

**SYLLABUS
BA IN FASHION MARKETING AND PROMOTION
SEMESTER – II**

PATTERN CONSTRUCTION

Sub. Code: BFMP-201

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Basic Manipulations

Adult Basic Blocks; Dart Manipulation; Yoke Styles; Cuff and Sleeve Openings; Pockets; Tab Openings; Collars; Pants; Advanced Manipulations; Torso Foundation; Dress Block & its Variations.

Unit 2: Advanced Manipulations

Torso Foundation; Dress Block & its Variations.

Unit 3: Fitting Problems

Basic Fitting Terms: Basic Pattern, Commercial Pattern, Fitting Problems, What is Good Fit? Reasons for Poor Fitting, Solutions of Fitting Problems.

Unit 4: Grading

Introduction; Pattern Terminology; Grading Terminology; Grade Distribution; Grading Methods Numbering Cardinal Points; Pattern Orientation; Developing Grade Rules; Pattern Grading; Manual Grading; Machine Grading Computerized Grading

Unit 5: Commercial Pattern Planning

Commercial Paper Pattern; Layout; Cutting & Marking; Garment Costing

Suggested Readings:

1. Patterns of Fashion: Cut and Construction of Linen Shirts, Smocks, Neckwear, Headwear and Accessories for Men and Women, Volume 4, Janet Arnold, Macmillan, 2008.
2. PNAS, Volume 87, National Academy of Sciences (U.S.), High Wire Press.
3. Metrication: It's Application to Pattern Construction and Drafting of Men's Outwear, London College of Fashion, Clothing and Allied Products Industry Training Board, The Board.
4. Sizing, Pattern Construction And Grading For Women's And Children's Garments, Philip Kunick, Philip Kunick.
5. Metric Pattern Cutting for Menswear: Including Unisex Clothes and Computer Aided Design Book, Winifred Aldrich, Blackwell Publishing Ltd