



B.Voc. In Fashion Designing & Garment Technology

w.e.f. session 2025 – 2026

Department of Adult & Continuing Education

Dr. Rammanohar Lohia Avadh University,

Ayodhya, U.P.

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प्रो० सुरेन्द्र मिश्र
विभागाध्यक्ष


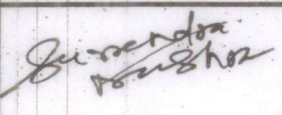
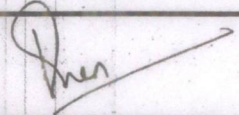
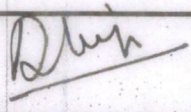
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Dr. Rammanohar Lohia Avadh University, Ayodhya

Syllabus for the programme of B.Voc. In Fashion Designing & Garment Technology

Structure of Syllabus developed By :

S.No.	Name of Expert/BOS Member	Designation	Signature
1	Prof. Ashutosh Sinha	Dean - Faculty of Arts & Humanities, Dr. Rammanohar Lohia Avadh University, Ayodhya	
2	Prof. Surendra Mishra - Convener	Professor & Head - Department of Adult & Continuing Education, Dr. Rammanohar Lohia Avadh University, Ayodhya	 प्रो० सुरेन्द्र मिश्र विभागाध्यक्ष प्रौढ एवं सतत शिक्षा विभाग
3	Prof. U.V. Kiran	Professor, B.B.A.U., Lucknow	
4	Dr. D.N. Pandey	Uttar Pradesh Textile Technology Institute, Kanpur	
5	Dr. Sangeeta Deoria	Professor, V.K.M., Kamakhya, Varanasi	

ORDINANCE OF B.VOC IN FASHION DESIGNING AND GARMENT TECHNOLOGY

DEPT. OF ADULT & CONTINUING EDUCATION

Dr. RAMMANOHAR LOHIA AVADH UNIVERSITY, AYODHYA (U.P.)

History tells that India is one of the pioneering countries in the field of textile, with a rich heritage of textile fiber and design. In the last 20 years India has developed by leaps and bounds in exploring new techniques in Weaving Fabric structure, Dying and Designing and Specially in the handloom Industry Our rich textiles have caught the fancy of all Fashion lovers throughout the world This has brought about a boom in the garment export business and earned Fantastic Foreign Exchange for the country. This is resulting in a big demand for Dress designer/Fashion Designers. In 21st Century Computers have revolutionized the Design and Manufacturing Process. In order to harness the benefit of this Technology. Industries World- wide have been increasing their Investment in Computerized CAD Facilities.

In the Fashion Designing course conducted by our department we give equal importance to Designing as well as pattern making and Clothing Construction. Our aim is not to turn out as Tailor- But also give a sense of discrimination and aesthetic regarding form color and shape in design. It is the idea, which catches the fancy of customers and sells a garment.

After doing this course you have a good career your career options are : Fashion Co-ordinator, Sampling Co-ordinator, Cutting Assistant, Fashion Designer, Pattern Maker, Accessories Designer, Academician , Style Consultant, Cloth and Jewellery Technologist.

1. Eligibility: Intermediate in any discipline from recognized Board.

2. Intake: 30 seats. (Note: Reservation as per rule of the State Government University)

3. Criteria of Admission: On the basis of Merit or Entrance test.

4. Medium of Instruction and Examination- English and Hindi.

5. Course Fee: As prescribed by the University.

6. Examination: Examination Fee - As prescribed by the University.

7. Attendance:

- I. Minimum attendance required to become eligible to appear in the examination from each paper shall be 75% of all class lectures. In case student is short of attendance due to illness, participation in sports, extra-curricular activities etc, the following rules shall apply.
- II. Shortage of up to 10% shall be condoned by the HOD on the specific recommendation of the class teacher.
- III. A shortage of up to 20% can be condoned by the Vice-chancellor on the specific recommendation of the Head of the Department.

8. Process of Evaluation :

(i) Theory Papers:

Semester examination shall be conducted by the University as mentioned in the academic calendar of the department. The question paper will be set by the examiners appointed by the Vice-Chancellor based on the recommendation of Board of Studies. The pattern of the question paper will be decided by the University. The Marks of theory examination will be 60%.

(ii) Sessional Evaluation :

Class Tests (Descriptive and Objective Question): Max. marks: 20

Assignment/ Presentation : Max. marks:10

Participation in the class Based on attendance and Behaviour: Max, marks: 10

Project and Presentation : Each Semester The Project and Presentation will be of 100 Marks.

(iii) **Qualifying marks and promotion:** The minimum passing marks shall be 50% in the aggregate of the maximum marks. The minimum pass marks shall be 40% have to be obtained in each paper (theory, sessional and practical) . On the basis of percentage of total marks secured in the aggregate of all years of duration by a candidate, shall be awarded a division, as detailed below:

First Division: 60% or more than

Second Division: 50% or more but less than 60%.

(iv) **Declaration of results and award of degree.**

After completion of the evolution process, result will be declared by the University Candidates declared successful may get the provisional degree from the Registrar/Vice- Chancellor of the University after one week of result. Original degree will be conferred at the time of convocation to be held annually as decided by the Vice- Chancellor.

(v) **Back-paper and Improvement:** As per University rules.

(vi) **Ex-Student:** As per University rules.

9. Amendment: Any ordinance, fee structure and eligibility is subject to amended time to time as may be decide by the appropriate body of the University.

10. Others: Issues/Points not covered above shall be governed by the existing University Rules & Regulations.

Office

Dr. Mr.

Dr. Mr.

Syllabus : B. Voc. In Fashion Designing & Garment Technology

Year 1: Diploma (Fashion Designing & Garment Technology)						
Semester	Paper Code	Name of Paper	Maximum Marks	Theory	Mid Sem.	Practical/Viva Voce
I	FDGT 101	Traditional Culture & History of Indian Fashion	100	60	40	
	FDGT 102	Elements & Principals of Design	100	60	40	
	FDGT 103	Fundamental of Textiles	100	60	40	
	FDGT 104	Communication Skills	100	60	40	
	FDGT 105	Basic Garment Construction & Pattern Making - I <i>Project Work</i>	100	-	-	100
	Total	<i>And Presentation</i>	500			
II	FDGT 201	Fashion Studies and Design Development	100	60	40	
	FDGT 202	Introduction to Retail Management	100	60	40	
	FDGT 203	Textile Science	100	60	40	
	FDGT 204	Introduction to Computer Applications	100	60	40	
	FDGT 205	Basic Garment Construction Techniques & Pattern Making - II <i>Project Work</i>	100	-	-	100
	Total	<i>& Presentation</i>	500			
Year 2: Advanced Diploma (Fashion Designing & Garment Technology)						
III	FDGT 301	Business Planning & Development	100	60	40	
	FDGT 302	Fashion Illustration	100	60	40	
	FDGT 303	Textile and Apparel Testing	100	60	40	
	FDGT 304	Fashion Marketing and Merchandising	100	60	40	

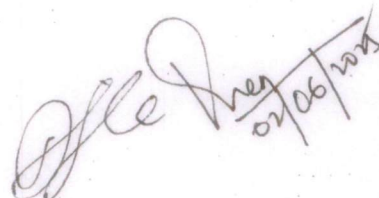
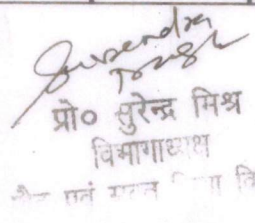
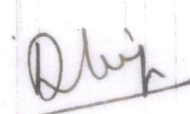
Office

21/06/2025

Sumendra Mishra
प्रो० सुरेन्द्र मिश्र
विभागाध्यक्ष
प्रौढ एवं सतत शिक्षा विभाग

2/6/25

	FDGT 305	Advance Garment Construction Techniques & Pattern Making-I Project Work and Presentation	100	-	-	100
	Total		500			
Semester	Paper Code	Name of Paper	Maximum Marks	Theory	Mid Sem.	Practical/Viva Voce
IV	FDGT 401	Portfolio Development & Fashion Photography	100	60	40	
	FDGT 402	Fashion Retail Management	100	60	40	
	FDGT 403	Surface Design Techniques	100	60	40	
	FDGT 404	Advanced Textile Studies	100	60	40	
	FDGT 405	Advanced Pattern Making and Draping	100	-	-	100
	Total	- Project Work & Presentation	500			
Year 3: B. Voc. (Fashion Designing & Garment Technology)						
V	FDGT 501	Fashion Forecasting and Trends	100	60	40	
	FDGT 502	Design Process	100	60	40	
	FDGT 503	Export Management in Apparel Business	100	60	40	
	FDGT 504	CAD for Fashion Designing	100	60	40	
	FDGT 505	Advance Garment Construction Techniques & Pattern Making-II-Project Work and presentation	100	-	-	100
	Total		500			
VI	FDGT 601	Textile and Apparel Export Management	100	60	40	
	FDGT 602	Fashion Entrepreneurship	100	60	40	
	FDGT 603	Quality Control in Apparel Industry	100	60	40	
	FDGT 604	Collection Development and Presentation	100	-	-	100

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FDGT 605	Summer Internship / Graduation Project	100	-	-	100
Total	Project Work & Presentation	500			

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02/06/2025

Surendra
prakash
प्रो० सुरेन्द्र मिश्र
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B. Voc in Fashion Designing and Garment Technology
First Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 101 : Traditional Culture & History of Indian Fashion

Unit 1 : Introduction to Indian Textiles and Crafts - Overview of Indian textiles: silk, cotton, wool, and blends, Historical significance of Indian textiles, Traditional weaving techniques: handloom vs. power loom, Indigenous dyeing and printing methods: block printing, tie-dye, batik, Famous textile clusters in India: Kanchipuram, Banaras, Jaipur, etc., Role of Indian crafts in fashion: embroidery, mirror work, beadwork.

Unit 2 : Evolution of Indian Costumes through History - Ancient Indian clothing: Indus Valley Civilization to Mauryan period, Influence of Mughal and Persian styles on Indian attire, Colonial impact on Indian dressing: British rule, Revival of Indian textiles and fashion during the independence movement, Post-independence era: Fusion of traditional and western wear, Contemporary Indian fashion designers and their contributions.

Unit 3 : Regional Diversity in Indian Fashion - Cultural diversity across Indian states and regions, Traditional attire and accessories: saree, dhoti, kurta, lehenga, etc., Influence of climate, geography, and lifestyle on regional costumes, Ritualistic and ceremonial attire: wedding ensembles, festival wear, Folk and tribal costumes: significance and symbolism, Preservation and promotion of regional crafts and costumes.

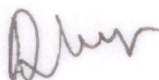
Unit 4 - Contemporary Trends and Innovations in Indian Fashion - Globalization and its impact on Indian fashion, Evolution of the Indian fashion industry: from couture to prêt-à-porter, Fusion of traditional and modern elements in Indian couture, Sustainable and ethical practices in Indian fashion: handloom revival, eco-friendly textiles, Digital revolution in Indian fashion: online platforms, social media influencers, Future prospects and challenges in preserving traditional Indian fashion heritage

Recommended Readings :

- I. "फैशन की जड़ें और सन्नाटों की कथा" by अभिनव वर्मा
- II. "फैशन का इतिहास: एक परिचय" by विनीता राठी
- III. "फैशन की अनुसूची कहानी" by नवरत्न सिंहानिया
- IV. "फैशन की महक: भारतीय परंपरा और विदेशी प्रभाव" by आर. के. अग्रवाल
- V. "विश्व फैशन का इतिहास: विकास और प्रगति" by श्रेय बजाज

Practical & Activities :

Field trips to textile clusters or craft villages. Hands-on workshops on basic weaving, dyeing, or printing techniques, Guest lectures by historians or fashion designers specializing in Indian history, Regional fashion shows featuring traditional costumes from different states, Documentation of regional costumes through sketches, photographs, or videos.



B. Voc in Fashion Designing and Garment Technology
First Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 102 : Elements & Principals of Design

Unit 1: Introduction to Design Fundamentals - Definition and Importance of Design, Understanding Design Elements and Principles, Relationship between Form and Function, Historical Overview of Design Evolution, Sketching exercises focusing on basic elements.

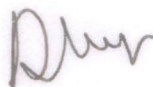
Unit 2 : Exploration of Design Elements - Line, Shape, and Form in Design, Texture and Pattern, Color Theory and Application, Hands-on experimentation with different types of lines, shapes, and forms, Fabric exploration to understand texture and pattern, Color mixing exercises and creation of color palettes.

Unit 3: Understanding Design Principles - Balance, Proportion, and Scale, Emphasis and Focal Points, Harmony and Unity, Rhythm and Movement, Analysis of design compositions for balance and proportion, Creating emphasis through focal points in design projects.

Unit 4 : Application and Integration - Applying Design Principles in Fashion Designing and Garment Technology, Case Studies of Successful Designs, Design Critique and Revision, Design projects integrating learned elements and principles, Study and critique of renowned fashion designs.

Recommended Readings :

- I. "Design Basics" by David A. Lauer and Stephen Pentak - Publisher: Cengage Learning
- II. "Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships" by Gail Greet Hannah - Publisher: Princeton Architectural Press
- III. "Universal Principles of Design" by William Lidwell, Kritina Holden, and Jill Butler - Publisher: Rockport Publishers
- IV. "Interaction of Color" by Josef Albers - Publisher: Yale University Press
- V. "Design Elements: A Graphic Style Manual" by Timothy Samara - Publisher: Rockport Publishers
- VI. "Principles of Form and Design" by Wucius Wong - Publisher: John Wiley & Sons
- VII. "The Non-Designer's Design Book" by Robin Williams - Publisher: Peachpit Press
- VIII. "Designing Design" by Kenya Hara - Publisher: Lars Müller Publishers



B. Voc in Fashion Designing and Garment Technology
First Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 103 : Fundamental of Textiles

Unit 1: Introduction to Textile Fibers - Definition and Classification of Textile Fibers, Natural Fibers: Cotton, Wool, Silk, and Linen, Man-made Fibers: Polyester, Nylon, Acrylic, and Rayon, Properties and Characteristics of Fibers

Unit 2: Yarn Formation and Structure - Yarn Formation: Spinning and Twisting, Types of Yarns: Single, Ply, and Blended, Yarn Structure and Properties

Unit 3: Fabric Construction and Properties - Weaving, Knitting, and Nonwoven Fabrication Techniques, Types of Fabrics: Woven, Knitted, and Nonwoven, Fabric Properties: Density, Weight, Texture, and Hand

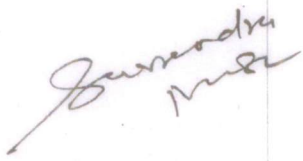
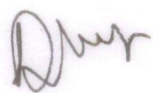
Unit 4: Textile Dyeing and Printing - Principles of Textile Dyeing, Dyeing Methods: Direct, Disperse, Reactive, and Pigment, Textile Printing Techniques: Screen Printing, Block Printing, and Digital Printing

Recommended Readings :

- I. "Textiles: Basics" by Sara J. Kadolph and Anna L. Langford - Publisher: Fairchild Books
- II. "Textile Science" by William H. Lawrence - Publisher: Pearson
- III. "Textiles: Fiber to Fabric" by Bernard P. Corbman - Publisher: McGraw-Hill Education
- IV. "Textiles: Concepts and Principles" by Virginia Hencken Elsasser - Publisher: Fairchild Books
- V. "Textiles: Fiber to Fabric" by Gregg C. VanderKooi and Sandra K. Johnson - Publisher: Goodheart-Willcox Publisher
- VI. "Textile Design: Principles, Advances, and Applications" by Yasir Nawab - Publisher: CRC Press
- VII. "Textiles: Basics (Fashion Series)" by Sandra Niessen - Publisher: Bloomsbury Academic
- VIII. "Textile Testing and Analysis" by Karla J. Magruder - Publisher: Fairchild Books

Practical & Activities :

Fiber identification exercises, Hands-on exploration of different fiber types, Comparative analysis of natural and man-made fibers, Hands-on weaving and knitting projects, Fabric swatch analysis and classification, Fabric testing for properties such as tensile strength and abrasion resistance, Fabric dyeing experiments with different dye types, Introduction to textile printing equipment and processes, Design and execution of textile printing projects



B. Voc in Fashion Designing and Garment Technology
First Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 104 : Communication Skills

Unit 1: Foundations of Communication - Introduction to Communication Process, Types of Communication: Verbal, Non-verbal, Written, and Visual, Barriers to Effective Communication, Active Listening and Feedback Techniques

Unit 2: Verbal Communication Skills - Speaking with Clarity and Confidence, Presentation Skills: Structure, Content, and Delivery, Public Speaking Techniques, Interview Skills and Techniques

Unit 3: Written Communication Skills - Business Correspondence: Emails, Letters, and Memos, Report Writing: Structure, Content, and Formatting, Professional Writing Skills: Grammar, Punctuation, and Style

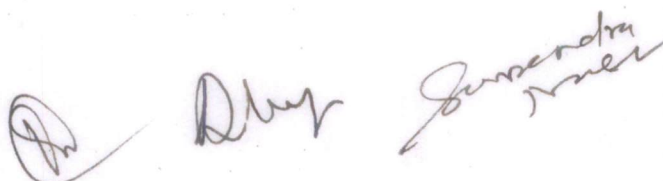
Unit 4: Visual Communication Skills - Visual Merchandising Principles, Graphic Design Basics: Layout, Typography, and Color Theory, Digital Presentation Tools and Software, Portfolio Development Techniques

Recommended Readings :

- I. "Communication Skills for Dummies" by Elizabeth Kuhnke - Publisher: For Dummies
- II. "The Art of Communicating" by Thich Nhat Hanh - Publisher: HarperOne
- III. "How to Win Friends and Influence People" by Dale Carnegie - Publisher: Simon & Schuster
- IV. "Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds" by Carmine Gallo - Publisher: St. Martin's Griffin
- V. "Crucial Conversations: Tools for Talking When Stakes Are High" by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler - Publisher: McGraw-Hill Education
- VI. "The Only Grammar Book You'll Ever Need: A One-Stop Source for Every Writing Assignment" by Susan Thurman - Publisher: Adams Media
- VII. "The Visual Display of Quantitative Information" by Edward R. Tufte - Publisher: Graphics Press
- VIII. "Writing That Works: How to Communicate Effectively In Business" by Kenneth Roman and Joel Raphaelson - Publisher: HarperBusiness

Practical & Activities :

Group discussions on the importance of effective communication in the fashion industry, Presentation practice sessions with peer feedback, Mock interview exercises with feedback from instructors, Report writing projects on fashion industry topics, Visual merchandising design projects, Graphic design workshops focusing on layout and typography, Hands-on practice with digital presentation software for portfolio creation.



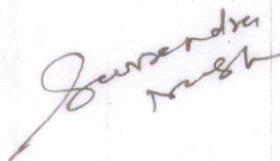
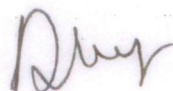
B. Voc in Fashion Designing and Garment Technology
First Semester

(M.M: External-50, Internal- 50)

C.Code : FDGT - 105 : Basic Garment Construction & Pattern Making - I

Practical & Activities :

- I. Seams
- II. Basic Bodice
- III. Sleeves
- IV. Collars
- V. Cuffs
- VI. Plackets, etc.



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B. Voc in Fashion Designing and Garment Technology
Second Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 201 : Fashion Studies and Design Development

Unit 1: Introduction to Fashion Industry - Definition and Scope of Fashion, Historical Evolution of Fashion, Fashion Cycle and Trend Forecasting, Fashion Industry Structure and Roles

Unit 2: Fashion Design Process - Conceptualization and Inspiration in Fashion Design, Design Development: Sketching and Rendering, Fabric Selection and Manipulation, Garment Construction Techniques

Unit 3: Design Development - Role of a designer in the following, Design development and sourcing of fabrics, Development of a sample garment and line, Specification sheet and cost sheet, Fashion forecasting, sources of fashion forecasting information.

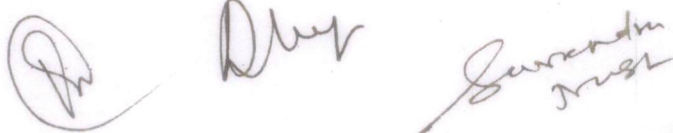
Unit 4 : Terms and Concepts Related to Fashion - Fashion, Fad, classic, Trend, Haute-couture, Prêt-a-Porter. Knockoff Accessories, toile, atelier, boutique, bespoke, Inspiration and sources of fashion- printed sources, historic/traditional costumes, media, travel, fabrics, and awareness, Fashion cycle : Consumer identification with fashion life cycle- fashion leaders/ followers/ innovators/motivators/Victims, Theories of Fashion adoption- trickle down, trickle up, trickle across Factors favouring and regarding fashion, Fashion categories- Women's: style, size, price., Major fashion centers of the world and their leading designers- Paris, Milan, Tokyo, New York, and London, India

Recommended Readings :

- I. Fashion: A Philosophy" by Lars Svendsen - Publisher: Reaktion Books
- II. "The Fashion System" by Roland Barthes - Publisher: University of California Press
- III. "Fashion Theory: An Introduction" by Malcolm Barnard - Publisher: Routledge
- IV. "The End of Fashion: How Marketing Changed the Clothing Business Forever" by Teri Agins - Publisher: William Morrow Paperbacks
- V. "Fashion: The Whole Story" by Marnie Fogg - Publisher: Thames & Hudson
- VI. "The Fashion Design Reference & Specification Book: Everything Fashion Designers Need to Know Every Day" by Jay Calderin - Publisher: Rockport Publishers
- VII. "The Business of Fashion: Designing, Manufacturing, and Marketing" by Leslie Davis Burns and Kathy K. Mullet - Publisher: Fairchild Books
- VIII. "Sustainable Fashion: What's Next? A Conversation About Issues, Practices and Possibilities" by Janet Hethorn and Connie Ulasewicz - Publisher: Fairchild Books

Practical & Activities :

Geometric Croqui, Muscle figure development of geometric croqui, Different silhouettes: necklines, sleeves, tops and collars, skirts, trousers. Concepts of color: Matching according to different colours, prints, textures using various color mediums, Full rendering of dress on croqui along with swatches, Preparation of a portfolio of any 3 themes with one sketch each.



B. Voc in Fashion Designing and Garment Technology
Second Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 202 : Introduction to Retail Management

Unit 1: Overview of Retail Industry - Introduction to Retail Management, Types of Retailers: Brick-and-Mortar, E-commerce, Omni-channel, Retail Formats and Business Models, Retail Trends and Challenges

Unit 2: Retail Operations and Merchandising - Store Layout and Visual Merchandising, Inventory Management and Supply Chain, Pricing Strategies and Promotions, Product Assortment Planning

Unit 3: Customer Relationship Management - Understanding Consumer Behavior, Customer Segmentation and Targeting, Customer Service Strategies, Loyalty Programs and CRM Technologies

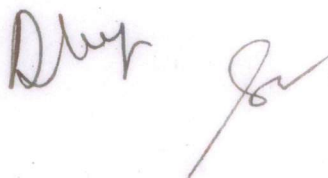
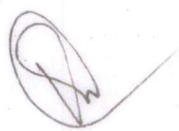
Unit 4: Technology in Retail Management - Role of Technology in Retail, Point-of-Sale Systems and E-commerce Platforms, Data Analytics and Business Intelligence, Future Trends in Retail Technology

Recommended Readings :

- I. "Fashion Retailing: A Multi-Channel Approach" by Ellen Diamond and Maria K. Nelson - Publisher: Fairchild Books
- II. "Fashion Retailing: From Managing to Merchandising" by Dimitri Koumbis - Publisher: Bloomsbury Academic
- III. "The Dynamics of Fashion" by Elaine Stone - Publisher: Fairchild Books
- IV. "Retail Buying: From Basics to Fashion" by Richard Clodfelter - Publisher: Fairchild Books
- V. "Fashion Buying and Merchandising: From Mass-Market to Luxury Retail" by Dimitri Koumbis - Publisher: Bloomsbury Visual Arts
- VI. "Retail Management: A Strategic Approach" by Barry Berman and Joel R. Evans - Publisher: Pearson
- VII. "Fashion Branding and Communication: Core Strategies of European Luxury Brands" by Byoungcho Jin - Publisher: Palgrave Macmillan
- VIII. "Fashion Marketing Communications" by Gaynor Lea-Greenwood - Publisher: Wiley-Blackwell

Practical & Activities :

Case studies on successful retail businesses, Analysis of different retail formats and their target markets, Store layout design projects, Inventory management simulations, Pricing and promotion strategy development exercises.



B. Voc in Fashion Designing and Garment Technology
Second Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 203 : Textile Science

Unit- I: Water - Role of water in cleaning, Hardness of Water

Unit-II: Materials and Practices in care - Composition and Functions of Detergents, Stiffening Agents and bleaching agents, Special Fiber and fabric structures, Dry cleaning

Unit-III: Cleaning Equipment - Industrial cleaning and finishing machines, Laundromats drying and Ironing equipment, Felting shrinkage

Unit-IV: Conservation of Textiles in Museums - Current practices, ethic and material used in conservation, Factors affecting textile stability, Handling, Cleaning, Display and Storage, Restoration and stabilization of textiles

Recommended Readings :

- I. Agarwal, O.P., 1977, Care and Presentation OF Museum Projects-II, NRL
- II. Finch K. and Putnam G, 1985, The Care and Preservation of Textiles
- III. Landi, S. 1991, Textile Conservator's Manual, Routledge

Practical & Activities :

Stain Removal of fabrics, Color fastness of dyed cotton fabrics, Impact of softening agents on cotton, Impact of wash ability on shrinkage, Handling of silk and wool



B. Voc in Fashion Designing and Garment Technology

Second Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 204 : Introduction to Computer Applications

Unit - 1 : Introduction - Brief overview of computer components- ROM, RAM input device, output devices, platforms, securities, operating system, Introduction to word processing package (like MS office), toolbar, creating a new document, formatting text, inserting tables pictures, page numbers and date/time, spelling and grammar checking, taking print outs.

Unit - 2 : Spread Sheets - Introduction to spread sheets. Microsoft Excel, creating formulae basic operations borders and shading, inserting charts, taking printouts,

Unit - 3 : Multi-media presentations - Introduction to multimedia presentation (like MS Power Point), creation a presentation, opening an existing presentation, creating a blank presentation different power point views slide manipulation, slide animation, slide transitions, view slide show, navigating while in slideshow, hyper linking to other application, scanning in different formats, setting of options, resolution setting management of file size, integrating partial scans of large documents. Pack up a presentation for use on another computer, taking print outs.

Unit - 4 : Designing on Paint, Designing on coral draw and creating motifs.

Recommended Readings :

- I. Adobe creative Team, Adobe Photoshop CS (Class Workbook)
- II. Droblas, Adele Greenberg Fundament Photoshop: A Complete introduction.
- III. Sagman, Microsoft Office for Windows, Indian Addison Wesley 1999.
- IV. Woody Leon Hard, Microsoft Office 2000, Prentice Hall of India, New Delhi.
- V. Adobe Creative Team 2003

Practical & Activities :

Hands-on practice with basic computer operations, File management exercises, Introduction to word processing and spreadsheet software for documentation and data management, Overview of Graphic Design Software: Adobe Photoshop, Illustrator, and CorelDRAW, Basic Tools and Techniques for Image Editing and Vector Graphics



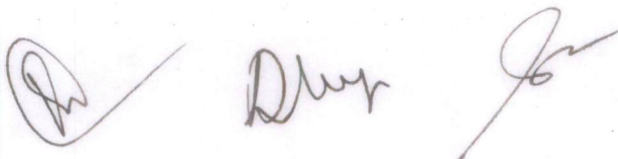
B. Voc in Fashion Designing and Garment Technology
Second Semester

(M.M: External-50, Internal- 50)

C.Code : FDGT - 205 : Basic Garment Construction Techniques & Pattern Making-II

Practical & Activities :

I. Basics of Womenswear.



B. Voc in Fashion Designing and Garment Technology

Third Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 301 : Business Planning & Development

Unit - 1 : Product - definition, types; product line, product mix; new product development; estimating market and sales potential, sales forecasting.

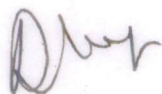

Unit - 2 : Brand - Definition, evolution, importance; product vs brand; terminologies used in branding; branding- meaning, creation, challenges; brand design- understanding consumer, competition, components, brand identity- brand naming, logos, characters, slogans, tools to maintain identity, illustrations from apparel industry.

Unit - 3 : Brand Building - brand insistence model; advertising- definition, objectives, modes, economic and ethics; nontraditional marketing approach.

Unit - 4 : Branding strategies - brand extension, brand revitalisation, brand repositioning, brand recall, brand elimination, brand imitation, Brand equity measurement systems; legal issues in brand management; global branding.

Recommended Readings :

- I. Brand Van Auken, "Branding", Jaico Publishing House, Mumbai, India, 2010
- II. Mahim Sagar, Deepali Singh, Agrawal DP, Achintya Gupta, "Brand Management", Ane Books India Pvt., Ltd., India, 2009
- III. Harsh V. Verma, " Brand Management", Excel Books, New Delhi , India, 2004



B. Voc in Fashion Designing and Garment Technology

Third Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 302 : Fashion Illustration

Unit 1: Introduction to Fashion Illustration - Overview of Fashion Illustration and Its Importance in Design, Historical Evolution of Fashion Illustration, Types of Fashion Illustration: Croquis, Flat, and Technical Drawings, Understanding Proportions and Anatomy in Fashion Figures

Unit 2: Sketching Techniques and Rendering - Basic Sketching Techniques: Line, Shape, and Form, Rendering Techniques: Shading, Textures, and Fabric Draping, Introduction to Color Theory and Application, Creating Mood Boards and Inspiration Collages

Unit 3: Fashion Figure Variations and Poses - Exploring Different Fashion Figure Types: Male, Female, and Children, Understanding Body Proportions and Silhouettes, Experimenting with Dynamic Poses and Gestures, Incorporating Movement and Flow into Illustrations

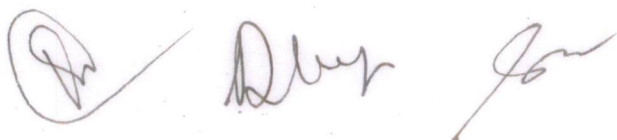
Unit 4: Advanced Illustration Techniques - Mixed Media Techniques: Collage, Watercolor, and Digital Illustration, Illustrating Fashion Details: Fabrics, Accessories, and Embellishments, Creating Fashion Illustration Portfolios, Presentation and Critique of Student Work

Recommended Readings :

- I. Fashion Illustration: Inspiration and Technique" by Anna Kiper - Publisher: David & Charles
- II. "Illustrating Fashion: Concept to Creation" by Steven Stipelman - Publisher: Fairchild Books
- III. "Fashion Illustration: Techniques and Inspiration" by Maite Lafuente - Publisher: Promopress
- IV. "Fashion Illustration Art: How to Draw Fun & Fabulous Figures, Trends and Styles" by Jennifer Lilya - Publisher: Walter Foster Publishing
- V. "New Fashion Figure Templates: Over 250 Templates" by Patrick John Ireland - Publisher: Laurence King Publishing
- VI. "Advanced Fashion Drawing: Lifestyle Illustration" by Bil Donovan - Publisher: Fairchild Books
- VII. "Fashion Sketchbook" by Bina Abing - Publisher: Fairchild Books
- VIII. "Fashion Illustration: The Art of Fashion" by Natalia Smirnova - Publisher: Schiffer Publishing

Practical & Activities :

Sketching exercises focusing on gesture drawing and quick sketches, Rendering practice with various shading and texturing techniques, Color mixing exercises and creation of color palettes, Mood board creation based on fashion trends or design theme, Figure drawing sessions focusing on different body types and proportions, Pose studies and gesture drawing exercises, Creating illustrations depicting various fashion poses and movements, Experimentation with mixed media illustration techniques, Illustration projects focusing on capturing fabric textures and embellishments, Compilation and presentation of a fashion illustration portfolio.



B. Voc in Fashion Designing and Garment Technology

Third Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 303 : Textile and Apparel Testing

Unit 1: Introduction to Textile Testing - Importance of Textile Testing in Quality Assurance, Types of Textile Testing: Physical, Chemical, and Performance, Standards and Regulations in Textile Testing, Selection and Preparation of Test Samples

Unit 2: Physical Testing of Textiles - Fiber and Yarn Testing: Strength, Elongation, and Abrasion Resistance, Fabric Testing: Thickness, Weight, and Thread Count, Dimensional Stability and Shrinkage Testing

Unit 3: Chemical Testing of Textiles - Color Fastness Testing to Washing, Light, and Rubbing, Flammability Testing: Ignition and Flame Spread

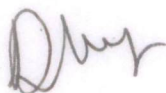
Unit 4: Performance Testing of Apparel - Comfort Testing: Moisture Management and Breathability, Wear Testing: Abrasion Resistance and Pilling, Functional Testing for Specialized Apparel: Waterproofing, UV Protection, and Thermal Insulation

Recommended Readings :

- I. "Textile Testing and Analysis" by Billie J. Collier - Publisher: CRC Press
- II. "Textile Testing" by C. Vigneswaran - Publisher: Woodhead Publishing
- III. "Handbook of Textile Testing and Quality Control" by B. Purushothama - Publisher: Woodhead Publishing
- IV. "Textile Testing and Quality Control" by Qudsia Gani - Publisher: Springer
- V. "Physical Testing of Textiles" by B.P. Saville - Publisher: Elsevier Science
- VI. "Chemical Testing of Textiles" by Qudsia Gani - Publisher: Springer
- VII. "Apparel Quality: A Guide to Evaluating Sewn Products" by Janace Bubonia - Publisher: Bloomsbury Academic
- VIII. "Textile Testing and Quality Management" by William R. Smith - Publisher: Prentice Hall

Practical & Activities :

Overview of textile testing standards and regulations, Hands-on practice with sample preparation techniques, Introduction to testing equipment and procedures, Tensile strength testing of fibers and yarns, Fabric thickness and weight measurements, Shrinkage testing using washing and drying procedures



B. Voc in Fashion Designing and Garment Technology
Third Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 304 : Fashion Marketing and Merchandising

Unit 1: Introduction to Fashion Marketing - Overview of Fashion Marketing: Concepts and Definitions, Understanding Consumer Behavior in Fashion, Market Segmentation and Targeting, Fashion Branding and Positioning

Unit 2: Fashion Retail Strategies - Types of Retailers: Brick-and-Mortar, E-commerce, and Omni-channel, Retail Merchandising and Visual Display, Pricing Strategies and Promotions, Customer Service and Relationship Management

Unit 3: Digital Marketing in Fashion - Overview of Digital Marketing Channels: Social Media, Email, and Influencer Marketing, E-commerce Strategies: Website Design, SEO, and Conversion Optimization, Content Creation and Storytelling for Fashion Brands, Analytics and Metrics for Measuring Digital Marketing Performance


Unit 4: Fashion Promotion and Brand Management - Advertising and Public Relations in Fashion, Fashion Show Production and Event Management, Celebrity Endorsements and Collaborations, Crisis Management and Reputation Building

Recommended Readings :

- I. "Fashion Marketing Communications" by Gaynor Lea-Greenwood - Publisher: Wiley-Blackwell
- II. "Fashion Marketing: Contemporary Issues" by Tony Hines and Margaret Bruce - Publisher: Routledge
- III. "Fashion Marketing" by Mike Easey - Publisher: Wiley-Blackwell
- IV. "Fashion Merchandising: Principles and Practice" by Nancy J. Rabolt and Frances Harder - Publisher: Fairchild Books
- V. "Fashion Branding and Consumer Behaviors: Scientific Models" by Tsan-Ming Choi - Publisher: Springer
- VI. "Fashion Branding: Strategy, Communication, and Promotion" by Tessa M. Carroll - Publisher: Bloomsbury Academic
- VII. "The Fundamentals of Fashion Marketing" by Tony Hines and Margaret Bruce - Publisher: Routledge
- VIII. "Fashion Buying and Merchandising: From Mass-Market to Luxury Retail" by Dimitri Koumbis - Publisher: Bloomsbury Visual Arts

Practical & Activities :

Case studies on successful fashion brands and their marketing strategies, Website design projects for fashion brands, Analysis of digital marketing campaigns and performance metrics, Store visitations to analyze retail merchandising techniques, Group projects developing retail merchandising plans for fashion brands, Planning and executing fashion show events.



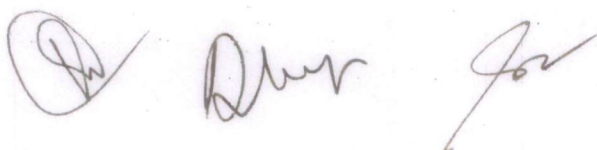
B. Voc in Fashion Designing and Garment Technology
Third Semester

(M.M: External-50, Internal- 50)

C.Code : FDGT - 305 : Advance Garment Construction Techniques &Pattern Making-I

Practical & Activities :

- I. Tops
- II. Dresses
- III. Skirts
- IV. Shirts



B. Voc in Fashion Designing and Garment Technology
Fourth Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 401 : Portfolio Development & Fashion Photography

Unit 1: Introduction to Portfolio Development - Importance of a Professional Portfolio in the Fashion Industry, Types of Portfolios: Print, Digital, and Online, Portfolio Components: Design Projects, Sketches, Mood Boards, and Photographs, Personal Branding and Presentation Techniques

Unit 2: Fashion Styling and Concept Development - Understanding Fashion Styling and Trends, Concept Development and Storyboarding, Selection of Themes, Props, and Locations, Collaboration with Makeup Artists, Hairstylists, and Models

Unit 3: Fashion Photography Techniques - Basics of Photography: Camera Settings, Exposure, and Composition, Lighting Techniques: Natural Light, Studio Lighting, and Flash, Posing and Directing Models, Editing and Post-Processing in Adobe Lightroom and Photoshop

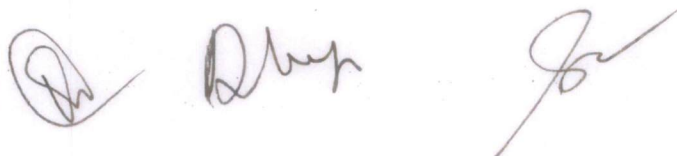
Unit 4: Portfolio Building and Presentation - Selecting and Editing Photographs for Portfolio Inclusion, Portfolio Layout and Design, Online Portfolio Platforms: Websites and Social Media, Presentation Techniques for Interviews and Job Applications

Recommended Readings :

- I. "Portfolio Presentation for Fashion Designers" by Linda Tain - Publisher: Fairchild Books
- II. "Portfolio Design for Fashion Students" by Steven Faerm - Publisher: Laurence King Publishing
- III. "The Photographer's Guide to Posing: Techniques to Flatter Everyone" by Lindsay Adler - Publisher: Rocky Nook
- IV. "Fashion Photography: The Story in 180 Pictures" by Eugénie Shinkle - Publisher: Thames & Hudson
- V. "Fashion Photography Course: Principles, Practice, and Techniques: An Essential Guide" by Eliot Siegel - Publisher: Thames & Hudson
- VI. "The Photographer's Guide to Marketing and Self-Promotion" by Maria Piscopo - Publisher: Allworth Press
- VII. "Fashion Photography 101: A Complete Course for the New Fashion Photographers" by Lara Jade - Publisher: Peachpit Press
- VIII. "Portfolio Presentation Techniques: Proven Strategies for Fashion and Textile Designers" by Paul N. J. K. Jarvis - Publisher: Fairchild Books

Practical & Activities :

Analysis of professional fashion portfolios from industry professionals, Hands-on exercises in organizing and presenting design projects and sketches, Introduction to personal branding and portfolio layout design, Designing and creating print and digital portfolio layouts, Hands-on practice with camera settings and exposure control.



B. Voc in Fashion Designing and Garment Technology
Fourth Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 402 : Fashion Retail Management

Unit - 1 : Introduction and meaning of Retailing - Functions of Retail, Retail industry in India, An overview of the Indian retail industry, definition, functions & meaning of retail, History & development of Fashion Retail , Fashion Retail in India & abroad, Exclusivity of Fashion Retailing.

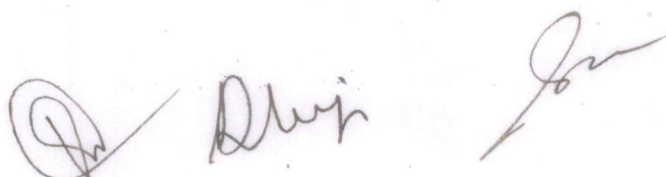
Unit - 2 : Retail Mix - Components of retail mix, how is it different from Marketing Mix, Retail as a channel member, importance of retail mix for Fashion Retail industry

Unit 3 : Retail Formats - Types of retail formats, Formats based on Ownership, Price & Merchandise, **Retail Formats most suitable for Fashion products**, Factors to be kept in mind while selecting a retail format for fashion products, Use of fashion products by various retail formats for attracting customers.

Unit - 4 : Career opportunities in Fashion Retailing - Various career options in Fashion Retailing, The qualities required for each of these career options.

Recommended Readings :

- I. Ferine, J., Ferine, S. and Moore, C. (2003), Principles of Retailing, Butterworth-Heinemann
- II. Granger Michael M. (2007), career Fashion: The Industry and its Careers, Fairchild Publications
- III. Vogt Peter (2007), Career Opportunities in the Fashion Industry, Checkmark Books
- IV. Iverson Annemarie (2010), In Fashion: From Runway to Retail, Everything You Need to Know to Break into the Fashion Industry, Clarkson Potter
- V. Berman Barry; Evans Joel R., Retail Management- a strategic approach
- VI. Levy Michael; Weitz Barton A., Retailing Management



B. Voc in Fashion Designing and Garment Technology
Fourth Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 403 : Surface Design Techniques

Unit 1: Introduction to Surface Design - Overview of Surface Design Techniques in Fashion, Historical Evolution of Surface Design, Importance of Surface Design in Garment Decoration, Introduction to Printing, Dyeing, and Embellishment Techniques

Unit 2: Printing Techniques - Screen Printing: Basic Principles and Process, Block Printing: Carving and Printing Techniques, Digital Printing: Technology and Applications, Heat Transfer Printing and Sublimation Printing

Unit 3: Dyeing and Colouring Techniques - Tie and Dye Techniques: Shibori, Bandhani, and Batik, Dip Dyeing and Ombre Effects, Fabric Painting: Brush Techniques and Stencilling, Acid Dyeing, Natural Dyeing, and Pigment Dyeing

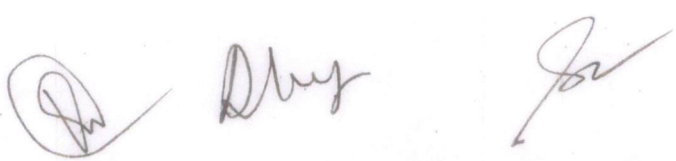
Unit 4: Embellishment and Surface Manipulation - Embroidery Techniques: Hand Embroidery and Machine Embroidery, Appliqué, Beading, and Sequin Embellishment, Fabric Manipulation: Pleating, Ruching, and Smocking, Mixed Media Techniques: Collage, Layering, and Texture

Recommended Readings :

- I. "Textile Surface Manipulation: Silk and Felt Techniques" by Arlene Fisch - Publisher: Lark Books
- II. "Textile Surface Decoration: Silk and Velvet" by Margo Singer - Publisher: Batsford Ltd
- III. "The Complete Guide to Designing and Printing Fabric" by Laurie Wisbrun - Publisher: Stewart, Tabori & Chang
- IV. "Hand Printing from Nature: Create Unique Prints for Fabric, Paper, and Other Surfaces Using Natural and Found Materials" by Laura Donnelly Bethmann - Publisher: Quarry Books
- V. "Textile Designs: Two Hundred Years of European and American Patterns Organized by Motif, Style, Color, Layout, and Period" by Susan Meller and Joost Elffers - Publisher: Thames & Hudson
- VI. "Embroidery: A Step-by-Step Guide to More than 200 Stitches" by Lucinda Ganderton - Publisher: DK
- VII. "Dyeing and Screen-Printing on Textiles" by Joanna Kinnersly-Taylor - Publisher: A&C Black Visual Arts

Practical & Activities :

Screen printing workshops demonstrating stencil creation and printing process, Block printing exercises using traditional and contemporary block designs, Tie and dye, Ombre effect projects using different dyeing methods, Fabric painting exercises focusing on brush techniques and stencilling, Embroidery workshops exploring various stitches and embellishment techniques, Appliqué and beading projects incorporating different materials and embellishments, Fabric manipulation experiments to create texture and dimension.



B. Voc in Fashion Designing and Garment Technology
Fourth Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 404 : Advanced Textile Studies

Unit 1 : Introduction to Knit Fabric - Definition of Knitting, classification of knitting; warp and weft knitting. , Comparison of knit and woven fabrics, Comparison between warp and weft knits. , Knit terminology; wales, courses, needle, stitch length, gauge, stitch density, The main parts of knitting machine.

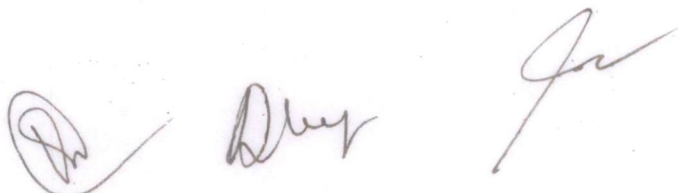
Unit 2 : Knit structure and its properties - Description of basic stitches: Knit, Tuck, float, Structure, properties and end uses of weft knit structures: Plain, Rib, Interlock and purl, Structure, properties and end uses of basic warp knit structure

Unit 3 : Other fabrication method - Introduction, classification and properties of various Non woven fabrics, Other fabric structure: Braided fabrics, lace fabrics, fur, suede fabrics, bonded fabrics, laminated fabrics, quilted.

Unit 4 : Fabric Faults - Appearance and description of various fabric faults.

Recommended Readings :

- I. Ajgoankar, D. B. (1982) Knitting Technology, Mumbai, Universal Publishing Corp.
- II. Aswani, K. T. (1978) Weaving Mechanisms, Ahmedabad, Mahajan Book Distributors.
- III. Bracken bury Terry (2005) Knitting Clothing Technology, Blackwell Science Publishers
- IV. Spencer, David J, (2005) Knitting Technology: A Comprehensive Handbook an Practical Guide, 4th ed. Woodhead, Cambridge
- V. Kadolph & Langford, Textile



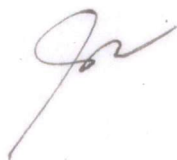
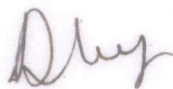
B. Voc in Fashion Designing and Garment Technology
Fourth Semester

(M.M: External-50, Internal- 50)

C.Code : FDGT - 405 : Advanced Pattern Making and Draping

Practical & Activities :

I. Gown



B. Voc in Fashion Designing and Garment Technology
Fifth Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 501 : Fashion Forecasting and Trends

Unit 1: Introduction to Fashion Forecasting - Overview of Fashion Forecasting: Definition and Importance, Historical Evolution of Fashion Trends, Role of Fashion Forecasting in the Fashion Industry, Trend Analysis Techniques: Historical, Quantitative, and Qualitative

Unit 2: Consumer Behavior Analysis - Understanding Consumer Psychology and Behavior in Fashion, Market Segmentation and Targeting, Consumer Research Methods: Surveys, Focus Groups, and Observational Studies, Interpretation of Consumer Data and Trend Identification

Unit 3: Trend Forecasting Techniques - Trend Spotting and Trend Tracking, Trend Prediction Models: Trend Boards, Trend Reports, and Trend Maps, Forecasting Tools and Resources: Trend Forecasting Agencies, Trend Books, and Online Platforms, Trend Analysis for Different Market Segments: High Fashion, Streetwear, and Mass Market

Unit 4: Application of Trends in Fashion Design - Incorporating Trends into Design Concepts and Collections, Adapting Trends to Suit Brand Identity and Target Market, Trend Translation and Interpretation: Color, Silhouette, Fabric, and Detailing, Forecasting Future Trends and Innovations in Fashion

Recommended Readings :

- I. "Fashion Forecasting" by Evelyn L. Brannon - Publisher: Fairchild Books
- II. "The Fashion Forecasters: A Hidden History of Color and Trend Prediction" by Regina Lee Blaszczyk - Publisher: Bloomsbury Academic
- III. "Fashion Trends: Analysis and Forecasting" by Eundeok Kim - Publisher: Fairchild Books
- IV. "The Trend Forecasters Handbook" by Martin Raymond - Publisher: Laurence King Publishing
- V. "Fashion Trends: Analysis and Forecasting (Understanding Fashion)" by Eundeok Kim - Publisher: Berg Publishers
- VI. "Fashion Futures" by Bradley Quinn - Publisher: Merrell Publishers
- VII. "Fashion Trends: Analysis and Forecasting" by Kate Heintz Watson - Publisher: Bloomsbury Academic
- VIII. "The End of Fashion: How Marketing Changed the Clothing Business Forever" by Teri Agins - Publisher: HarperBusiness

Practical & Activities :

Case studies on the role of fashion forecasting in fashion business strategies, Design projects integrating trend forecasts into garment collections, Presentation of trend-inspired design concepts and mood boards, Conducting consumer surveys and focus group discussions on fashion preferences, Presentation of findings and trend forecasts based on consumer behavior analysis, Trend spotting exercises through observation of street style, social media, and pop culture, Creation of trend boards and mood boards based on trend research findings

B. Voc in Fashion Designing and Garment Technology
Fifth Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 502 : Design Process

Unit 1: Introduction to Design Process - Understanding the Design Process in Fashion, Historical Evolution of Design Methods, Importance of Research in Design, Elements of Design: Color, Shape, Line, Texture, and Form

Unit 2: Research and Inspiration - Conducting Design Research: Market Analysis, Trend Forecasting, and Consumer Behavior, Sources of Inspiration: Nature, Art, Culture, and Technology, Mood Board Creation and Visualization Techniques, Developing a Design Brief and Concept Statement

Unit 3: Ideation and Concept Development - Brainstorming Techniques: Mind Mapping, Sketching, and Prototyping, Exploring Design Concepts: Silhouette, Detailing, and Fabrication, Design Development Process: Iterative Design, Feedback, and Revision, Experimentation with Materials and Techniques


Unit 4: Design Presentation and Documentation - Presentation Techniques: Sketching, Rendering, and CAD, Creating Technical Drawings and Specification Sheets, Visual Communication in Design: Layout, Typography, and Graphic Design, Portfolio Development and Presentation Skills

Recommended Readings :

- I. "The Fashion Designer's Textile Directory: A Guide to Fabrics' Properties, Characteristics, and Garment-Design Potential" by Gail Baugh - Publisher: Barron's Educational Series
- II. "Fashion Design: Process, Innovation, and Practice" by Kathryn McKelvey and Janine Munslow - Publisher: Wiley-Blackwell
- III. "Portfolio Presentation for Fashion Designers" by Linda Tain - Publisher: Fairchild Books
- IV. "Fashion Design Course: Principles, Practice, and Techniques: The Practical Guide for Aspiring Fashion Designers" by Steven Faerm - Publisher: Thames & Hudson
- V. "Fashion Design: The Complete Guide" by John Hopkins - Publisher: Laurence King Publishing

Practical & Activities :

Hands-on exercises focusing on design elements and principles, Field trips to museums, galleries, and cultural events for inspiration, Mood board creation workshops using various visualization techniques, Development of design briefs and concept statements for design projects, Ideation sessions using brainstorming techniques to generate design concepts, Sketching and prototyping exercises to explore design ideas, Creation of fashion sketches, renderings, and CAD illustrations, Technical drawing workshops focusing on garment construction and detailing, Portfolio development and presentation rehearsals for final assessment



B. Voc in Fashion Designing and Garment Technology

Fifth Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 503 : Export Management in Apparel Business

Unit - 1 : Introduction to Apparel Business - International apparel business pattern, basic business concepts in Indian apparel export house, business operation in China and other south Asian countries. Business patterns for Indian apparel retail and home textiles. Understanding form concept board to finished product and its sequence.

Unit 2 : Marketing and Merchandising For Apparel Products - Defining marketing, marketing mix the objectives of marketing department, market research, different types of markets, marketing strategies with respect to a product/ brand, Indian apparel houses international marketing strategies and domestic marketing strategies, marketing models, B to B marketing B to C marketing, direct marketing, digital marketing.

Concept of merchandising, concepts and apparel product lines, diminutions of product charged, determination and development of product line and product range. Creative and technical design in garments and accessories, new product development and seasons of sale, costing, coordination and communication with the production house and export house.

Unit 3 : Sourcing - Understanding the basics of sourcing, sourcing strategy and best sourcing practice in apparel and textile businesses, supply chain and demand chain understanding, sourcing negotiations, global co-ordination in sourcing.

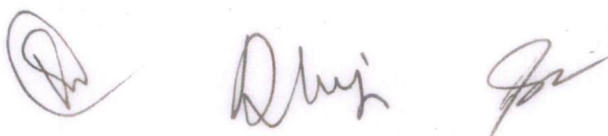
Unit 4 ; Export Documentation & Policies - Government policies a guide lines for apparel export and domestic trade, tax structures and government incentives in apparel trade. Export documents and its purposes, banking activities, Letter of credit, logistics and shipping, foreign exchange regulation, export risk management and insurance. Export finance, Special economic zones.

Recommended Readings :

- I. Elian stone, Jean A samples, "Fashion Merchandising", McGraw Hill Book Company, New York, 1985.
- II. Shivaramu S, "Export Marketing"- A Practical Guide to Exporters", Wheeler Publishing, Ohio, 1996.
- III. Ruth E. Glock, Grace 1. Kunj "Apparel Manufacturing Sewn Product Analysis" Fourth Edition Pearson Prentice Hall, NJ, 2005.

Practical & Activities :

Survey on famous brands available in market for men, women & children, Sourcing of fabrics, fasteners and trims, Window display for a specific brand, store and boutique.



B. Voc in Fashion Designing and Garment Technology

Fifth Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 504 : CAD for Fashion Designing

Unit 1: Introduction to CAD and Fashion Design - Overview of Computer-Aided Design (CAD) Software, Role of CAD in Fashion Designing and Garment Technology, Introduction to CAD Tools and Interface, Basic Drawing and Editing Commands

Unit 2: Digital Fashion Illustration - Creating Fashion Sketches and Croquis Digitally, Rendering Techniques: Color, Texture, and Shading, Creating Fashion Flats and Technical Drawings, Presentation Layouts and Graphic Design in CAD

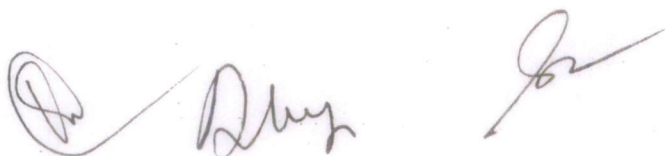
Unit 3: Pattern Drafting and Digital Pattern Making - Introduction to Pattern Drafting Principles, Digital Pattern Making Tools and Techniques, Creating Basic Blocks and Pattern Manipulation, Grading Patterns and Size Variation

Recommended Readings :

- I. "Digital Fashion Design and Manufacturing: 3D CAD/CAM Applications" by Lijing Wang - Publisher: CRC Press
- II. "Fashion Design Course: Principles, Practice, and Techniques: The Practical Guide for Aspiring Fashion Designers" by Steven Faerm - Publisher: Thames & Hudson
- III. "CAD for Fashion Design and Merchandising: Studio Access Card" by Stacy Stewart Smith and Joanne Saltman - Publisher: Fairchild Books
- IV. "Patternmaking with Computer-Aided Design" by Suzy Gershman - Publisher: Fairchild Books
- V. "3D Fashion Design: Technique, Design and Visualization" by Thomas Makryniotis - Publisher: Laurence King Publishing
- VI. "Digital Fashion Illustration with Photoshop and Illustrator" by Kevin Tallon - Publisher: Fairchild Books
- VII. "Fashion Design Drawing Course: Principles, Practice, and Techniques: The Ultimate Handbook for Aspiring Fashion Designers" by Caroline Tatham and Julian Seaman - Publisher: Thames & Hudson
- VIII. "CAD/CAM for Fashion and Apparel Industry" by Lijing Wang - Publisher: Springer

Practical & Activities :

Introduction to CAD software interface and navigation, Hands-on practice with basic drawing and editing commands, Sketching and rendering exercises using CAD tools, Digital fashion illustration projects using CAD software, Rendering exercises focusing on color, texture, and shading techniques, Technical drawing assignments for garment construction details, Layout design for portfolio presentations and design documentation.



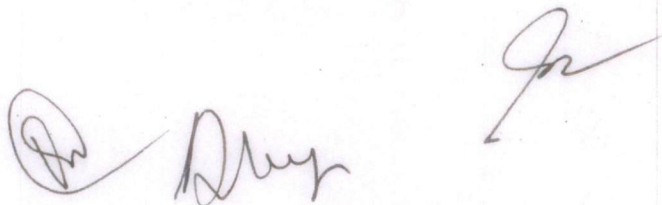
B. Voc in Fashion Designing and Garment Technology
Fifth Semester

(M.M: External-50, Internal- 50)

C.Code : FDGT - 505 : Advance Garment Construction Techniques &Pattern Making-II

Practical & Activities :

- I. Waistcoat
- II. Deconstructed Garment

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B. Voc in Fashion Designing and Garment Technology
Sixth Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 601 : Textile and Apparel Export Management

Unit 1: Introduction to Textile and Apparel Export Management - Overview of Textile and Apparel Export Industry, Importance of Export Management in the Fashion Business, Export Documentation and Compliance, International Trade Regulations and Tariffs

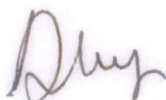
Unit 2: Market Analysis and Export Strategy - Identifying Export Markets: Emerging Markets, Established Markets, and Niche Markets, Developing Export Strategies: Product Differentiation, Pricing Strategies, and Distribution Channels, Export Market Entry Modes: Direct Exporting, Indirect Exporting, and Joint Ventures

Unit 3: Product Development and Quality Management - Product Design and Development for Export Markets, Understanding International Quality Standards and Regulations, Supply Chain Management: Sourcing, Production, and Logistics, Quality Control and Assurance Processes in Export Management

Unit 4: Export Promotion and Logistics - Export Promotion Strategies: Branding, Advertising, and Trade Shows, E-commerce and Digital Marketing for Export Promotion, Export Logistics and Documentation: Shipping, Customs Clearance, and Freight Forwarding, Export Financing and Risk Management

Recommended Readings :

- I. "Export Management" by Justin Paul and Rajiv Aserkar - Publisher: Oxford University Press
- II. "Export Management: An Indian Perspective" by S. L. Gupta - Publisher: Sultan Chand & Sons
- III. "Textile and Apparel Export Management" by Rajeev Kumar - Publisher: New Age International Publishers
- IV. "International Marketing and Export Management" by Gerald Albaum and Edwin Duerr - Publisher: Pearson
- V. "Export Management: Strategy, Planning, Implementation and Control" by David F. Edwin and Kenneth D. Weiss - Publisher: Prentice Hall
- VI. "Export Management: Issues and Policies" by A. K. Singh - Publisher: Anmol Publications Pvt. Ltd.
- VII. "Textile Exports and the World Market" by T. Karthikeyan - Publisher: New Age International (P) Ltd.
- VIII. "Apparel Export Promotion Strategy for Developing Countries: A Handbook" by United Nations Industrial Development Organization - Publisher: UNIDO



B. Voc in Fashion Designing and Garment Technology
Sixth Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 602 : Fashion Entrepreneurship

Unit 1: Introduction to Fashion Entrepreneurship - Overview of Entrepreneurship in the Fashion Industry, Characteristics of Successful Fashion Entrepreneurs, Entrepreneurial Mindset and Creativity in Fashion Business, Identifying Opportunities and Niche Markets

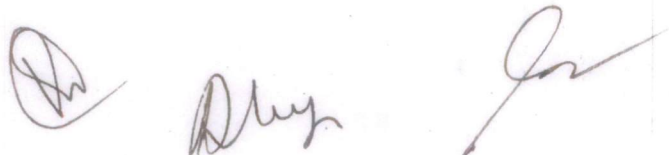
Unit 2: Business Planning and Strategy - Basics of Business Planning: Vision, Mission, and Objectives, Market Research and Analysis: Understanding Customers, Competitors, and Trends, Developing a Business Model Canvas, Strategic Planning: Setting Goals, Strategies, and Action Plans

Unit 3: Brand Development and Marketing - Brand Identity: Values, Personality, and Positioning, Branding Strategies: Differentiation, Consistency, and Authenticity, Marketing Mix: Product, Price, Place, and Promotion, Digital Marketing and Social Media Strategies for Fashion Brands

Unit 4: Financial Management and Sustainability - Financial Planning and Budgeting for Fashion Ventures, Revenue Models and Pricing Strategies, Funding Options for Fashion Startups: Bootstrapping, Investors, and Grants, Sustainable Practices in Fashion Entrepreneurship

Recommended Readings :

- I. "The Fashion Startup Guide: A Step-by-Step Guide on How to Build a Fashion Brand and Business" by The Fashionary - Publisher: The Fashionary
- II. "The Fashion Business Manual: An Illustrated Guide to Building a Fashion Brand" by Fashionary - Publisher: The Fashionary
- III. "The Fashion Designer Survival Guide: Start and Run Your Own Fashion Business" by Mary Gehlhar - Publisher: Kaplan Publishing
- IV. "Fashion Entrepreneurship: Retail Business Planning" by Michele M. Granger - Publisher: Fairchild Books
- V. "Start Your Own Fashion Accessories Business: Your Step-By-Step Guide to Success" by Entrepreneur Press - Publisher: Entrepreneur Press
- VI. "Fashion Entrepreneurship: Principles and Practice" by Michele M. Granger and Tina Sterling - Publisher: Fairchild Books
- VII. "The Entrepreneur's Guide to Sewn Product Manufacturing" by Kathleen Fasanella - Publisher: Association of Sewing and Design Professionals
- VIII. "Fashion Law: A Guide for Designers, Fashion Executives, and Attorneys" by Guillermo C. Jimenez - Publisher: Fairchild Books



B. Voc in Fashion Designing and Garment Technology
Sixth Semester

(M.M: External-60, Internal- 40)

C.Code : FDGT - 603 : Quality Control in Apparel Industry

Unit 1: Introduction to Quality Control in Apparel Industry - Overview of Quality Control and Assurance, Importance of Quality Control in Apparel Manufacturing, Quality Standards and Regulations in the Apparel Industry, Quality Control Processes: Inspection, Testing, and Sampling

Unit 2: Quality Assurance and Compliance - Supplier Quality Assurance and Vendor Compliance, Ethical Sourcing and Sustainability in Apparel Industry, Regulatory Compliance: Safety Standards, Environmental Regulations, and Labor Laws, Quality Control Documentation and Record Keeping

Recommended Readings :

- I. "Quality Control for the Apparel Industry" by Stanley Bernard Ellison and Joy McFadden - Publisher: Fairchild Books
- II. "Apparel Quality: A Guide to Evaluating Sewn Products" by Janace E. Bubonia - Publisher: Fairchild Books
- III. "Quality Management for the Fashion Industry" by Pradip V. Mehta - Publisher: Pearson
- IV. "Statistical Methods for Quality Improvement" by Hitoshi Kume - Publisher: Springer
- V. "Total Quality Management in the Apparel Industry" by Pradip V. Mehta - Publisher: CRC Press
- VI. "Garment Manufacturing Technology" by Rajkishore Nayak and Rajiv Padhye - Publisher: CRC Press
- VII. "Apparel Manufacturing: Sewn Product Analysis" by Ruth E. Glock and Grace I. Kunz - Publisher: Prentice Hall
- VIII. "Garment Quality Control Handbook" by Harish K. Monga - Publisher: Woodhead Publishing

Dr. R. K. Monga

Dr. R. K. Monga

B. Voc in Fashion Designing and Garment Technology

Sixth Semester

(M.M: External-50, Internal- 50)

C.Code : FDGT - 604 : Collection Development and Presentation

B. Voc in Fashion Designing and Garment Technology

Sixth Semester

(M.M: External-50, Internal- 50)

C.Code : FDGT - 605 : Summer Internship / Graduation Project

