



PANJAB UNIVERSITY, CHANDIGARH-160014 (IN INDIA)

(Estd. under the Panjab University Act VII of 1947 — enacted by the Govt. of India)

FACULTY OF SCIENCE

SYLLABI

FOR

Post Graduate Diploma in Fashion Designing

(SEMESTER SYSTEM)

FOR

EXAMINATION 2020-21

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PANJAB UNIVERSITY, CHANDIGARH

OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR

POST-GRADUATE DIPLOMA IN FASHION DESIGNING

SCHEME OF STUDIES

SEMESTER-I

Sr. No	Subject	Credit Hours			Theory Marks			Practical Marks			Total
		Th.	Pr.	Total	Paper	Int. Ass	Total	Paper	Int. Ass	Total	
1	Pattern Making –I	-	6	6	-	-	-	80	20	100	100
2	Garment Construction-I	-	6	6				80	20	100	100
3	Fashion Illustration	-	6	6	-	-	-	80	20	100	100
4	CAD-I	-	4	4	-	-	-	60	15	75	75
5	Garment Design	-	5	5	-	-	-	80	20	100	100
6	Fashion Design and Production	3	-	3	60	15	75	-	-	-	75
7	Fashion Fundamentals	2	-	2	40	10	50	-	-	-	50
	Total			32							600

PATTERN MAKING-I (PRACTICAL)
SEMESTER-I

Credit: 6 pds/week
Paper: 4 hrs

M. Marks : 100
Paper : 80
Int. Ass. : 20

Objectives:

To impart knowledge about

1. Different aspects of Pattern Making
2. Drafting and adaptation of skirts
3. Dart manipulation

Instructions for the paper setter:

1. Use of basic slopers is allowed.
2. Paper will be of four hours duration.
3. Paper will be set from topic 1-6.

1. Preparation of the basic pattern for the following.
 - a) Female adult's bodice block and sleeve block.
 - b) Basic Skirt.
2. Adaptation of skirt block to:-
 - a) A-line Flare.
 - b) Added Flare.
 - c) Gored skirt
 - d) Pegged skirt
 - e) Skirt with yoke.
 - f) Tiered Skirts
 - g) Pleated skirt
 - h) Godet
 - i) Wrap skirt.
 - j) Circular skirt
3. Dart- Manipulation by
 - a) Slash and spread method.
 - b) Pivot Method
4. Dart- Manipulation into:
 - a) Single dart series.

- b) Two dart series.
- c) Multiple dart- series.
- d) Princess line.
- e) Yokes.

5. Addition of fullness through

- a) Conversion and relocation of dart.
- b) Additional fullness.

6. Dart Manipulation in Countered Patterns:

- a) Halters
- b) Off-Shoulder

7. Assignment of the following:

- a) Study of anthropometric measurements.
- b) Pattern terminology – Pattern drafting, flat pattern making, templates, working patterns, production pattern, design specification sheet, pattern chart, cost sheet, grain, dart legs, dart intake, trueing and blending, plumb line, vertical, horizontal, perpendicular lines, symmetrical and asymmetrical lines, style number, pattern size, pivotal point, pattern manipulation.

Recommended Readings:

1. Mia C. (2000). Pattern Making for Fashion Design. Prentice Hall.
2. Wini, F. A. (1999). Metric Pattern Cutting. Om Book.
3. Mc Calls. (1972).Sewing in Colour Hamlyn.
4. Armstrong Joseph Helen, “Pattern Making for Fashion Design”.

**GARMENT CONSTRUCTION (PRACTICAL)
SEMESTER-I**

Credit: 6 pds/week
Paper: 4 hrs

M. Marks : 100
Paper : 80
Int. Ass. : 20

Objectives:

To impart knowledge about-

1. Various construction techniques.
2. Applying these techniques in garment construction.

Instructions for the paper setter:

1. Examiner is required to set four questions from samples for construction.
2. Paper will be of four hour duration.

1. Making samples of

(A) Neckline finishes

- a) Bias binding
- b) Bias facing
- c) Shaped facing

(B) Plackets

- a) Two piece kurta placket.
- b) One piece continuous wrap.
- c) Zipper placket (different types).

(C) Collars

- a) Peter pan
- b) Sailor's
- c) Chinese
- d) Shawl
- e) Convertible

(D) Sleeves

- a) Plain
- b) Puff
- c) Bell
- d) Leg-o-mutton
- e) Cap
- f) Magyar
- g) Raglan

(E) Skirts

- a) A-line Flare/ Added Flare
- b) Pleated skirt with Yoke
- c) Circular
- d) Godet
- e) Tiered
- f) Wrap

(F) Pockets

- a) Patch
- b) Inseam
- c) Set in

Project Work: Development of basic adult`s bodice block and sleeve sloper and construction.

Recommended Readings:

1. Zarapkar. System of Cutting .Navneet publications.
2. Mansfield, E. A. Clothing and Construction Houghten Mifflin Co.
3. Allynie. Creative Sewing. McGraw-Hill Book Co. Inc.
4. Byrta, Carson. How You Look and Dress . Mcgraw-Hill Book Co. Inc.
5. Colton,V.(1987). Complete Guide to Sewing by Readers Digest.
6. Thomas Anna Jacob, (1994), “The Art of Sewing”, UBS Publishers Distributors Ltd., New Delhi.
7. Readers digest sewing Book
8. Verma G (1999), “Cutting and Tailoring Theory”, Asian Publishers, Delhi.
9. Armstrong Helen Joseph, “Pattern making for fashion designing”.
10. Mullick Prem Lata, “Garment construction Skills”.
11. Wini, F. A.(1999). Metric Pattern Cutting. Om Book.
12. Mc Calls. (1972).Sewing in Colour. Hamlyn.

**FASHION ILLUSTRATION (PRACTICAL)
SEMESTER-I**

Credit: 6pds/week

Paper: 4hrs

M. Marks : 100

Paper : 80

Int. Ass. : 20

Objectives:

To enable students to understand

1. Figure sketching.
2. Illustration techniques for various garment details.

Instructions for the paper setter:

1. Practical paper will be of 4 hours duration
2. Question paper should cover all the topics
3. Internal choice may be given in all questions

1. Concept of Fashion Drawing

Introduction to drawing equipments, tools and colouring mediums.

2. Drawing of Basic Block and Fleshed figure.

- a) Eight, ten and twelve headed figure – front, side and $\frac{3}{4}$ th profile
- b) Structure of hands, legs, feet and arms
- c) Facial proportions
- d) Drawing of hair/ hairstyles

3. Drawing of child figures

0 -1 year, 2-3 year, 4-5 year, 6-8 year, 8-10 year.

4. Rendering by using different colour medium and techniques-

a) Fabrics

- Denim
- Net
- Chiffon
- Velvet
- Chikan
- Satin
- Corduroy
- Fur
- Hosiery

b) Prints (unidirectional and multidirectional).

- Checks and stripes.
- Repeats.

5. Draping of garments on fashion figures and colouring of illustration using various mediums.

- Casual wear
- Sportswear
- Beach wear
- Formal wear

6. Illustration of

a) Jewellery

- Casual
- Formal

b) Accessories –

- Footwears
- Handbags
- Belts
- Headgears.

Recommended Readings:

1. Kathryn, M. & Janine, M. (1999). Illustrating Fashion. Blackwell.
2. Bina, A. (2005). Fashion Sketchbook. Om Book.
3. Kathryn, M. (2001). Fashion Source Book. Om Book.
4. Ireland, J.P. (2005). Fashion Design Drawing & Presentation. Om Book.
5. Ireland, J.P. (1995). Fashion Design Illustration Children. B.T. Batsford.
6. Martin, D. (2005).New Fashion Illustration. Page One.

CAD-I (PRACTICAL)
SEMESTER-I

Credit: 4pds/week
Paper: 4hrs

Total Marks : 75
Paper : 60
Int. Ass. : 15

Objectives:

To acquaint students with knowledge of tools of Corel draw and Photoshop.

Instructions for paper setters:

1. There will be two questions in all each carrying 30 marks.
2. Each question can be sub-divided into parts.

1. Introduction to the tools of Corel Draw software.
2. Application of the tools of Corel Draw for making design composition for textiles and apparels: geometrical, nursery and floral motifs with special emphasis on its placement and repeats.
3. Illustration of a front profile of fashion model figure.
4. Draping the fashion figure in different silhouettes.
5. Study the different tools of Photoshop.
6. Redesigning a costume of a scanned fashion figure using tools of Photoshop.
7. Designing a mood board according to the selected theme.
8. Creating logos and visiting cards for your own label.

Recommended Readings:

1. Corel Draw by BPB publication.
2. Software user manual.

GARMENT DESIGN (PRACTICAL)
SEMESTER- I

Credit: 5pds/week
Paper: 4hrs

M. Marks : 100
Paper : 80
Int. Ass. : 20

Objectives:

To impart knowledge about-

1. Various fashion details.
2. Designing various outfits.
3. Specification Sheet.

Instructions for the paper setter:

1. There will be six questions in all
2. Students are required to attempt any four questions.

1) Sketching of various fashion details

- a) Necklines
- b) Collars
- c) Sleeves
- d) Cuffs
- e) Pockets
- f) Frills and Flounces
- g) Bows and Ties
- h) Silhouettes
- i) Cascade
- j) Pleats/Tucks/Gathers
- k) Skirts
- l) Trousers
- m) Jackets

2) Creating designs for the following by taking inspiration from the various sources:

- i) Children's Apparel:
 - A) Casual wear
 - a) Frock
 - b) Skirt-top
 - c) Jumpsuit

- B) Formal wear
 - a) Party frock

- ii) Women's Apparel:
 - A) Casual
 - a) Ethnic wear
 - b) Western wear
 - c) Night wear
 - B) Formal
 - a) Ethnic wear
 - b) Western wear
 - c) Business wear

- iii) Men's Apparel:
 - a) Ethnic wear
 - b) Casual wear
 - c) Formal wear

- 3) Interpretation of style and development of specification sheet of any one garment from each category.(children, women, and men)

Recommended Readings:

- 1 Kathryn, M. & Janine, M. (1999). Illustrating Fashion. Blackwell.
- 2 Bina, A. (2005). Fashion Sketchbook. Om Book.
- 3 Kathryn, M. (2001). Fashion Source Book. Om Book.
- 4 Ireland, J.P. (2005). Fashion Design Drawing & Presentation. Om Book.
- 5 Ireland, J.P. (1995). Fashion Design Illustration Children. B.T. Batsford.
- 6 Ireland, J.P. (2005). Encyclopedia of Fashion Details. Om Book.
- 7 Martin, D. (2005).New Fashion Illustration. Page One.
- 8 Armstrong Joseph Helen, ``Pattern Making for Fashion Design''

FASHION DESIGN AND PRODUCTION (THEORY)
SEMESTER - I

Credit: 3pds/week
Paper: 3hrs

M. Marks : 75
Paper : 60
Int. Ass. : 15

Objectives:

1. To help students to understand design fundamentals, elements and principles of design.
2. To impart knowledge of different garment components.
3. To impart awareness of quality parameter required for apparel products.

Instructions for paper setters:

There will be total nine questions carrying equal marks. Two questions will be set from each unit and one compulsory question carrying short answer type questions will be set from the whole syllabus. Five questions will be attempted in all.

UNIT-I

1. Elements of art (In context to garment design)
 - a) Line
 - b) Form and shape (Silhouette)
 - c) Color and its dimensions (hue, value, intensity), color schemes
 - d) Texture
2. Principles of design
 - a) Harmony
 - b) Proportion
 - c) Balance
 - d) Rhythm
 - e) Emphasis

UNIT-II

3. Garment details – Terminology , various types and suitability of the following to different garments:-
 - a) Collars

- b) Sleeves
- c) Pockets
- d) Plackets

UNIT-III

- 4. Preparation of fabric before cutting
- 5. Different types of layout.
- 6. Handling of Special Fabrics and Knowledge of size of needles, threads and stitches according to the fabric.
 - a) Crepe, Chiffon, Satin
 - b) Knitted fabrics
 - c) Net
 - d) Beaded and Sequined fabric
 - e) Fur, Corduroy, Velvet

UNIT-IV

- 7. Terminology:- Ticketing, Sorting, Bundling, Total Quality Control(TQC), Statistical Quality Control(SQC), AAMA(4 pt. system), Form fitting , Grey scale, Care symbols, ISO, BIS, Bar code, Universal Product Code (UPC).
- 8. Work flow and brief study of various departments of apparel manufacturing unit
 - a) Design
 - i) Line development
 - ii) Construction of proto type garments
 - b) Sourcing (contracting)
 - c) Costing
 - d) Pre-production
 - i) Approval of fabric, garment specification, color and shade, trimmings and care labels.
 - ii) Making pre- production garment and production patterns.
 - iii) Grading and marker making
 - e) Production
 - i) Cutting
 - ii) Sewing
 - iii) Finishing
 - iv) Packaging
- 9. Quality control in Apparel Production at different stages.
- 10. Assignment and presentation of the following:-
 - a. Garment styles- Skirts, Trousers, Tops, Coats, One- piece dresses
 - b. Suitability of different fabrics for different garments.

Note:

- Topic no. 10 will not be included in the examination.
- Visit to apparel manufacturing unit.

Recommended Readings:

1. Gioelle Ann Debbie and Berke Beverly, "Fashion production terms" Fairchild publication, New York.
2. Kindersley Dorling (1996), "The complete book of sewing" Dorling Kindersley Ltd. London.
3. Mc Call's (1972), "Sewing in colour" , Hamlyn publishing group London.
4. Frings Stephen Gini (1996), " Fashion from concept to consumer", Prentice hall, New Jersey.
5. Dr. Kaur Navneet, "Comdex Fashion Design", Dreamtech press, New Delhi.
6. "Sewing and knitting- A Reader's Digest step- by- step guide", The Reader's Digest Association, one Pleasantville, New York Montreal,1979.
7. Metha, V Pradip (2001), "Quality control in Apparel industry", NIFT Pub., New Delhi.
8. Carr Harold and Latham Barbara (1994), "The technology of clothing manufacture', Oxford Pub. USA.
9. Bheda Rajesh, "Managing Productivity in the Apparel industry", CBS Pub., New Delhi.
10. Solingre Jacob (1961), "Apparel Manufacturing Analysis"Textile Book Publishers, INC.
11. Patty Brown and Rice Janett (1998), " Ready – To- Wear Apparel Analysis" Prentice Hall INC.

FASHION FUNDAMENTALS (THEORY)
SEMESTER – I

Credit: 2pds/week
Paper: 3hrs

M. Marks : 50
Paper : 40
Int. Ass. : 10

Objectives:

To develop awareness regarding

1. Fashion, Style and Trends.
2. Fashion adoption, fashion movement, fashion prediction.

Instructions for the paper setter:

There will be total nine questions carrying equal marks. Two questions will be set from each unit and one compulsory question carrying short answer type questions will be set from the whole syllabus. Five questions will be attempted in all.

UNIT – I

1. Fashion Terminology: Fashion, fad, style, classic, taste, design, hi-fashion, mass fashion, trend, ford, knock – off, haute couture, boutique and prêt-a-porter.
2. Characteristics of fashion
3. Components of fashion :
 - a) Details
 - b) Colour
 - c) Texture
 - d) Silhouette.

UNIT –II

4. Sources of inspiration
5. Fashion forecasting
 - a) Definition
 - b) Steps in fashion forecasting
 - c) Fashion forecasting agencies

UNIT – III

6. Stages of Fashion cycle
7. Length of fashion cycle

8. Broken fashion cycle.
9. Theories of fashion adoption:
 - a) Trickle Down
 - b) Trickle Across
 - c) Bottom - Up

UNIT – IV

10. Factors affecting fashion:
 - a) Social
 - b) Economic
 - c) Psychological
11. Fashion Leaders and Followers

Recommended Readings:

1. Jeannette, Guerreiro & Judelle.(1987). Inside the Fashion Buying .Macmillian.
2. Stone Elaine, (2002).The Dynamics of Fashion, Fairchild publication
3. Green wood & Murphy (1978). Fashion Innovation &Marketing. Macmillan Publishing Co.
4. Gini, S.F. (1996). Fashion from Concept to Consumer .Prentice Hall.
5. Stone & Jean. (1985). Fashion Merchandising .McGraw Hill Books.

PANJAB UNIVERSITY, CHANDIGARH

OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR
POST-GRADUATE DIPLOMA IN FASHION DESIGNING, 2015-16

SCHEME OF STUDIES

SEMESTER-II

Sr. No	Subject	Credit Hours			Theory Marks			Practical Marks			Total
		Th.	Pr.	Total	Paper	Int. Ass	Total	Paper	Int. Ass	Total	
1	Pattern Making -II	-	4	4	-	-	-	60	15	75	75
2	Garment Construction-II	-	6	6				80	20	100	100
3	Line Development	-	3	3	-	-	-	80	20	100	100
4	CAD-II	-	6	6	-	-	-	80	20	100	100
5	Fashion Marketing & Merchandising	3	-	3	60	15	75	-	-	-	75
6	Historic Costumes	4	-	4	80	20	100	-	-	-	100
7	Seminar	-	2	2	-	-	-	-	50	50	50
8	Internship	-	-	-	-	-	-	-	-	-	-
	Total			28							600

Note: Students of Post Graduate Diploma in Fashion Designing should undergo Industrial Training of Six weeks in an Export House/Readymade Garment Industrial Unit.

**PATTERN MAKING-II (PRACTICAL)
SEMESTER- II**

Credit: 4 pds/week

Paper: 4 hrs

M. Marks : 75

Paper : 60

Int. Ass. : 15

Objectives:

To impart knowledge about-

1. Commercial paper patterns
2. Grading
3. Draping

Instructions to paper setters:

Examiner is required to set three questions covering the entire syllabus.

1. Developing industrial and commercial paper pattern:

- a) Skirt
- b) Top

2. Introduction to

Grading Grading of:

- a) Basic bodice and sleeve block
- b) Skirt block

3. Draping

A. Introduction to Draping:

- a) Equipments
- b) Grain
- c) Seam allowance/ease
- d) Preparation of fabric
- e) Dress forms

B. Preparation of basic patterns for:

- a) Basic bodice - front and back
- b) Basic skirt - front and back

Recommended Readings:

1. Mia C. (2000). Pattern Making for Fashion Design. Prentice Hall.
2. Wini, F. A. (1999). Metric Pattern Cutting. Om Book.
3. Mc Calls. (1972).Sewing in Colour. Hamlyn.
4. Armstrong joseph Helen,`` Pattern making for Fashion Design”.
5. Hilde, J. & Nurie, R.(1993). Draping for Fashion Design. Prentice Hall.

**GARMENT CONSTRUCTION (PRACTICAL)
SEMESTER-II**

Credit: 6pds/week

Paper: 4hrs

M. Marks : 100

Paper : 80

Int. Ass. : 20

Objectives:

To impart knowledge about-

1. Application of various construction techniques in garment construction.

Instructions for the paper setter:

1. Examiner is required to give the sketch of the garment for construction.
2. Students are allowed to use slopers for the adaptation.
3. Paper will be of four hour duration.

1. Drafting and Construction of following garments:

- a) Choli Blouse
- b) Top with Dart- Manipulation
- c) Nightwear
- d) Ethnic Dress
- e) Trouser
- f) Jacket

Recommended Readings:

- 1 Zarapkar. System of Cutting Navneet publications.
- 2 Mansfield, E. A. Clothing and Construction Houghten Mifflin Co.
- 3 Allynie. Creative Sewing. McGraw-Hill Book Co. Inc.
- 4 Byrta, Carson. How You Look and Dress . Mcgraw-Hill Book Co. Inc.
- 5 Colton,V. (1987). Complete Guide to Sewing by Readers Digest.
- 6 Thomas Anna Jacob,' The Art of Sewing”, UBS Publishers Distributors Ltd., New Delhi, 1994.
- 7 Readers digest sewing Book

- 8 Verma G (1999), “Cutting and Tailoring Theory”, Asian Publishers, Delhi,.
- 9 Armstrong Helen Joseph, “Pattern making for fashion designing”.
- 10 Mullick Prem Lata, “Garment construction Skills”.
- 11 Mc Calls. (1972).Sewing in Colour. Hamlyn.
- 12 Wini, F. A. (1999). Metric Pattern Cutting. Om Book.

LINE DEVELOPMENT (PRACTICAL) SEMESTER-II

Credit: 3pds/week

M. Marks	: 100
External Jury Marks	: 80
Int. Ass.	: 20

Objective:

To enable the students to apply the principles and knowledge of garment design development to create a collection

Note:

- Showcasing the collection in a Ramp show.
- The evaluation of the final collection will be done by an External Jury.
- No question paper will be set.

Developing a collection

- Planning a line
- Creating the Design Concept through
 - Theme board
 - Mood board
- Developing the designs
- Sourcing of the fabric
- Developing the patterns
- Preparation of Spec-sheets
- Garment Construction
- Show-casing the collection

Recommended Readings:

1. Ireland Patrick John (1996), “Fashion Design Drawing and Presentation”, BT Batsford, London.
2. Elizabeth Drudi, “Figure Drawing for Fashion Design”, The Pepin Press.

3. Allen and seaman, "Fashion Drawing- The basic Principles", BT Batsford, London
4. Fashion Magazines : Vogue, Marie Claire,
5. Fashion Catalogues
6. Images Business
7. Internet; Dot Coms; CDs on fashion shows.
8. Aspelund Karl, "The Design Process", Fairchild Books New York.
9. Jennings Tracy (2011), "Creativity in Fashion Design", Fairchild Books New York.

**CAD-II (PRACTICAL)
(SEMESTER -II)**

Credit: 6pds/week

M. Marks : 100

Paper: 4hrs

Paper : 80

Int. Ass. : 20

Objectives:

1. To acquire skill in computer aided pattern making and grading.

Instructions for paper setters:

1. There will be two questions in all each carrying 40 marks.
2. Each question can be sub-divided into parts.

1. Introduction to Pattern making software and familiarization with its tools namely toolkit, dart, pleat, segment, piece, seam, standard, rotate, internal, walk, view, point, fabric and stripes.
2. Develop basic block patterns of the following using the tools of Lectra/Tuka CAD/Optitex/Gerber/Rich piece or any other software for Pattern Making:
 - a) Child bodice-block
 - b) Sleeve block
 - c) Basic Skirt
 - d) Basic Trouser
3. Grading up to four sizes
4. Making summary report and pattern card of all the patterns.
5. Practice exercise

Recommended Readings:

1. Tuka Cad User Manual
2. Veisinet DD (1987), "Computer Aided Drafting and Design- Concept and Application".
3. Taylor P (1990), "Computers in Fashion Industry", Heinemann Pub.

4. Aldrich Winfred (1994), “CAD in clothing and Textiles”, Blackwell Science.

**FASHION MARKETING AND MERCHANDISING (THEORY)
SEMESTER-II**

Credit: 3pds/week
Paper: 3hrs

M. Marks : 75
Paper : 60
Int. Ass. : 15

Objectives:

To provide the necessary knowledge, skills, values and attitudes of Fashion Marketing and Merchandising.

Instructions for the paper setter:

There will be total nine questions carrying equal marks. Two questions will be set from each unit and one compulsory question carrying short answer type questions will be set from the whole syllabus. Five questions will be attempted in all.

UNIT – I

1. Fashion Marketing

- i) Terminology: Retailing, Fashion Retailing, Fashion Merchandising, Fashion Marketing, Visual Merchandising, Sales Promotion, Organization chart, Vendor, Jobber, Market, Target Market, Quality, Price Range, Narrow & Deep Assortment, Broad & Shallow Assortment, Brand, National Brand, Private label, Ambiance, Customer Service, Diversification, Mark-up, Marketing-mix.
- ii) Buyer Behaviour
- iii) Customer Satisfaction
- iv) Marketing Strategies

UNIT – II

2. Fashion Merchandising

- i) Role and Responsibilities of Fashion Merchandiser

- ii) Steps in Fashion Merchandising:
 - a) Planning
 - b) Buying/ Procuring
 - c) Promoting/selling

UNIT – III

3. Fashion Promotion

- i) Advertising
 - a) Classification of Advertisements: Promotional advertising, Institutional advertising, Combination advertising, Cooperative advertising
 - b) Benefits of advertising
- ii) Publicity
- iii) Fashion show
- iv) Visual Merchandising
 - a) Visual Presentation: Windows, Interiors
 - b) Elements of Visual Merchandising: The Merchandise, Mannequins, Materials and Props, Fixtures, Lighting, Signage

UNIT – IV

4. Fashion Retailing:

- i) Meaning and Concept
- ii) Store Location
 - a) Factors affecting store location
 - b) Effect of store location on fashion retailing
- iii) On-Site fashion retailers / Fashion Stores
 - Department stores, Speciality stores, Chain stores, Factory outlets, Discount store, Designers retail stores, Franchise retail store, Boutiques
- iv) Off – Site fashion retailers
 - E- tailing, Catalogues, Home Shopping

Projects:

- Survey on famous brands available in market for men, women, and children.
- Thematic window display for a specific store / boutique.

- Survey / Project report / Case study of famous brand / retail outlet in respect of visual merchandising.

Recommended Readings:

1. Diamond, E. (2007). Fashion Retailing : A Multichannel Approach, 2nd Edition, Pearson Education, Inc.
2. Jeannette, Guerreiro & Judelle.(1987). Inside the Fashion Buying .Macmillian.
3. Green wood & Murphy (1978). Fashion Innovation &Marketing. Macmillan Publishing co.
4. C R Easterling, E L Flottman, M H Jernigan, B E S Wuest. (2008), Merchandising Mathematics for Retailing Preparations, Prentice Hall, 4th Edition
5. Gini, S.F. (1996). Fashion from Concept to Consumer .Prentice Hall C.
6. Easey, M. (1994).Fashion Marketing. Blackwell Science.
7. Kotler Phillip. (2000). Marketing Management.Prentice Hall.
8. Barotia, V. (2001).Marketing Management. Mangal Deep Publications.
9. Jarnow and Dickerson. (1997).Inside The Fashion Business.Prentice Hall.
10. Stone & Jean. (1985). Fashion Merchandising .McGraw Hill Books.

**HISTORIC COSTUMES (THEORY)
(SEMESTER-II)**

Credit: 4pds/week
Paper: 3hrs

Total Marks : 100
Paper : 80
Int. Ass. : 20

Objectives:

To acquaint the students with different types of Indian and world costumes of different periods.

Instructions for paper setters:

There will be total nine questions carrying equal marks. Two questions will be set from each unit and one compulsory question carrying short answer type questions will be set from the whole syllabus. Five questions will be attempted in all.

Study of costumes including dresses, ornaments, headgear, hairstyles, footwear, significant motifs and textiles during following periods:-

UNIT-I

- a) Vedic Period
- b) Mughal Period
- c) British Period

UNIT-II

- a) Egypt Period
- b) Greek Period
- c) Roman Period

UNIT-III

- a) Byzantine

- b) French Costumes (Middle Ages)

UNIT-IV

- a) Renaissance Period
b) French Revolution
c) Romantic Period

NOTE: For Assignment & Presentation

- Adapting period costumes to contemporary use.
- Screening of period film.
- A visit to museums.

Recommended Readings:

1. Biswas,A.(2003). Indian Costumes.New Delhi:Publication Division
2. Pathak,A.(2006).Indian Costumes. New Delhi: Lustre press, Roli books.
3. Ghurye, G.S. (1966). Indian Costumes.Bombay: The popular Book Depot.
4. BrijBhushan,J .(1958).The costumes and textiles of India. Bombay: Taraporevala sons & Comp. Pvt. Ltd.
5. Bhatnagar, P. (2004).Traditional Indian Costumes and Textiles .Chandigarh: Abhishek Publications.
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SEMINAR

Credit: 2pds/week

M.Marks : 50

Int. Ass. : 50

I) Machine tools & equipments

- a) Domestic
- b) Industrial
- c) Sewing machine attachments
- d) Special purpose machines

II) Fashion Designers: Profile, Collection, Fashion Show, Design Houses, Design Labels and Achievements

1. International Designers

Coco Chanel, Christian Dior, Yves Saint Laurent, Pierre Cardin, Jean Paul Gaultier, Gianni Versace, Valentino, John Galliano, Giorgio Armani, Donna Karen, Ralph Lauren, Dolce & Gabbana, Gucci (Tom Ford), Louis Vuitton (Marc Jacobs), Givenchy (Ricardo Tisci), Burberry (Christopher Bailey).

2. National Designers

Ritu Kumar, Ritu Beri, J J Valaya, Nita Lulla, Manish Malhotra, Wendell Rodricks, Ravi Bajaj, Abu Jani, Sandeep Khosla, Tarun Tahiliani, Sabyasachi, Rohit Bal, Raghavendra Rarthore, Satya Paul, Reena Dhaka, Shantanu & Nikhil Mehra, Masaba Gupta, Anamika Khanna and Aki Narula.

III) Traditional Textiles of Indias

1. Resist dyed textiles-Bandhani, Batik, Patola, Ikat, Pochampalli
2. Printed & Painted Textiles- Sanganeri, Kalamkari
3. Woven Textiles- Brocade, Jamawari, Jamadani, Chanderi, Maheshwari, Kanjivaram, Paithini, Baluchari
4. Kashmir Shawls

IV) Traditional Embroideries of India

1. Kantha
2. Chamba rumal
3. Phulkari
4. Chikankari
5. Kasuti
6. Kutch

Recommended Readings:

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11. Paine Sherla (1990), "Embroidered Textiles", Thames and Hudson Ltd.
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15. 100 Contemporary Fashion Designers By (Taschen GMBH) edited by Terry Jones, Honkong.
16. FASHION 150 years - Countries Designers labels by Charlotte Seeling, "On Books International 2010".
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20. Dawra Vinita & Bennett (2012), "Nangia Fashion Fair", Coleman & Co. Ltd..
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22. Prakash K., "Kalankari", English Edition Publishers & Distributors Pvt. Ltd.
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