

**ORDINANCES
AND OUTLINES OF TESTS
SYLLABI AND COURSES OF READING**

FOR

BACHELOR OF VOCATION (FASHION TECHNOLOGY)

3rd Year

(5th AND 6th SEMESTER)

FOR

**2019-20 Examinations
Continued for session 2020-21**

SYLLABUS
B.VOC (Fashion Technology) Third Year(5th Semester)

2019-20 Examinations

Sr. No.	Title of Paper	External Assessment	Internal Assessment	Total Marks	Credits
1.	Fashion Marketing	74	26	100	3
2.	History of World Costume	74	26	100	4.5
3.	Personality and Clothing	74	26	100	3
4.	Apparel manufacturing Industry	74	26	100	3
5.	Drafting with Layout and Garment Constructions	100	0	100	4.5
6.	Computer aided Fashion Design – II	50	0	50	3
7.	Accessory Design and Construction	50	0	50	4.5
8.	Fashion Show	100	0	100	4.5
		596	104	700	30

B.VOC (Fashion Technology) Third Year (6th Semester)

2019-20 Examinations

Sr. No.	Title of Paper	External Assessment	Internal Assessment	Total Marks	Credits
1.	Industrial Training	200	200	400	18

6-month Industrial Training

Internal : 200

Extra Viva : 200

2. Student will organize their best work in a single design lodge.

a.) Port Folio

b.) Project Work

c.) Training (6th month)

3.) Student have to submit three certificates from the below activities for 12 credits General Studies. Each certificate has 4 credits.

a. NSS

b. NCC

c. RED CROSS

FASHION MARKETING (Theory)

B. Voc (FT)

SEM-V

Max. Marks :74

Allowed Time : 3hrs

Min. Pass Marks : 26

INSTRUCTIONS FOR THE PAPER SETTER

The question paper will consist of three sections A, B and C. Each of sections A and B will have four questions from the respective sections of the syllabus and each question carry 11 marks. Section C will consist of one compulsory question having 10 short-answer typed questions carrying 3marks each covering the entire syllabus uniformly.

Section-A

- Introduction to marketing: its nature, scope and importance in garments industry.
- Meaning of fashion market.
- Marketing planning and processes.
- Marketing terminology: Market, niche market, target marketing , vendor, supplier, Franchise, market research, sales, brand equity, labeling packaging branding etc.
- Fashion market and marketing environment.
- Factors affecting fashion industry.
- Marketing mix/ 4 Ps of Marketing.

Section-B

- Target market.
- Market plan, purpose and product feature.
- Advertising / advertising media / advertising effectiveness
- Market research.
- Marketing communication.
- Technological influence on fashion marketing.
- Online marketing

References:

1. "Fashion Marketing" By Essey Mike, Publisher Blackwell.
2. "Consumer Behavior in Fashion" By Soloman, Michale R, Publisher Pearson.
3. "Fashion Marketing and Merchandising" By Mary, Publisher Goodheart-Willcox
4. Principal's of marketing by Ashok Jain, V.K. Publications.
5. Marketing management by C.N. Sontakki, Kalyani Publications.

P.T.O.

History of World Costumes (Theory)

B. Voc (FT)

SEM-V

Max. Marks :74

Allowed Time : 3hrs

Min. Pass Marks : 26

INSTRUCTIONS FOR THE PAPER SETTER

The question paper will consist of three sections A, B and C. Each of sections A and B will have four questions from the respective sections of the syllabus and each question carry 11 marks. Section C will consist of one compulsory question having 10 short-answer typed questions carrying 3marks each covering the entire syllabus uniformly.

Section-A

Costumes of the Ancient World (300 B.C.-300A.D.)

Mesopotamia, Egypt, Greece & Rome

Costumes of the Middle Ages (300 A.D.-1500 A.D.)

Byzantine

English Costumes:

English costumes during middle ages:

Early middle ages.

Late middle ages.

Renaissance in Italy

Mannerism — 16th century.

Baroque — 17th century to 18th century.

Rococo — mid-18th century.

Section-B

6. The French costume

Renaissance in France(1500 A D)

Renaissance in France(1600 A D)

Renaissance in France(1700 A D)

7. The French revolution and thereafter (1790 A.D.-1900 A.D.)

The Directoire and Empire period (1790 A.D.-1820 A.D.)

The Romantic period (1820 A.D.-1850 A.D.)

The Crinoline period (1850 A.D.-1869 A.D.)

The Bustle period (1870 A.D.-1900 A.D.)

8. Suggested Readings:

Tortora P.G. and Eubank K. (1995) Survey of Historic Costume, New York, Fairchild Publications.

Sara, P. Tomp and Srah H. Fashion Costume and Culture (vol 1) The Ancient World, Thomas Gale.

James, L. Costume and Fashion: A Concise History; Thames and Hudson)2nd edition) 2002.

Jack Cassin-scott; The illustrated encyclopaedia of costume and fashion (from 1600 to present);

Block Hampton Press; London.

Bronwyn C; Costume and Fashion: A complete History, 2003.

P.T.O.

PERSONALITY & CLOTHING (THEORY)

B. Voc (FT)

SEM-V

Max Marks: 74

Allowed Time: 3 Hrs.

Min Pass Marks: 26

INSTRUCTIONS FOR THE PAPER SETTER

- The question paper will consist of three sections A, B and C. Each of sections A and B will have four questions from the respective sections of the syllabus and each question carry 11 marks. Section C will consist of one compulsory question having 10 short-answer typed questions carrying 3marks each covering the entire syllabus uniformly.

Section – A

- History and theories of clothing;
 - i. Origin Theory
 - ii. Modesty Theory
 - iii. Protection Theory
- Definition of Personality, Personality and Self Concept.
- Social & Psychological implications of clothing on the wearer : children, young, adults, elderly.
- Fashion Apparel – women's , men's, children's and teenagers - category and size ranges.
- Fashion Accessories- categories, market segments and trends in accessory industry.

Section – B

- Clothing physiology :- Sloppy, designer, Skimpy, Business, Flashy, Drab, Athletic, Goth, casual.
- Clothing according to personality – Dainty, Sturdy, Dramatic, Demure, Dignified, Vivacious
- Effective use of elements and principles of design in clothing: textures, colours, form, shape, scale, balance, lines & space.
- Application of the principle & design to the basic figure type :-
 - i. Short and Thin
 - ii. Short & Stout
 - iii. Tall & thin
 - iv. Tall & Stout

Books Recommended:

Essential Reading:

1. Mary Shaw Ryan, Clothing; a study in human behavior, 1966, Holt, Rinehart and Winston (New York)
2. J. C. Flugel, Psychology of Clothes, June 1966, Intl Universities Pr Inc .
3. Marilyn J. Horn ,The Second Skin: An Interdisciplinary Study of Clothing, March 1981, Houghton Mifflin School

Further Reading:

4. Fred Davis,Fashion, Culture, and Identity ,1992,The University of Chicago Press Ltd.

Apparel Manufacturing Industry (Theory)
B. Voc (FT)
SEM-V

Max. Marks :74
Min. Pass Marks : 26

Allowed Time : 3hrs

INSTRUCTIONS FOR THE PAPER SETTER

The question paper will consist of three sections A, B and C. Each of sections A and B will have four questions from the respective sections of the syllabus and each question carry 11 marks. Section C will consist of one compulsory question having 10 short-answer typed questions carrying 3marks each covering the entire syllabus uniformly.

Section-A

Describe basic Apparel industry terms like retail, buyer, merchandise, merchant etc.
Organization of Apparel industry.
Structure and sectors of Apparel industry.
Work flow in Apparel industry through different departments.
Factors affecting the structure
Design department-forecasting, designing, collection planning.
Sampling department- Pattern making, grading and sampling technology, construction of sample garment.

Section-B

Marketing department- calendar, pricing, product planning, costumer, merchandising and sale.
Purchase department- supplies, prices, store keeping, inventory management.

Finance department- Information management, administration, costing, budgeting.
Dispatch department.
Garment Inspection using different methods.
Applying quality assurance programmers in fabric department, cutting, production and finishing department.

Suggested Readings:

1. "Apparel Production Terms and Process" By Janace Bubonia
2. "Apparel manufacturing-Sewn Product Analysis" By Ruth E. Glock and Grace Publisher Prentice.
3. "Guide to Apparel Manufacturing" By Peyton B, Hudson, Publisher Blackwell.
4. "Fashion Concept to Consumer" By Gini Stephens Frings, Publisher Pearson.

Drafting With Layout & Garment Construction (Practical)
B. Voc. (FT)
SEM-V

Max. Marks: 100
Passing Marks: 35

Time Allowed: 3 Hrs

Section- A

Drafting and Layout

- Bodice Block – front, back, sleeve.
- Shirt of Men's/Woman's
- Trouser of Men's/Woman's
- Jump Suit
- Skirt Top
- Designer Kurta
- Partywear Frock

Section-B

Garment Construction:

- Shirt of Men's/Woman's
- Trouser of Men's/Woman's
- Jump Suit
- Skirt Top
- Gown/Lengha Choli
- Designer Kurta

References:

1. "Metric Pattern Cutting for Women's Wear" By Winfred, Aldrich.
2. "Metric Pattern Cutting for Children Wear" By Winfred, Aldrich.
3. "Metric Pattern Cutting for Men's Wear" By Winfred, Aldrich.

Computer Aided Fashion Design-II (Practical)
B. Voc. (FT)
SEM-V

Time Allowed: 3 Hrs

Maximum Marks: 50
Passing Marks: 14

- Illustrating fashion model figures in front profiles and movement.
- Draping the fashion figure in different silhouette.
- Drape garments like skirt, shirt, gown, denim etc.
- Fashion details like plackets, collars, cuffs and buttons.
- Various illustration tools of Corel draw and Photoshop.
- Design a logo and create a brochure for your own label.
- Draw 3 profiles of female flesh figures (front, side and $\frac{3}{4}$ th).
- Show different silhouette in the garment
- Stitch lines.
- Trims.
- Make collage and swatch board.
- Drape different type of garments.
- Design a mood/story board according to the selected theme (both paper and computer assignment)

References:

- ☐ According to the software manuals.

Accessory Design and Construction (Practical)
B. Voc. (FT)
SEM-V

Time Allowed: 3 Hrs

Maximum Marks: 50
Passing Marks: 14

- Fashion accessories- its types [bags, hats/ millinery, gloves, shoes, belts, neckties, scarves, jewelry.
- Design and construct a jewelry by taking any inspiration.
- Design and renovate a hand bag according to a particular client.
- Design and construct a scarf.
- Design and construct a head gear.

References:

1. Fashion Accessories, John Peacock
2. Hats Status styles and Glamour, Colin Mc. Dowell
3. Fashion source Technical Design, Progeone
4. Moda Fashion, Gri Baudo
5. Shoes Fashion and Fantasy, Colin Mc.Dowell
6. Encyclopedia of fashion accessories, Phyllis Torbora

Fashion Design Construction (Fashion Show) - Practical
B. Voc (FT)
SEM-V

Time Allowed: 3 Hrs

Maximum Marks: 100

Passing Marks: 35

- Designing & Construction of the garments according to theme for the **Fashion show**.

References:

1. “Dress Design: Draping and Flat Pattern Making”, M.S. Hillhouse, E.A. Manfield, Publisher Houghton Mifflin College Division.
2. “New Complete Guide to Sewing” By Reader Digest, Publisher Reader Digest New York.

B.VOC. (Fashion technology) 3rd year 6th Semester
B. Voc (FT)
SEM-VI

1) 6-month Industrial Training

Internal : 200

Extra Viva : 200

2) Student will organize their best work in a single design lodge.

- a) Port Folio
- b) Project Work
- c) Training (6th month)

3) Student have to submit three certificates from the below activities for 12 credits General Studies. Each certificate has 4 credits.

- a. NSS
- b. NCC
- c. RED CROSS