabulary; Grammar and usage: Tenses: Remedial, Tenses: Past Perfect

#### **Unit 4:**

Passage for reading: five kinds of workers; Comprehension exercise I; Vocabulary; Writing a paragraph – guided composition; Exercise in writing–II; Giving instructions: cohesive words/linkers

#### **Unit 5:**

SQ3r technique of reading – Robinson; practice exercise - reading; comprehension from "know your English"; activity for practice in sq3r technique of reading

### **Block II: Listening Skills**

#### **Unit 1: Listening Skills**

What is listening?; Listening as a skill; Types of listening; Obstacles for listening; Contexts of listening to English; Purposes of listening

#### **Unit 2: Listening Skills**

Recorded material; listening material; semantic markers; use of abbreviations; from notes to writing

#### **Unit 3: Listening Skills**

Static description: introduction; what is static description?; Process description; Practice of process description; Listening to the radio

#### **Unit 4: Listening Skills**

Asking the way; giving directions; listening skill (telephone conversation); structure of a telephone call; sensitization to language and its context

#### **Unit 5: Listening Skills**

Listening to conversations: Describing People, Expressing agreement/Disagreement; Language needed for discussion; ten keys for effective listening; more contexts: accepting invitations; declining invitation

### **Block III**

### **Unit 1: Understanding the Order of Words in Sentences**

What is a sentence?; Subject and predicate; The phrase and the clause; Parts of speech; The noun-L; The noun-LL; Articles; Verbs; Types of sentences : simple, compound, complex

### **Unit 2: Writing Paragraphs and Making Summaries**

What is a text?; Linkage and cohesion; what is a paragraph?; Marking out cohesive linkers in paragraphs; Structure in writing; Pointers for making summaries

### **Unit 3: Essay and Précis Writing**

What is an essay? /This is statement; Types of essays; Structure of an essay/appropriate focus for major and minor ideas; what is meant by précis writing?; Method or procedure for writing a précis; Uses of précis – writing

### **Unit 4: Basics of Official Correspondence**

What is meant by correspondence?/ How to write general correspondence?; How to write official correspondence?; Format of a basic letter; General guidelines to follow; How to word different letters?; How to write a resume

### **Unit 5: Preparation of Bibliography**

What is meant by bibliography ?; Different types of ordinary bibliography; The thesis or research paper format; Types of resources / a guide to preparing a bibliography; Footnotes and endnotes; Abstracts; How to use the library and other information sources

### **Unit 6: Written Presentation of Technical Material**

Difference between technical and non-technical material; Jargon/styles in writing of technical material; Abbreviations; Tables and illustrations; Presentation of material; Copyright issues

### **Unit 7: Project Proposal and Preparation**

Project proposal /thesis; Theme/topic; Objectives of study/hypothesis; Methodology/ case study; Data collection; Analysis of material

## **Block IV**

### **Unit 1: Communication skills**

What is communication? (Definitions); Purpose of communication; Function; process and models of communication; Components; Noise and barriers to communication; Different types of barriers

### **Unit 2: Types of Communication**

Types of communication; Communication with words; Communication without words; Oral communication; Written communication; Non-verbal communication; How to improve written communication?; Improving oral communication; Electronic media in communication; Communication tools

### **Unit 3**

Documents for internal communication in organizations; Writing memos; circulars and notices; Content of memos; Tips for writing circulars and notices; Report writing; Suggestions for report writing; Parts of a report; Principles of proof reading; Proof reading symbols; Common proof reading abbreviations

### **Unit 4: Oral Presentation**

What is oral presentation ?; Making an effective oral presentation; Basic steps for oral presentation; Engle berg's approach; Visual aids; Using overhead projectors; Using slide projectors; Point to remember

## **IV Introduction to Yarn Craft**

**Subject Code - BSCFD/S/140**

### **Unit 1: Spinning**

Conventional Spinning: Blow room, Carding, Doubling, Combing, Drafting, Roving, Spinning; Modern Spinning: Open-end Spinning, Friction Spinning, Self twist Spinning, Electro static Spinning, Vortex Spinning, Air jet Spinning, Twist less Spinning; Chemical Spinning: Wet Spinning, Dry Spinning, Melt Spinning, Bicomponent Spinning, Biconstituent Spinning, Film splitting ; Integrated Composite Spinning: Integrated Composite yarns, Cover spun yarns, Selfil yarns.

### **Unit 2: Yarn Count or Yarn Numbering**

Yarn Twist; Yarn Count or Yarn Numbering Systems

### **Unit 3: Types of Yarns**

Classification of Yarns; Simple Yarns; Fancy Yarns; Textured Yarns;

### **Unit 4: Blending**

Methods of Blending; Advantages and Disadvantages of Blending; Different Types of Blends Available In the Market

## **V Computer Fundamentals**

**Subject Code - BSCFD/S/150**

### **Basics of Information Technology**

#### **Unit 1: Introduction to Information Technology**

What is Information Technology; Data; Instruction and Information; Properties and Scope of Information; Information Economics; Information System; Types of Information System; Types of Information Computing Models; Internet

#### **Unit 2: Introduction to Computers**

Introduction to computer and associated terms; Computer; Input devices; Output devices; CPU - Central Processing Unit; Secondary Storage Devices; Hardware; Peripheral devices or peripherals; Terminal; Port; Advantages of a computer; Computers and its history; Data representation

#### **Unit 3: Hardware**

Central Processing Unit (CPU); Primary memory/storage; Secondary memory/storage; Microprocessor; Input devices; Output devices

#### **Unit 4: Software**

Software-Generations of languages; Compilers/Interpreters; Classification of software. Operating System; Computer Applications; Introduction to data files; Data processing; Types of data files; Data transfer

### **Ms-Windows**

#### **Unit 1: Windows Accessories**

Special Features of MS-Windows; Parts of MS-Windows screen; WordPad; Ms-paint; Notepad; Calculator; Character Map; Phone Dialer.

#### **Unit 2: Control Panel**

Starting with Control Panel; Control Panel – Display; Mouse Properties; Keyboard Properties; Regional Settings; Printing

#### **Unit 3: Multi-Tasking**

Multitasking; Arranging the open application Windows; Cut and Paste; Object Linking and Embedding; Finding files and folders; My Computer; Windows Explorer; Creating a folder; Using Recycle Bin; Taskbar settings

#### **Unit 4: Features of Windows**

Types of systems; Functions of Operating Systems; DOS commands; UNIX operating system; Virus and Vaccine; Features of Windows 98; Display properties; Recycle Bin; Pre- Viewing the document with a quick view; Paths for window Accessories; Icon properties; Using the taskbar features; IMAGING; Saving folder display option; Web View; Using the web view wizard

#### **MS-Windows XP**

##### **Unit 1: Windows XP Basics**

Features of Windows XP; Comparison – Professional v Home edition; Windows XP Installation; Activating Windows XP; Security Feature of Windows XP; Accessing User Accounts; Getting Help; Installing a program under Windows XP

##### **Unit 2: Windows XP Interface**

Windows XP User Interface; Start Menu; Working with recently opened document; Tool Bar; Desktop; Window Explorer; Recycle Bin; Locating files; Windows Media Player; Image Format; Encryption File System; Automating window XP

##### **Unit 3: Security and Networking**

Simple file sharing; Advance security setting; Event viewer; Auditing Security; Internet Information Services; Peer to Peer Networking

#### **MS-Word**

##### **Unit 1: MS-Word Basics**

System requirements; Working with word; Parts of MS-Word screen; Creating a Document; Moving around the document; File operations; Editing the text; Formatting the text; Change case; Moving the text; Copying the text; Undo; Redo and Repeat; Function Icon and shortcut keys; Some shortcut keys for formatting; Exiting Word

##### **Unit 2: Formatting**

Paragraph Options; Drop cap; Borders and Shading; Bullets and Numbering; Tab Stop; Find; Replace and Go To; Spelling and Grammar; AutoText; AutoCorrect; Word Count; Text background; Breaks; Columns

##### **Unit 3: Tables; Inserting Objects & Page Design**

Table; Inserting Objects; Header /Footer; Footnotes and Endnotes

##### **Unit 4: Mail Merge; Views; Printing & Creating Styles**

Mail Merge; Views; Full Screen; Ruler; Zooming; Information; Printing and protecting the document; protecting the document; Style; Template

#### **MS-PowerPoint**

##### **Unit 1: Introduction to PowerPoint**

Invoking Microsoft PowerPoint; The Initial Screens; The Standard Toolbar; The Formatting Toolbar; The Drawing Palette; Getting ahead with PowerPoint; Slide Layouts; Getting more familiar with PowerPoint; Editing a Slide; Working with Slides; Slide Back Ground; Applying Templates; PowerPoint Views; Built-in Wizards

##### **Unit 2: Working with Objects**

Inserting the Clip Art Picture into Slide; Slide Show ; Using Slide Transitions; Text Build; Graphics; Creating Tables; Organization Chart; Animation; Inserting Sound in PowerPoint; Printing

## **MS-Excel**

### **Unit 1: An Introduction to MS-Excel**

Excel Basics; Worksheets Within Workbook; Cell; Navigate Worksheet; Enter and Edit Data; Range of Cells; Entering and Copying the Formula; Cell References; Setting the Column Width; Cell Formatting; Save; Close; New; and Open options; To View or to Hide Toolbars; Copying and Moving the Cell Content; Inserting Cells; Columns and Rows; Exit from Excel; Importance of Functions; Functions with Examples; Operator; Logical Functions; Auto Sum; Function Wizard

### **Unit 2: Cell Formatting; Fill Handle and Range Name**

Cell Format Categories; Cell Content Alignment; Applying Font Format; Applying Cell Borders; Format Painter; Styles; Applying Background To Worksheet; Conditional Formatting; Auto Fill; Custom List; Range Names; Referring to Other Sheets of the Same Workbook; Referring to Worksheet in Other Workbook

### **Unit 3: Graphic Objects and Charts**

Graphic Objects; WordArt; Types of chart; Coloring Different Parts of the Chart; Adding a Data Series; Chart Toolbar; 3-D Charts; Data Series With Drawing Objects; Combination Chart

### **Unit 4: Database, Pivot Table & Data Validation**

Types of Database; Creating a Database; Data Form; Filtering Database Records; Data Sort; Data Subtotals; Database or D-Functions; Creating a Pivot Table; Refreshing a Pivot Table; Changing the Pivot Table Layout; Copying/Deleting the Pivot Table; Changing the Functions Used in the Calculations; Creating Pivot Tables Using External Databases; Validating Numbers; Dates; Time and Text; Validating Text; Validating With Lists; Custom Validation; Data Consolidation

### **Unit 5: Dynamic Data Range and Controls**

Reference Function – OFFSET; Dynamic Data range; Dynamic Data range name; Index Function; Forms Toolbar; Creating and Using a list box; Combo Box (Drop down list box); Option Buttons; Check Boxes

### **Unit 6: Printing a Worksheet**

File Protection; What is Analysis and Template; page sheet Setup; Previewing Worksheet Before Printing; Customizing Page Breaks; Worksheet Printing Options; Window; Protection; Auditing; Entering Information; Goal Seek; Data Table; Scenario Manager; Creating Template

## Second Semester

### I Elements of Design

Subject Code - BSCFD/S/210

#### Block I: Figure analysis

##### Unit 1: The eight head and the ten head theory

The eight head figure; Advantages of eight head figure; The ten head figure

##### Unit 2: Different types of figures

Normal figure; Abnormal figures; Methods of rectifying abnormal figures

#### Block II: Elements of Design

##### Unit 1: Colour

Concept of color; Dimensions of color; The color wheel; Colour harmony; Qualities of color; Philosophy of colors; Colour in clothing; Use of colors

##### Unit 2: Texture

Components determining color; Fashion in texture; Selection of textures; Characteristic features

##### Unit 3: Line

Straight line; Curved lines; Line movements; Mood of lines

##### Unit 4: Silhouette

Kinds of silhouettes

#### Block III: Principles of Design

##### Unit 1: Balance

Classification of balance

##### Unit 2: Rhythm

Methods to create rhythm; Types of rhythm

##### Unit 3: Emphasis

Methods of creating emphasis

##### Unit 4: Proportion

Basic law of proportion; Relationship with other elements

##### Unit 5: Harmony

Unity in clothing

#### Block IV: Design application

##### Unit 1: Design and motifs

Types of design; Types of motif; Naturalistic motif; Geometrical motif; Stylized motif; Abstract motif

## **Unit 2: Lay out and placements**

Types of lay out

## **Unit 3: Ornamental motif**

Spirals; scrolls; meanders and key patterns; Swastika; Animals and mythological motifs; The lotus and papyrus; The palmette; The acanthus and leaf scrolls; The celtic scroll; The rosette and intersecting circles; Twists; plaits and interlace motifs; Geometrical constructions

## **Block V: Design development**

### **Unit 1: Fashion forecasting**

Fashion forecasting; Market research; Evaluating the collection; Fashion services; Colour services; Video services; Web sites; Directories and reference books; fashion editing; Catalogues

### **Unit 2: Product development**

Merchandising; Seasons; Product development flow chart

### **Unit 3: Design development**

Groups; Items; Design elements; Design principles; Sketching ideas

### **Unit 4: Developing a sample**

The first pattern; Designers work sheet; Line selection

## **II Introduction to Advanced Multimedia**

**Subject Code - BSCFD/S/220**

### **(A) – Photoshop**

#### **Unit 1: Introduction**

PhotoShop Environment; Toolbox and Tools; Bitmap images and Vector graphics; Image size and resolution: Pixel Dimension, Image resolution, Monitor Resolution, Printer Resolution, Screen Frequency, File Size; Working with Image Files: Open the image files, Print Resolution, Save the Image Files; Duplication and Cropping the Image; File Compression; Image File Formats; PhotoShop Images In Other Applications; Object Linking And Embedding (OLE); Palettes in Photoshop: Layer Palette, Channels Palette, Path Palette, History Palette, Action Palette, Picker Palette, Swatches Palette, Scratch Palette, Info Palette

#### **Unit 2: Working with Colour**

Colour modes and models: HSB model; RGB model: RGB mode; CMYK model: CMYK mode; \* a \* b model; Lab model; Bitmap mode; Grayscale mode; Dutton mode; Indexed color mode; Multichannel Mode; Colour gamut's; Monitor display: Channel and bit depth ; Conversion between bit depths; Conversion between Colour modes; Conversion between color modes: Conversion between Grayscale and Bitmap mode, Grayscale image to bitmap mode, Predefine bitmap conversion method, Halftone screens for bitmap-mode images, Custom halftone screen for Bitmap-mode image; Conversion to Indexed color; Conversion option for indexed color images; Indexed color tables

#### **Unit 3: Drawing and Editing**

Shapes; Work path; Shape layer; Creating a work path ; Creating rasterized shapes; Using the shape tools; Saving custom shapes; PEN TOOL: Drawing a straight segments; Drawing curve; Freeform tool; The magnetic pen ; Overlapping ; Path palette: Editing Path ; Selection of path segment; Moving; reshaping; deleting of path segments; Moving; reshaping; copying; and deleting path components;

Aligning and distributing path components; Editing of anchor points; Managing paths (Photoshop); Converting paths to selection borders; Adding color to paths (Photoshop); Painting tools; Brush tool; Customizing brush libraries; Creating and editing brushes; Setting brush options; Selecting a blending mode; Specifying opacity; pressure; exposure; Art history brush tool ; Retouching tool ; Smudge tool; Focus tools; Toning tools; Sponge tool; Erasing; Eraser tool; Magic eraser tool; Background eraser tool ; Auto Erase option; Gradient filling; Applying a gradient fill; Creating gradient fills; Intermediate colors to a gradient; Gradient transparency; Noise gradient fills; Managing gradients; Paint Bucket Tool; Filling & Stroking; Filling Patterns; To fill the work canvas; To fill a selection with a pattern; Transforming and Manipulating objects; Transforming objects in two dimensions; Transforming objects in three dimensions; Transforming perspective; Specifying the Transform; Applying transformations; Freely transforming and previewing effects

#### **Unit 4: Layers, Channels, Masks**

Layers; Layers sets; Layer Palette: Viewing and Selection of Layers; Linking Layers; Creating a Layered image ; Adding Layers; Duplicating of Layers; Grouping of Layers; Moving; Aligning the contents of Layers; Aligning & Distributing the contents of Linked; Editing of Layers; Locking of Layers; Clipping of Layers; Specifying Layer properties; Layer Style dialog box; Blending Options: Specifying Fill Opacity; Specifying Knock Options; Blending of Channels; Grouping Blend effects; Specifying range of Blend Layers; Layer Style; Displaying Layer Styles; Palette Styles; Managing Layer Style; Applying Layer Style; Channels and Masks; Channel palette; Selecting and Editing Channels; Managing Channels: Changing the order of Channels; Duplicating of channels; Splitting of Channels; Merging of Channels; Deleting of Channels; Mixing of Colour Channels; Adding Spot colors; Creating spot Channels; Modifying of Spot Channels; Channel Calculations to blend Layers and Channels; Blending Modes; Masks; Quick Mask Mode; Quick Mask Options; Storing Masks; Saving a Masks Selection; Alpha Channels

#### **Unit 5: Filters for special effects**

Plug-in Filters; Blending Filter Effects; Loading Images and textures; Types of Filters; Lighting Effects type; Choosing a Lighting Effects type; Lighting Effects; Texture

#### **Unit 6: Text in Image Editing**

Type tool; Paragraph Type: Type layers; Rasterizing Type Layers; Warping Type layers; Creating work path from type; Converting type to shapes; Formatting characters; Changing the case; Formatting Paragraphs; Aligning and Justifying type; Indenting Paragraphs; Paragraph Space; Hyphenation and Justification; Adjusting Hyphenation; Preventing unwanted word breaks; Adjusting spacing; Working with composition; Every line Composer; Single-line Composer

#### **Unit 7: Image Ready**

Animation; Image Ready; Animation Palette: Adding Frames; Selecting Frames; Tweening Frames; Specifying delay for Frame; Working with layers in Animations; Frame disposal method; Flattening frames into Layers; Viewing Animations; Optimizing Animations; Animated images in Photoshop; Saving Animations; Opening and Importing animation files

### **(B) – Corel Draw**

#### **Unit 1: Introduction**

What is CorelDRAW?; Starting with CorelDRAW; Working with CorelDRAW;

#### **Unit 2: Creating Graphic Objects and Drawing**

Drawing Objects; Drawing Spirals; Drawing Lines and curves with the freehand tool; Lines and curves using the Bezier Tool; selecting an object; moving the objects; shaping the objects; working with colors; filling; outlining

#### **Unit 3: Working With Text**

Adding paragraph Adding paragraph text to fixed sized frames; Adding paragraph text to automatic sized frames; Text Conversion; Artistic text to paragraph text; Artistic text to curves; Adding; modifying and removing the text; Line thickness; Distance between line and text; Superscript; Subscript; Text Case; Text spacing; spacing after paragraph; text alignment

#### **Unit 4: Transformation**

Categories of transformation; skewing; mirroring; welding; blending; transparency; contouring; lenses; perspective; power clips; formatting; import dialogue box options

#### **Unit 5: Object Organization**

Cloning; grouping and ungrouping; combining and breaking; locking and unlocking; object manager; layer manager

#### **Unit 6: New features of Corel Draw 10**

Customization; tools; text handling; image optimizer; color and printing.

### **(C) – Internet; HTML & Multimedia**

#### **Unit 1: Introduction to Internet**

What is Internet?; Connecting to the Internet; Web Browsers; How does the Internet Work?; What you can do with the Internet; History of Internet

#### **Unit 2: WWW; TELNET and FTP**

World Wide Web; Search Engines; Helper Applications; Internet Relay Chat (IRC); Telnet; FTP applications

#### **Unit 3: TCP/IP**

TCP/IP ; Internet Standard; Domain Names and IP addressing; Setting up Internet on a PC.

#### **Unit 4: Electronic Mail**

Advantages of Electronic Mail; E-mail Addresses and Mail boxes; How E-mail Works?; E- mail Options E-mail Software; Micro-Soft Outlook Express; Netscape Messenger

#### **Unit 5: HTML an Introduction**

Introduction to URI; History of HTML; Structure of HTML document; Structuring your Web Page; Adding Comments; Formatting your Text; Creating Lists; Creating Hyper Text Links; Creating Definition List; Creating Link Lists; Inserting Inline Images; Creating Image Links; Horizontal Rules

#### **Unit 6: WEB PAGE authoring using HTML**

Objective; Tables; Frames; Forms

#### **Unit 7: MULTIMEDIA**

What is Multimedia? System Requirements; Sound; Voice Recognition; Creative Software Utilities for Multimedia; Graphics; Animation; Video; Multimedia Application

### **III Basic of Pattern Making**

**Subject Code - BSCFD/S/230**

#### **Unit 1: Tools and equipment**

Tools and equipments

#### **Unit 2: Body measurements**

Points to consider while taking measurements: Ladies measurements, Children measurements, Boys and men's measurements, Sample measurements

#### **Unit 3: Pattern making**

Drafting; Draping; Flat pattern technique

**Unit 4: Sleeves**

Classification of sleeves; making patterns for different types of sleeves: Set-in sleeves, Sleeve styles with modified armholes, Styles with bodice and sleeve combined, miscellaneous sleeves

**Unit 5: Collars**

Factors to be considered in designing collars; Classification of collars; Preparing for the different types of collars.

**Unit 6: Skirts**

Drafting different types of skirts: Plain short skirt with minimum flare, Gathered skirt, Pleated skirt, Long gored skirts, Circular skirts, Semi circular skirts, Miscellaneous styles

**Unit 7: Yokes**

Selection of yoke design; Creating variety in yoke design; Preparing patterns for different types of yokes: Partial yoke, Yokes without fullness, Yokes with fullness within yoke, Yoke supporting or releasing fullness

**Unit 8: Pattern alterations**

Identifying the pattern alterations needed; General principles of altering patterns; Common pattern alterations

**Unit 9: Preparation of fabric for cutting**

Different types of grains; Importance of grain; preparing the fabric for cutting; Methods of straightening the grain

**Unit 10: Laying the patterns on the fabric, Cutting and marking**

Lay out: Rules of lay out, Different types of lay out; Transferring the pattern markings; Fabric cutting

**Unit 11: Garment fitting and assembly**

Standards for good fit; Checking the fit of a blouse; Fitting techniques; Specific fitting problems and their remedies

**IV Study of Sewing Technology****Subject Code - BSCFD/S/240****Unit 1: Sewing Machine**

Parts of sewing machine; Operating the machine; Adjustments; Care of the machine; Minor troubles and their causes; Sewing machine attachments; Different types of sewing machines; Needle and its parts

**Unit 2: Stitches**

Temporary stitches; Permanent Stitches; British standards for stitches

**Unit 3: Seams and seam finishes**

Types of seams and their choices; Different Common Seams; Seam finishes; British standards for seams

**Unit 4: Fullness**

Darts; Tucks; Pleats; Flares; Godets; Gathers and shirrs; Frills and ruffles

**Unit 5: Facing and Binding**

Different types of necklines; Bias; Facings; Binding

**Unit 6: Plackets**

Requirements of a good placket; Inconspicuous placket; Conspicuous plackets

**Unit 7: Fasteners**

Position of buttonholes; Types of button holes; Button loops; Types of buttons

**Unit 8: Sleeves**

Construction of different types of sleeves: Plain set in sleeve, Puff sleeve, Raglan sleeve, Kimono sleeve

**Unit 9: Collars**

Construction of different types of collars: Peter pan collar, Sailor collar, Shirt collar, Mandarin collar, Tie collar, Turtle neck collar, Shawl collar

**Unit 10: Yokes**

Attaching the yokes

**Unit 11: Pockets**

Types of pockets; Selection of the pocket; Creating variety in the pocket; Constructing different types of pockets: Patch pockets, Bound pockets, Pocket in seam, Front hip pocket

**Unit 12: Hems**

Preparing the hem; Types of hems

**Unit 13: Mending**

Darning; Patching

## Third Semester

### I Concepts of Pattern Making and Stitching

Subject Code - BSCFD/S/310

#### Block I: Pattern making

##### Unit 1: Patterns for Children garments

Romper; Baby frock with Peter Pan collar; Shorts with pleats; Shorts without pleats

##### Unit 2: Patterns for Female Garments

Simple top (plain sleeve; chudidar sleeves); Simple kameez; Simple salwar; Kali salwar; Chudidar; Night gown with front gathers; Night gown with gathers in the front and the back; Skirts; Simple collar shirt; Choli; Kitchen apron

##### Unit 3: Patterns for Male Garments

Trousers with pleats; Shirt

##### Unit 4: Dart manipulation

Combining darts; Dividing darts; Converting darts into seam lines

##### Unit 5: Draping

Draping of a form; Draping a plain blouse: the blouse front, the blouse back, the sleeve; Draping a two-gored skirt; draping a four-gored skirt;

#### Block II: Grading

##### Unit 1: Introduction to grading

Relevant terms of grading; Selecting a grading system; Criteria for selecting a grading system; Grading Techniques

##### Unit 2: Two-dimensional grading

Two dimensional draft grading; Two dimensional track grading

##### Unit 3: Three dimensional draft grading

Draft grading the basic blocks: Grading the back bodice, Grading the front bodice, Grading the sleeve block, Grading the skirt

##### Unit 4: Few tips to stitch knit fabrics

Preparing to sew; Stitching and handling

### II Yarns to Fabrics

Subject Code - BSCFD/S/320

##### Unit 1: Introduction to weaving

Basic terms in weaving; History of weaving; Parts of the loom

##### Unit 2: Loom and types

Different types of looms: Shuttle looms, Shuttle less loom

### **Unit 3: Weaving**

Preparation for weaving; Essential weaving operations; Selvages; Construction of cloth designs; Thread count; Classification of weave: Plain weave, twill weave, Satin weave, Crepe weave, Pile weave, Double cloth weave, Gauze weave, Swivel weave, Lappet weave, Dobby weave, Jacquard weave; Distinguishing warp and filling; Identifying right side of the fabric

### **Unit 4: Hand Knitting**

Abbreviations of knitting; History of knitting; Knitting needles and yarn used for knitting; Steps in Knitting: Casting on, Basic stitches of knitting, Binding off; Knitted pattern stitches: Decreasing, Increasing, Working with color: Joining the color, Joining color within a row, Intarsia, Carrying the yarn across the back; The Gauze

### **Unit 5: Machine Knitting**

Comparison of knitting with weaving; Construction of the knitted fabric; Different types of knitting needles; Classification of knitted fabrics: Weft knitting, Warp knitting; Milanese knit; Simplex knit; Jacquard knitting

### **Unit 6: Crocheting**

Abbreviations used in crocheting; Crocheting hooks; Basic steps in crocheting; Basic crocheting stitches; Working in stripes; Working with two colors; Working in rounds; The basic square; Fillet crochet

### **Unit 7: Tatting**

Abbreviations for tatting; Equipments required for tatting; Basic steps in tatting; Patterns in tatting

### **Unit 8: Decorative fabric construction**

Knotted; Braiding; Netting; Lace; Embroidery

### **Unit 9: Felting and non-woven fabric formation**

Felting: History of felting, Felting process, Types of felts, Properties of felt, Uses of felt; Non-woven fabrics: History of non-woven fabrics, Method of manufacturing non-woven fabrics, Web formation, Bonding the web, Properties of non-woven fabrics; Uses of non- woven fabrics

## **III Classification of Fashion Areas**

**Subject Code - BSCFD/S/330**

### **Unit 1: Classification of Fashion**

Classification of fashion; Principles of fashion; Misconceptions of fashion; Present structure of the fashion industry; Functions of clothing; Factors which affect fashion movement

### **Unit 2: Costumes of Middle Ages- France**

Gallo roman period: Costumes of Gallo roman period, Accessories of Gallo roman period; Merovingian period: Costumes of Merovingian period, Accessories of Merovingian period; Byzantine period: Costumes of Byzantine period, Accessories of Byzantine period; 11<sup>th</sup> Century: Costumes of 11<sup>th</sup> Century; 12<sup>th</sup> Century: Costumes of 12<sup>th</sup> Century; Accessories of 12<sup>th</sup> Century

### **Unit 3: The Renaissance in France- 1500**

Costumes of the Renaissance in France (1500); Head dress of the Renaissance in France (1500); Accessories of the Renaissance in France (1500)

**Unit 4: The Renaissance in France (1600)**

Costumes of Renaissance in France (1600); Accessories of Renaissance in France (1600); Hair styles of Renaissance in France (1600)

**Unit 5: French Costumes (1700)**

Costumes of French (1700); Accessories and hair styles of French (1700);

**Unit 6: Colonial costumes in America**

Colonial costumes in America; Hair styles and accessories of colonial period in America

**Unit 7: American Costumes (1781-1900)**

Costumes of America (1781-1900); Accessories of America (1781-1900)

**Unit 8: American Costumes (1900-1920)**

Costumes of America (1900-1920); Accessories of America (1900-1920)

**Unit 9: American Costumes (1920-1940)**

Costumes of America (1920-1940); Accessories of America (1920-1940)

**Unit 10: American Costumes (1940-1956)**

Costumes of America (1940-1956); Accessories of America (1940-1956)

**Unit 11: History of Indian costumes**

Stone age period; Indus valley period; Early Vedic period; Post Vedic period; Mauryan period; Gupta period ; Mughal period; British period; Modern age

**Unit 12: Traditional costumes of India**

Costumes of Northern and Western regions: Kashmir, Himachal Pradesh, Punjab, Haryana, Rajasthan, Gujarat, Uttar Pradesh and Bihar, Madhya Pradesh; Costumes of Southern region: Maharashtra, Karnataka, Andhra Pradesh, Tamilnadu, Kerala ; Costumes of Eastern region: Bengal and Orissa, Sikkim, Assam, Meghalaya, Tripura, Mizoram, Manipur, Nagaland, Arunachal

**Unit 13: Traditional Indian textiles**

Muslins; Dacca saris; Chanderi saris; Baluchar Buttedar; Kam Khawb; Bafta and Ab-i-rawan (Brocade); Bafta or pot thans; Ab-i-rawan; Himrus and Amrus; Paitahni and pitambar; Patola ; Bandhanis; Kalmendar or Kalamdar

**IV Fashion Illustration****Subject Code - BSCFD/S/340****Unit 1: Introduction to Designing**

Stages of the designing process; Stages of drawing; Layout and presentation effects; First fashion magazine

**Unit 2: Basic Anatomy**

Skeleton; Muscles; interpreting anatomy; Block figures; Movement figure; Learning figure basics

**Unit 3: Design Ideas I**

Techniques of controlling fullness: Darts, Style lines, Yokes, Techniques of imparting fullness: Pleats, Tucks, Gathers, Shirring, Frills, Ruffles; Types of Necklines; Draping sleeves; Draping collars; Draping lapels; Cuffs; Drawing cascades; Drawing cowls; Drawing quilting; Drawing smocking; Details applied to the garment; Classic drape

**Unit 4: Design Ideas II**

Draping skirts: Draping skirts on the figure; Flared and Gathered Skirts; Hemline; Waistlines; Draping pants; Draping Pants on the Figure; Pockets

### **Unit 5: Drawing Female Figures**

Drawing female figure free hand; Creating the profile figure; Profile pose; Achieving balance and movement; The fuller figure; Drawing legs: Form and shape; Drawing Arms: Form and Shape; Drawing hands; Posing hands for a fashion sketch; Drawing feet; Drawing the Head; Sketching women's jackets; Sketching women's tops and blouses; Sketching women's lounge wear; Sketching women's coats

### **Unit 6: Sketching Male Figures**

Drawing men; Comparison of men and female figure; Learning men's figure basics; Men's fashion details; Drawing men's head; Drawing hair styles for men; Drawing men's shoes; Rotating arms and legs; Men's jackets and coats

### **Unit 7: Sketching Children Figures**

Children age groups; Drawing children figure proportions; Drawing children's arms and legs; Drawing children's hands; Drawing children's legs and feet; Posing children figures; Dressing children; Drawing children's head; Hair styles for children

### **Unit 8: Sketching Accessories**

Sketching Jewellery; Sketching sun glasses; Sketching hats; Detailing for other accessories

### **Unit 9: Design and Your Figure**

Classification; Optical illusion with Lines; Selection of Cloth for Different Figures; Types of Designers; The Designer's Job; Sources of Inspiration for Designers; Essential Features for a Successful Design

## Fourth Semester

### I Fabric Preparation for Consumers

Subject Code - BSCFD/S/410

#### Unit 1: Mechanical Finishes

Classification of the finishing processes; Converting gray fabrics; Preparatory processes; Mechanical finishes: Singeing or gassing, Tenting, Crabbing, Decating, Calendaring, Beetling, Glazing, Schreinerizing, Embossing, Moiering, Ciering, Raising, Napping, Giggling, Shearing

#### Unit 2: Chemical Finishes

Bleaching; Mercerization; Ammoniating; Shrinking; Fulling; Stiffening; Weighting; Crepe and crinkled effect

#### Unit 3: Special Finishes

Shape retentive finish; Wrinkle-resistant finish; Wash and wear finish; Permanent press finish; Water repellency; Water proofing; Absorbency finish; Soil repellence; Soil release; Flame retardants; Moth proofing; Mildew proofing; Anti bacterial finish

#### Unit 4: History of Dyes

Indigo of ancient India; The purple of the ancients; Natural mordant dyes; Era of synthetic dyes; Fluorescent brighteners; Reactive dyes

#### Unit 5: Selection of dyes and dyeing method

Selection of dye: Natural dyes, Synthetic dyes; Selection of dyeing methods: Stock dyeing, Top dyeing, Yarn dyeing, Piece dyeing, Dope dyeing, Garment dyeing

#### Unit 6: Printing-I (Direct printing and Discharge printing)

Dyes used for printing; Classification of printing methods; Direct printing: Block printing, Roller printing, Duplex printing, Stencil printing, Screen printing, Transfer printing

#### Unit 7: Printing-II (Resist Printing)

Batik Dyeing: History of batik Dyeing, Process of Batik dyeing; Tie Dyeing: History of Tie dyeing, Process of Tie dyeing

#### Unit 8: Other Methods of Printing

Flocking; Marbling; Blotch printing; TAK Dyeing; Jet Spray painting: Polychromatic dyeing, Micro jet printing; Electrostatic printing; Photo printing; Warp printing; Air brush spray painting; Composition or paste designing

#### Unit 9: Denim-Processing

History of Denim; Processing Denim: Processing denim fabric, processing denim garment

### II Basics of Embroidery

Subject Code - BSCFD/S/420

#### Unit 1: Sewing Equipments

Fabrics required for hand embroidery; Threads; Sewing equipment; Using different types offrames

## **Unit 2: Basic Hand Embroidery Stitches**

Linear stitches; Filling stitches; Pattern stitches; Textural stitches; Buttonhole stitches; Threaded stitches; Bead work; Metal threads

## **Unit 3: Smocking**

Materials required; Preparing the fabric; Smocking stitches; Finishing and stretching; Hints for smocking

## **Unit 4: Traditional Embroideries of India**

History of Indian Embroidery; Kantha of Bengal; Embroideries of Gujarat; Chamba rumal of Himachal Pradesh; Kashida of Kashmir; Phulkari of Punjab; Chikankari of Uttar Pradesh; Kasuti of Karnataka; Zardozi work

## **Unit 5: Machine Embroidery**

Types of machines; Preparation of the machine; Fabrics for machine embroidery; Threads for machine embroidery; Machine embroidery needles; Feet and attachments; Machine embroidery frames; Stitching; Different types of stitches

## **Unit 6: Quilting**

Types of quilting: Wadded quilting, Corded quilting, Stuffed quilting, Shadow quilting

## **III Import & Export Procedure**

**Subject Code - BSCFD/S/430**

### **Unit 1: Exports**

Exporting; Classification of Exports; Export Cycle; Quotas; Export Import Policies; Export Promotion Capital Goods Scheme (EPCG); Some Export Promotion Measures; Organizations Related to Export and Import; New EXIM Policy

### **Unit 2: Imports**

Who Imports and Why; Import Buying Methods; Buying for Private Labels; Imports by Producers

### **Unit 3: Export and Import Procedures**

Export Procedures; The Export-Import Policy; Export Promotion Councils; Exports and Imports Controls; Export documentation

### **Unit 4: Imports in Fashion Business**

Regulation of Imports; The Multi-Fibre and Textile Arrangement; Bilateral Trade Agreements; New Country of Origin-Laws; Tariff duties on Imports; General System of Preferences; Tariff Schedule 807; The Caribbean Basin Initiative; Textile and Apparel Trade Enforcement Act of 1985; Global Sourcing: An International Fashion Mix

### **Unit 5: Export Promotion in Fashion**

Organizational set up; Incentives; Production Assistance / Facilities; Import Facilities for Exporters; Export Oriented Units and Export Processing Zones; Benefits for EPZ/EOU Units; Export Houses and Trading Houses; Policies relating Indian export's of textile industry; Garment Exports from India; Future Scenario of the Clothing Industry; Quota policy

## **IV Financial and Management Accounting**

**Subject Code - BSCFD/S/440**

## **Block I**

### **Unit 1: Introduction to Accounting**

Meaning and Definition of Accounting; Functions of Accounting; Objectives of Accounting; Meaning and Definition of Book-Keeping; Features of Book-Keeping; Branches of Accounting; Kinds of Accounting Activities; Bases of Accounting; Users of Accounting Information; Principal Financial Statements; Elements of Financial Statements

### **Unit 2: Accounting Concepts; Conventions and Principles**

Accounting Concepts; Accounting Conventions; Accounting Principles; Meaning of GAAP; Economic Value Added (EVA); Value Added Concept

### **Unit 3: Accounting Equation and Transaction Analysis**

Assets and Liabilities; Effects of Financial Transaction on Accounting Equation; Transaction Analysis; Classification of Accounts

### **Unit 4: Systems of Book-Keeping**

Single-entry System of Book-Keeping; Advantages of Single-entry System; Disadvantages of Single-entry System; Double-entry System of Book-Keeping; Advantages of Double-entry System; Disadvantages of Double-entry System; Different Terms Used in Book-Keeping; Accounting Cycle

### **Unit 5: Journal and Subsidiary Books**

Meaning of Journal; Form of Journal; Cash Book; Cash Discounts; Petty Cash Book; Subsidiary Books

### **Unit 6: Accounting Mechanics: Ledger**

Meaning and Definition of Ledger; Types of Ledgers; Posting; Form of a Ledger Accounts; Rules regarding Posting

### **Unit 7: Bank Reconciliation Statement**

Meaning of Bank Reconciliation Statement; Need for Bank Reconciliation Statement; Reasons for Difference; Procedure for Reconciliation

### **Unit 8: Bill of Exchange**

Specimen of a Bill of Exchange; Characteristics of Bill of Exchange; Parties to a Bill of Exchange; Advantages of Bill of Exchange; Acceptance of a Bill; Due Date or Date of Maturity of the Bill; Recording the Bill of Exchange; Journal Entries in Respect of Bill of Exchange

### **Unit 9: Financial Statements**

Meaning of Financial Statement; Objectives of Financial Statements; Principal Characteristics of Financial Statements; Constraints on Relevant and Reliability Statements; Trading Account; Profit and Loss Account; Balance Sheet; Limitations of Financial Statements; Adjustments; Problems

## **Block II**

### **Unit 1: Understanding Cost**

Meaning of Cost; Classification of Costs; Statement of Cost or Cost Sheet; Valuation of W- I-P

### **Unit 2: Inventory Valuation & Control**

Meaning of Inventory; Inventory Valuation; AS-2 and Inventory Evaluation; Inventories – Financial Statements; Inventory Control

### **Unit 3: Job, Batch and Contract Costing**

Job Costing; Batch Costing; Contract Costing

### **Unit 4: Process Costing**

Process Costing; Definition and Features of Process Costing; Preparation of Process Cost Accounts; Process Loss; Abnormal Gain; Joint Products and By-products; Accounting for Joint Products; Methods of By-product Accounting

### **Unit 5: Concept of Budgeting**

Meaning of Budgeting; Budgeting and Forecasting; Concept of Budgetary Control; Budget; Budgeting; Budgetary Control; Classification of Budgets; Traditional Budgeting vs. Zero- Base Budgeting; Processes of Zero-Based Budgeting; Advantages of Zero-Based Budgeting; Disadvantages of Zero-Based Budgeting; E-budgeting; Benefits of E-budgeting

### **Unit 6: Marginal Costing and Break-even Analysis**

Meaning of Marginal Costing; Definitions of Marginal Costing; Differentiation between Fixed and Variable Costs; Concepts of Marginal Costing; Break-even Chart; Preparation of Break-even Chart; Advantages of Break-even Chart; Limitations of Break-even Chart; Break-even Analysis; Advantages of Marginal Costing; Limitations of Marginal Costing

## **V Fundamentals of CAD Application**

**Subject Code - BSCFD/S/450**

### **Unit 1: Introduction and application of AutoCAD**

What is AutoCAD ?; What to Expect from AutoCAD; Minimum System Configuration Requirements; Introduction to System Variables; Sheet Set Over View; Getting Started with AutoCAD

### **Unit 2: Drawing Objects**

The Line Command; The Construction Line Command; The Ray Command; The Polyline Command; The Rectangle Command; The Polygon Command; The Donut Command; The Circle Command; The Arc Command; The Ellipse Command; The Spline Command; The Point and Point Style Command; The Multilines Command

### **Unit 3: Object Selection; Snap & Grid; Object Snaps**

Object Selection; Window Selection Crossing; Window Selection Implied Windowing; The Undo Option; Selecting All Objects; Fence Selection; Using a Previous Selection; Object Cycling; Adding and Removing Objects; Object Selection Settings; Object Sort Method; Snap & Grid; Object Snap

### **Unit 4: Modifying Objects**

The Erase Command; The Copy Command; The Mirror Command; The Offset Command; The Array Command; The Move Command; The Rotate Command; The Scale Command; The Stretch Command; The Lengthen Command; The Trim Command; The Extend Command; The Break Command; The Chamfer Command; The Fillet Command; The Explode Command; The Divide Command; The Measure Command

### **Unit 5: Object Properties**

Layers: The Layer Command; Creating a New Layer; Setting Colour and Linetype "ByLayer"; Setting the Colour of a Layer; Setting the Linetype of a Layer; Loading Line types; Making a Layer the Current Layer; Controlling Layer States; Turning Layers On and Off; Freezing and Thawing Layers; Turn Off or Freeze?; Locking and Unlocking Layers; Layers in Viewports; Renaming a Layer; Deleting a Layer; Purging Layers and Line types; Colors; Line types; The Linetype Command; Setting the Linetype Scale; Changing Object Properties; The Properties Command; The Match Properties Command; Editing with the Object Properties Toolbar

### **Unit 6: Dimensioning**

Dimension Style Manager/Commands; The Linear Dimension Commands; The baseline Dimension Command; The Aligned Dimension Command; The Radius Dimension Commands; Angular Dimensions; Ordinate Dimensions; Leaders Dimensions; Editing Dimensions; Dimension Styles

#### **Unit 7: UCSICON- Units & Scales; ISO Paper; Sizes; Drawing Aids**

UCSicon; Units & Scales; ISO Paper Sizes; Drawing Aids; Function Keys

#### **Unit 8: View Displays, Making Inquiries, Other Additional Tools**

View Displays; Zoom & Pan; Making Inquiries about Objects and Drawing; Measuring the distance between two points; Other Inquiry Tools; Blocks

#### **Unit 9: Introduction to 3DStructure**

Why 3-D; 3-D CAD Terminology; The 3-D Co-ordinate System; Create 3D Solids

#### **Unit 10: File Management**

AutoCAD Templates File; AutoCAD File Formats (Printing and Plotting); Tables; Export; Transmit; Publish to web; Utilities; Send; Publish and e-Mail; Graphic Files; Slide; Script

#### **Unit 11: Taking Hard Copy**

Plotter Manager; The Printing and Plotting Process; Plot Dialog Box; Printing the Drawing; Plot to File; Plot Settings; Printers and Plotters; Plot Styles; Page Setups

## **Fifth semester**

### **I Garment Manufacturing**

**Subject Code - BSCFD/S/510**

#### **Unit 1: Apparel Industry**

Present scenario of the garment industry; Flow chart of the garment industry

#### **Unit 2: Cutting Section**

Pattern making; Marker Making: Planning for marker, Reproduction of the marker; Spreading: Requirements of the spreading, Methods of spreading; Cutting: Objectives of cutting, Cutting method; Bundling

#### **Unit 3: Sewing Section**

Seams and their properties: Seam types, Stitch types, Sewing machine feed mechanism, Sewing machine needle, Sewing threads; Sewing machinery: Basic sewing machinery, Simple automatics, Mechanized work places, Transfer lines

#### **Unit 4: Components and Trims**

Sewing thread; Labels and motifs; Linings and interlinings; Wadding; Lace; braid and elastic; Hook and loop fastening; Shoulder pads; Eyelets; Zip fasteners; Buttons

#### **Unit 5: Alternatives of Sewing**

Fusing: Requirements for fusing, General fusing conditions, The fusing process: The base fabric of interlining, Type of fusible resin, Mode of applying the resin to the base cloth; Fusing Equipment; Methods of fusing; Welding and adhesives; Moulding

#### **Unit 6: Pressing of garments**

Purpose of pressing; Method of Pressing; Varieties of pressing carried out in garment industry; Pressing equipment

#### **Unit 7: Packing Section**

Packing equipments; Process of packing; Overall safety measure in production of garment

### **II Introduction to Merchandising**

**Subject Code - BSCFD/S/520**

#### **Block I – Apparel Merchandising**

##### **Unit 1: Introduction to an Apparel Export Industry**

Basic Structure of an Apparel Export Industry; Major Departments of an Apparel Export Industry: Merchandising Department, Sampling Department, Fabric Department, Cutting Department, Purchase Department, Stores, Production Department, Finishing Department, Documentation Department; Amenities in an Apparel Export Industry

## **Unit 2: Concept of Apparel Merchandising**

What is apparel merchandising?; Process of apparel merchandising / merchandiser; Role of Merchandiser; Functions of Merchandiser; Responsibilities of a Merchandiser; Qualities of Merchandiser

## **Unit 3: Fashion Merchandising and Design Development**

Fashion Merchandising: Merchandise Plan, Scheduling, Seasonal Lines / Collections, Groups; Fashion: Style, change, acceptance; Fashion Cycle; Clothing Categories; Design Development

## **Unit 4: Marketing Techniques**

Purpose of marketing; Market Research; Marketing media or channels; Design Sources; Product and Range Development

## **Unit 5: Fundamentals of Textiles**

Classification of textiles; Fabric or Cloth Construction; Fabric Defects; Shrinkage of Garments; Control of Shrinkage; Yarn manufacturing; Fabric Manufacturing

## **Unit 6: Accessories**

Accessory management; Accessories- Labels; Buttons; Elastic; Zips; Threads; Packing materials

## **Unit 7: Costing**

Components of a garment costing; Types of costing; Factors involved in costing; Details required for costing

## **Unit 8: Execution of an order**

Execution of an order- Merchandising Plan; Sampling; Pattern making; Grading; Production marker; Spreading; Cutting; Preparation for and sewing; Finishing; Pressing; Packing

## **Unit 9: Documentation**

Getting an Importer; Export Correspondence; Steps to Become Garment Exporter; Terms of Payment in International marketing; Export Rules/ Regulations; What does an exporter do before the contract is finalized? What does the exporter do before the contract closure? What does an exporter do when the L/C arrives? Inco terms & export finance

## **Unit 10: Total Quality management (TQM) and Quality Control**

Indian textile sector; Statistical quality control; Garment inspection and measuring guide

## **Unit 11: The Strengths and Weakness of The Indian Apparel Industry**

SWOT Analysis- Strengths; Weakness; Opportunities; Threats; A Look into US Textile & Apparel Imports

## **Block II: Visual Merchandising**

### **Unit 1: Introduction to Visual Merchandising**

Visual merchandising and display; Purpose of visual merchandising; Store image; Target customers; Seasonal visual merchandise; Windows

### **Unit 2: Elements and Principles of Design in Visual Merchandise**

Design elements: Colour, Texture, Line; Design Principles: Balance, Emphasis, Proportion, Rhythm, Repetition

### **Unit 3: Display and Display Settings**

Types of display; Promotion vs. institutional display; Type of display setting

### **Unit 4: Store and Window Settings**

Exterior of the store; Window in store front design; Display window; Special windows

### **Unit 5: Light and Its impact on Colour**

Types of lighting in the store: Primary lighting; Secondary lighting; Collared lights and filters; Planning store lighting

### **Unit 6: Mannequins**

Types of mannequins; Alternatives to mannequin; Dressing up of mannequin

### **Unit 7: Attention Drawing Devices**

Attention drawing devices: Colour; Lighting; Line and composition; Scale; Contrast; Repetition; Humour; Mirrors; Nostalgia; Motion; Surprise and shock; Props

### **Unit 8: Merchandise Display**

Planning a display; Visual Merchandiser in store promotion; Scheduling the promotion

## **III Electronic – Commerce**

**Subject Code - BSCFD/S/530**

### **Unit 1: Introduction to e-Commerce**

Traditional commerce an over view; Information Technology and business; e-Commerce over traditional commerce: A glance; e-Commerce - Issues to Consider; Potential benefits of e-Commerce

### **Unit 2: Network Infrastructure for e-Commerce**

Basic Blocks of e-Commerce; Networked computing infrastructure; Information Technology; Client/Server Architecture; Software Architecture and Standardization; Communication Services; Security; Trust and Electronic Payments; Data Sharing; Communications Middleware ; Scalability and Performance

### **Unit 3: E-Commerce and World Wide Web**

Architectural framework for electronic commerce; Electronic Commerce application services; Business – to – Consumer Transactions; Business – to – Business Transactions; Consumer – to – Consumer transactions; EDI implementation; Interface and Support services; Secure messaging and structured document interchange services; Middleware services; World Wide Web as the architecture; Security and the Web

### **Unit 4: Electronic Payment Systems and security**

Introduction to Electronic payment systems; A view of internet payment process; Smart cards and electronic payment systems; Credit card based electronic payment systems; Cybercast ; Secure Electronic Transaction; Risk and electronic payment system; Basic Issues in Internet Transaction Security; Security threats and solutions; Firewalls; Proxy; Cryptography; Symmetric cryptography; Asymmetric encryption; Digital Signatures; Certification Authorities; Digital Certificate

### **Unit 5: Advertising and marketing in internet**

The new age of information based marketing; E marketing; Creating customer value online; Online benefits; New product trend; Buyers and seller's perspectives Unit 6: e-Commerce in Fashion Design Role of technology in fashion design; Internet And Fashion; Electronic Catalogues for Fashion Design; e-Commerce in textiles/ fashion industry ; Emerging B2C Business Models in the Fashion industry; Business-to-Business E-Commerce Models in the fashion industry; Performance Impact of B2Bs ; Impact of E-Commerce on Competitive Landscape of the Industry

## **IV Production & Operations Management**

**Subject Code - BSCFD/S/540**

### **Unit 1: Basic Concepts**

Definition of Production; Types of Production; Production Management; Objectives of Production Management; Operations Management; Production Management and Engineering; Operations Management and Operations Research; Production Organisation

### **Unit 2: Design and Product**

The Competitive advantage of good design; Concepts comprise a package of products and services; The stages of Design from concept to specification; Requirements of a good design; Factors affecting product design

### **Unit 3: Product Life Cycle**

Product life cycle stages; Market specific Product life cycles; The length of product life cycle; Diffusion of Innovations

### **Unit 4: Product Planning and Development**

Meaning of the Product; Classification of Products; Product Development; Product Planning and Development System; Determinants of the Product Mix

### **Unit 5: Plant Location**

Meaning and Definition of Plant Location; The problem of location; Need for plant location; Importance of plant location; Steps in plant location; Factors affecting plant location; Recent Trends in plant location

### **Unit 6: Plant Layout**

Definition of Plant Layout; Need For Plant Layout; Objectives of Plant Layout; Principles of Plant Layout; Factory Layout; Machine Layout; Factors Influencing Plant Layout; Types of Plant Layout; Tools and Techniques for Plant Layout; Layout Procedure; Check List to Know the Effectiveness of a Plant Layout; Advantages of Plant Layout

### **Unit 7: Materials Handling**

Meaning and Definition; Functions and Principles of Material Handling; Selection of Material Handling Equipment; Objectives of Material Handling; Steps in Analysing Materials Handling Problems; Basic Handling Systems; Advantages of Materials Handling System; Evaluation of Materials Handling Performance; Activity Areas of Materials Handling; Material Handling Cost; Unit Load Concept; Flow Pattern

### **Unit 8: Demand Forecasting**

Types of Forecasting; Approach to Forecasting; Length of Forecasts; Forecasting Demand for New Products; Criteria of a Good Forecasting Method; Presentation of Forecast to the Management; Control or Management of Demand

### **Unit 9: Production Planning and Control (PPC)**

Factors determining Production Planning Produces; Production Planning System; Production Control; Objectives of Production Planning and Control; Stages in Production Planning and Control; Principles of Production Planning and Control; Levels of Production Planning; Functions of Production Planning and Control Department; Production Planning Functions; Production Control Functions; Limitations of Production Planning and Control

### **Unit 10: Production Control and Scheduling**

Production Control or Shop floor Activity Control; Operations Planning and Scheduling; Scheduling Techniques for Job Shop; Sequencing Models; Line Balancing

### **Unit 11: Dispatching and Follow-up**

Dispatching; Dispatching In Continuous Production Systems;

### **Unit 12: Inspection**

Meaning and Definition; Objects of Inspection; Organisation of the Inspection Department; Qualities of Inspector; Principles of Inspection; Inspection Standards; Duties and Responsibilities of Chief Inspector; Function of Inspection Department; Kinds of Inspection; Methods of Inspection; Problems of Inspection; Tools of Inspection

**Unit 13: Plant Maintenance**

Meaning and Definition; Need for Plant Maintenance; Importance of Plant Maintenance; Functions of Plant Maintenance; Types of Maintenance Functions; Organisation of Maintenance Department; Maintenance System; Types of Maintenance; Recent Trends in Plant Maintenance

**Unit 14: Time, Motion and Work Study**

Meaning and Definition of Motion Study; Elements of Motion; Rules of Human Motion; Micro-Motion Study; Merits of Motion Study; Meaning and Definition of Time Study; Use of Time Study; Time Study Procedure; Difference Between Time and Motion Study; Meaning and Definition of Work Study; Techniques of Work Study; Use of Work Measurement

**Unit 15: Materials Management and Inventory Control**

Meaning and Definition; Scope of Materials Management; Advantages of Materials Management; Types of Materials; Organisation of Purchase Department; Centralisation and Decentralisation of Purchase Department; Purchasing Procedure; Storage of Materials; Functions of Stores Department; Types of Store; Classification and Codification of Materials; Inventory Control; Techniques of Tools of Inventory Control; Recent Trends in Materials Management.

## Sixth Semester

### I Quality Control Practices

Subject Code - BSCFD/S/610

#### Unit 1: Introduction to quality control

Quality Control in Textile and Clothing Industry; Quality Control: Definitions, Quality and its Importance; Managing Quality: Managing Quality through Inspection, Managing Quality through Testing; Seven Tools of Quality; Standards of Quality Control: Benefits of Standards, Levels of Standards, Sources of Standards; British Standards of Interest to Garment Manufacturers; ISO Standards of Interest to Garment Manufacturers

#### Unit 2: Inspection- Preproduction Inspection

Fabric Inspection; Sewing Threads; Zippers; Buttons; Buckles and Snap Fasteners; Interlinings

#### Unit 3: Inspection- In process inspection

Spreading; Cutting; Sewing; Control of Embroidery Operation; Control of Fusing Operation; Pressing

#### Unit 4: Inspection- Final Inspection

Specification for Final Inspection; Requirements of Quality Inspectors; Sampling

#### Unit 5: Textile Testing-I

Precision and Accuracy of Testing; Atmospheric Conditions for Testing; Testing Yarns: Yarn Strength and Elongation, Yarn Number, Yarn Twist, Testing Strength of the Apparels; Stretch Properties of the Fabric; Dimensional changes in Apparel due to laundering and pressing; Durable Press Evaluation of Fabrics and Apparel; Sewability of Fabrics; Bow and Skewness

#### Unit 6: Textile Testing-II

Soil/Stain Release Testing; Abrasion Resistance; Water Resistance and Water Repellency; Colourfastness: Colourfastness to Washing; Colourfastness to Dry Cleaning; Colourfastness to Light; Colourfastness to Crocking; Colourfastness to Perspiration; Colourfastness to Abrasion; Colourfastness to Heat; Colourfastness to Burnt Gas Fumes; Colourfastness to Ozone; Flammability; Pilling; Snagging; Fabric Thickness

#### Unit 7: Textile Testing-III

Testing Bonded and Laminated Apparel Fabrics; Testing of Fusible Interlinings; Testing of Zippers; Testing Elastic Waistband Testing; Buttons; Snap Fasteners; Sewing Threads; Wear Testing

#### Unit 8: Shade Sorting

Fundamentals of color and color-measuring instruments; instrumental shade sorting.

### II Advanced CAD

Subject Code - BSCFD/S/620

### **Unit 1: Advanced CAD Applications**

Introduction to 2D; 3D pattern making: 3D tools, 3D animation and effects: Types of animations, Animation methods

### **Unit 2: Pattern Making through TUKA CAD-1**

Setting working units, Piece information; Darts: Create darts, Multiply darts, Edit dart, Remove dart, Copy dart, Paste dart, Cutting dart, Rotate dart to point, Rotate around centre, Fix dart, Change dart; Pleats: Add pleat axe, Add by angle, Edit pleat, Remove pleat, Open selected pleat, Close selected pleat, create box or knife pleat, create multipleat; Piece view

### **Unit 3: Pattern Making through TUKA CAD-2**

Report generation, Grids and guide lines: Show/hide grid, Show/hide stripes, Guide line parallel, Show/hide guide lines, Delete guidelines; Applying fabric motifs on pattern: fabric pattern, Show fabric full screen, Clip fabric pattern; Defining embroidery placement: Circle, Circle to contour, Text, Join contour, Extend internal, Divide contour, Trim internal

### **Unit 4: Grading through TUKA CAD**

Grading size definitions, Stack grading, Nest grading, Grading proportionally, Variation table, Combination of variation table

### **Unit 5: Pattern Alterations through TUKA CAD**

Point on; Move point; Move proportional; Move parallel; Move along; Moving points; Multi move; Align points

### **Unit 6: Marking Making through TUKA CAD**

Setting of working units; Definitions of type of marker ratio; Block fusing and buffer addition: Block fuse, Smart block fuse, Contour block fuse, Buffer addition; Placement methodology; Automatic marker making: Start auto mark, Stop auto mark, Continue auto mark

### **Unit 7: Exercise for Pattern Making through TUKA CAD**

Prerequisites, Making pattern through TUKA CAD

### **Unit 8: Pattern Alteration through TUKA CAD**

Prerequisites, Pattern alterations through TUKA CAD

### **Unit 9: Exercises on Grading through TUKA CAD**

Prerequisites, grading back bodice and sleeve

### **Unit 10: Exercises on Marking Making through TUKA CAD**

Prerequisites, making marker though TUKA CAD

## **III Basic Consumer Information**

**Subject Code - BSCFD/S/630**

### **Unit 1: Introduction to Consumer Information**

Definitions; Need for consumer information; Constituents of Consumer Information

### **Unit 2: Consumer Goods - Specialized Fabrics For Apparel**

Insulation Fabrics: Quilted Fabrics; Pile fabrics; Metallised fabrics; Imitation Sued Fabrics; Knit wear: Hosiery (Women's Hosiery - Men's Hosiery - children Hosiery –Casual Hosiery ); Underwear; Outerwear

### **Unit 3: Consumer Goods - Fabrics For Home Furnishings**

Sheets And Pillow cases; Blankets (Types & Styles); Terry Towels; Table Clothes; Carpets & Rugs (Types of Carpets ); Carpet Care

### **Unit 4: Labelling**

Important Definitions - What is FTC?

### **Part 1 - Permanent Care Labelling**

What is covered under PCL; Exemptions; Contents of Care Label; Reasonable basis; Care Instructions For Washing and Dry Cleaning; Label Placement

### **Part 2 - Types of Labels**

Fiber content label; Care label; Flammability label; Shrinkage label; Other common label terms

### **Part 3 - Various /systems of Care Labelling**

American care labelling system; International care labelling system; British Care labeling System; Canadian Care labelling System; Japanese care labelling system; Dutch Care labelling system

### **Unit 5: Selection and Care of Clothing**

Tips to select clothing for Various Groups; Women's clothing Solutions ( Teens – Maternity wear etc); Men's Clothing Solution; Kids clothing Solutions; Safety Norms for children's Clothing; Care of Clothing (Brushing and Airing - Storage - Stain Removal - Dry Cleaning - Laundering ).

## **IV Marketing and Advertising**

**Subject Code - BSCFD/S/640**

### **Unit 1: Fashion Marketing- An Overview**

Meaning; relation between fashion and marketing; Meaning of marketing; Practices in fashion marketing; Fashion marketing philosophies; Concepts of fashion marketing; Functions of fashion marketers, Process of fashion marketing.

### **Unit 2: Fashion Marketing Environment and Planning**

Fashion marketing environment; Micro marketing environmental factors; Macro marketing environmental factors; Trends in fashion marketing environment; Size and structure of fashion market; Fashion marketing planning process.

### **Unit 3: Fashion Buyer Behaviour**

Importance of fashion buyer; The process of fashion consumer decision making; Factors influencing fashion consumer decision, Organizational buyer

### **Unit 4: Market Segmentation & Targeting**

What is market: meaning of mass marketing; Meaning of heterogeneous markets; Market segmentation: Levels of market segmentation, Bases of segmentation; Criteria of effective segments, Strategies of segmentation; Market targeting

### **Unit 5: Fashion Products and Related Issues**

Meaning of product: Classification of products, Classification of fashion products; Fashion product development, The fashion product mix, Fashion product life cycle

### **Unit 6: Fashion Product Pricing**

Factors influencing pricing decisions; Methods of pricing; Breakeven analysis; Pricing strategies for new fashion products

### **Unit 7: Fashion Product Distribution**

Importance of fashion retailing; Structural issues in fashion retailing; Components of retail fashion industry; Trends in retailing; Internet and its importance in fashion distribution; The grey market; Retailing market effectiveness

### **Unit 8: Fashion Promotion**

Definition of fashion communication; Components of promotion mix; Celebrity endorsement

**Unit 9: Fashion Marketing Research**

Meaning, importance, scope, functions, types of fashion marketing; Process of fashion marketing research: Define the research problem, estimate the value of information, Select the data collection approach, Select the measurement techniques, Select the sample, Select the method of analysis, Evaluate the ethics of the research; Estimate the time and financial requirements; Prepare the research proposal; Prepare the research proposal; Potential errors affecting research designs

**Unit 10: An overview of advertisement in fashion industry**

Meaning; Pros and cons of advertising; Objectives of advertising management: Useful models in setting advertising objectives, DAGMAR; Decision areas in advertising: Mission, Money, Message, Media, Measurement

**V Project****Subject Code - BSCFD/S/650**

For the internship the students are required to go any garment industry for a period of 15-30 days and get trained in any one department of the garment industry and present a report.

### 3. List of reference books

#### Sl. No Title Author Publisher

- 1 Experimental Apparel Construction : Anita Stamper, Linda Donnell, Sue Sharp Fairchild Publications Laboratory Manual
- 2 Textiles Fibber to Fabric Bernard P Corbman McGraw Hill International Editions
- 3 Principles of Textile Testing J E Booth CBS Publishers & Distributors
- 4 Introduction of Clothing Production Management A J Chuter Blackwell Science Ltd
- 5 The Art of Fashion Draping Connie Amaden-Crawford Om Books International
- 6 Daksha'a Handbook for dressmaking and tailoring Daksha Raval Daksha Raval  
Elliot B Grover, D S
- 7 Handbook of Textile Testing and Quality Control Hamby Wiley Eastern Limited
- 8 EMBROIDERY
- 9 Textile Science E.P.G. Gohl, L.D. Vilensky CBS Publishers & Distributors Harold Carr and Barbara
- 10 The Technology of Clothing Manufacture Latham Om Books Service
- 11 Fashion Buying Helen Goworek Om Book Service
- 12 Designing Patterns a fresh approach to pattern cutting Hilary Campbell Stanley Thornes (Publishers) Ltd
- 13 Fabric Science Joseph J Pizzuto revised by Arthur Price, Allen C Cohen Fairchild Publications
- 14 Professional Fashion Illustration Julian Seaman B T Batsford Ltd
- 15 Fashion Design on Computers M Kathleen Colussy Prentice Hall
- 16 Takeup Dressmaking Sue Whiting Merehurst Limited
- 17 Fashion as Communication Malcolm Barnard Routledge
- 18 Reach PDS Pattern Making and Grading
- 19 Introduction to Textiles Mary L. Cowan and Martha E. Tungerman Prentice Hall Mary Frances Drake, Janice Macmillan Publishing
- 20 Retail Fashion Promotion and Harrison Spooone, Herbert Advertising Company Greenwald
- 21 Visual Merchandising & Display Martin M Pegler Fairchild Publications
- 22 Fashion Files Fashion Marketing and PR Maria Costantino B T Batsford Ltd,London

- 23 Fashion Marketing Mike Easey Om Book Service Norma R. Hollen, Jane Macmillan Publishing
- 24 Textiles Saddler, Anna L. Langford Company and Sara . Kadolph Norma R. Hollen, Carolyn
- 25 Pattern Making by the Flat-Pattern Method J. Kundel Electra Grading for the Fashion Industry – The Patrick J Taylor and Martin Stanley Thornes theory and Practice - children with M Shoben (Publishers) Ltd Men's Wear
- 27 Fashion Design Illustration MEN Patrick John Ireland B T Batsford Ltd,London Pradip V Mehta, Satish K New Age International (P)
- 28 Managing Quality in the Apparel Industry Bhardwaj Ltd., Publishers
- 29 Traditional Embroideries of India Dr (Mrs) Shailaja D Naik A P H Publishing Corporation
- 30 Apparel Marketing & Merchandising Dr M S Sheshadri SKIIFT
- 31 Apparel Marketing & Merchandising Dr M S Sheshadri SKIIFT
- 32 Fashion Asia Douglas Bullis Thames & Hudson Tony Hines & Margaret
- 33 Fashion Marketing: Contemporary Issues Bruce Butterworth-Heinemann
- 34 Pattern Cutting for Women's Tailored Jackets: Classic and Contemporary Winifred Aldrich Om Book Service

## **ENGLISH**

- 1 Cambridge Learner's Dictionary The Press Syndicate of the University of Cambridge
- 2 Voice & Articulation Kenneth C. Crannell W.Wadsworth
- 3 Voice & Articulation Kenneth C. Crannell W.Wadsworth
- 4 Business Correspondence and Report R C Sharma, Krishna Mohan Tata McGraw-Hill Writing Publishing Company Limited
- 5 Tele-Port (Reference Manual) e-Learning
- 6 Veta Fluent English Veta Amoha Education Private Limited