 MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION, MUMBAI TEACHING AND EXAMINATION SCHEME FOR POST S.S.C. DIPLOMA COURSES																	
COURSE NAME : DIPLOMA IN DRESS DESIGNING & GARMENT MANUFACTURING																	
COURSE CODE : DD																	
DURATION OF COURSE : 6 SEMESTERS												WITH EFFECT FROM 2014-15					
SEMESTER : FIFTH												DURATION : 16 WEEKS					
PATTERN : FULL TIME - SEMESTER												SCHEME : G					
SR. NO	SUBJECT TITLE	Abbreviation	SUB CODE	TEACHING SCHEME			EXAMINATION SCHEME										SW (19500)
				TH	TU	PR	PAPER HRS.	TH (1)		PR (4)		OR (8)		TW (9)			
								Max	Min	Max	Min	Max	Min	Max	Min		
1	Quality Control	QCO	19501	02	--	--	02	50	20	--	--	--	--	--	--		
2	Fashion Marketing	FMA	19502	03	--	--	03	100	40	--	--	--	--	--	--		
3	Fashion Retail Management	FRM	19503	03	--	--	03	100	40	---	--	--	--	--	--		
4	Entrepreneurship & Finance	EFI	19504	03	--	--	03	100	40	--	--	--	--	--	--		
5	Portfolio and Design Development	PDD	19068	--	--	04	--	--	--	--	--	--	--	100@	40		50
6	Advanced Apparel Construction- Mens wear	AAC	19069	--	--	08	--	--	--	50#	20	--	--	50@	20		
7	Computer Aided Designing & Drafting	CAD	19070	--	--	06	--	--	--	50@	20	--	--	--	--		
TOTAL				11	--	18	--	350	--	100	--	--	--	150	--	50	
<p>Student Contact Hours Per Week: 29 Hrs.</p> <p>THEORY AND PRACTICAL PERIODS OF 60 MINUTES EACH.</p> <p>Total Marks : 650</p> <p>@ Internal Assessment, # External Assessment, \$ - Common to All Conventional Diploma, No Theory Examination.</p> <p>Abbreviations: TH-Theory, TU- Tutorial, PR-Practical, OR-Oral, TW- Termwork, SW- Sessional Work</p> <ul style="list-style-type: none"> ➤ Conduct two class tests each of 25 marks for each theory subject. Sum of the total test marks of all subjects is to be converted out of 50 marks as sessional work (SW). ➤ Progressive evaluation is to be done by subject teacher as per the prevailing curriculum implementation and assessment norms ➤ Code number for TH, PR, OR and TW are to be given as suffix 1, 4, 8, 9 respectively to the subject code. 																	



MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION, MUMBAI
TEACHING AND EXAMINATION SCHEME FOR POST S.S.C. DIPLOMA COURSES

COURSE NAME : DIPLOMA IN DRESS DESIGNING & GARMENT MANUFACTURING

COURSE CODE : DD

DURATION OF COURSE : 6 SEMESTERS

WITH EFFECT FROM 2014-15

SEMESTER : SIXTH

DURATION : 16 WEEKS

PATTERN : FULL TIME - SEMESTER

SCHEME : G

SR. NO	SUBJECT TITLE	Abbreviation	SUB CODE	TEACHING SCHEME			EXAMINATION SCHEME									SW (19600)
				TH	TU	PR	PAPER HRS.	TH (1)		PR (4)		OR (8)		TW (9)		
								Max	Min	Max	Min	Max	Min	Max	Min	
1	Fashion Show / Exhibition Project	FEP	19089	--	--	12	--	--	--	--	--	100#	40	100@	40	--
2	Industry Project	IPR	19090	--	--	16	--	--	--	--	--	100#	40	50@	20	
3	Digital Media	DME	19091	--	--	04	--	--	--	50@	20	--	--	--	--	
TOTAL				--	--	32	--	--	--	50	--	200	--	150	--	--

Student Contact Hours Per Week: **32 Hrs.**

THEORY AND PRACTICAL PERIODS OF 60 MINUTES EACH.

Total Marks : **400**

** 16 weeks semester shall be suitably implemented as 12 weeks for Industry Project and 4 weeks for other two subjects as per convenience.

@ Internal Assessment, # External Assessment, \$ - Common to All Conventional Diploma, No Theory Examination.

Abbreviations: TH-Theory, TU- Tutorial, PR-Practical, OR-Oral, TW- Termwork, SW- Sessional Work

- Conduct two class tests each of 25 marks for each theory subject. Sum of the total test marks of all subjects is to be converted out of 50 marks as sessional work (SW).
- Progressive evaluation is to be done by subject teacher as per the prevailing curriculum implementation and assessment norms
- Code number for TH, PR, OR and TW are to be given as suffix 1, 4, 8, 9 respectively to the subject code.

Course Name : Diploma in Dress Designing & Garment Manufacturing

Course Code : DD

Semester : Fifth

Subject Title : Quality Control

Subject Code : 19501

Teaching and Examination Scheme

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
02	--	--	02	50	--	--	--	50

NOTE:

- **Two tests of 25 marks to be conducted as per the schedule given by MSBTE.**
- **Total of tests marks for all theory subjects are to be converted out of 50 and to be entered in mark sheet under the head Sessional Work (SW).**

Rationale:

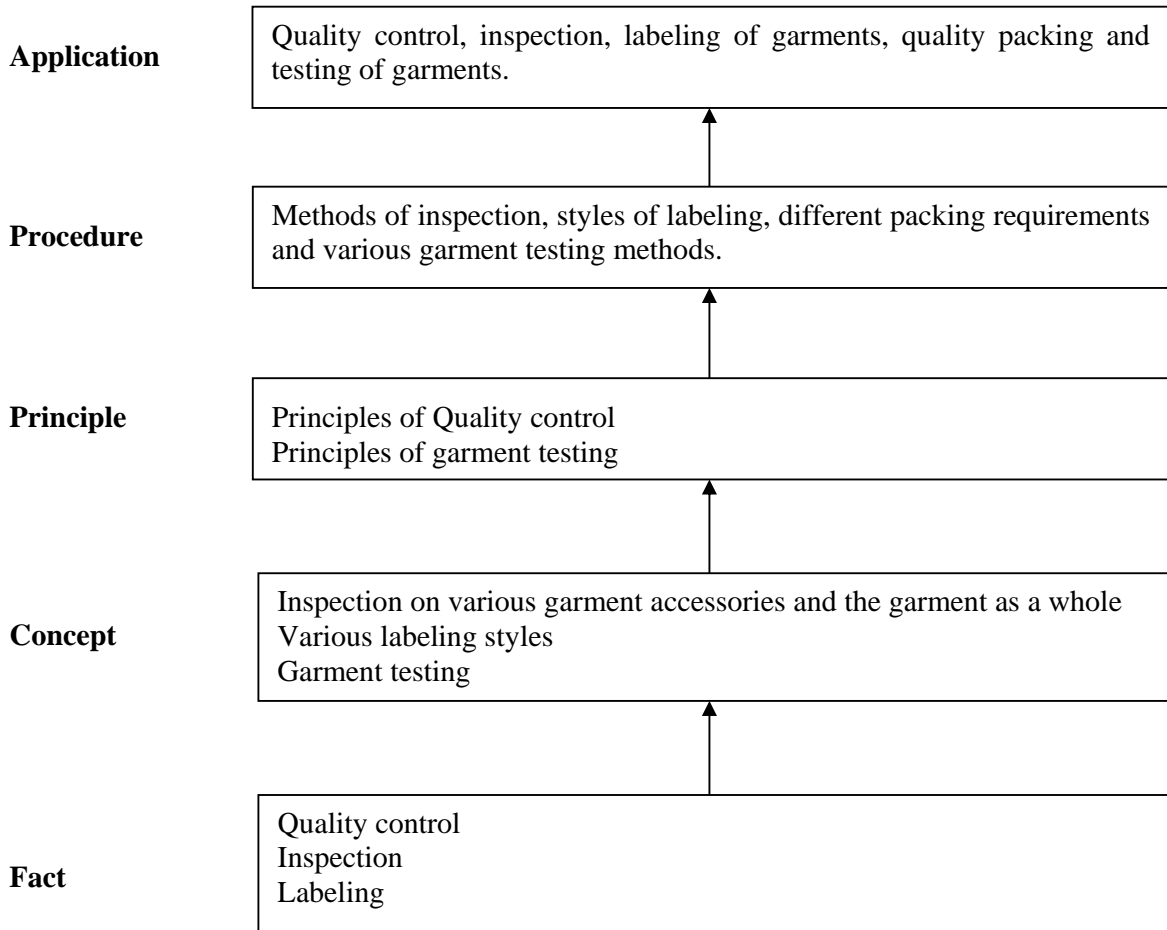
Garment making in the industry requires quality control at various stages. This may include quality checking starting from fabric level, cutting, sewing, finishing, pressing and packing stages. Quality is not only checked for garments but also of the accessories attached to the garments and even when they are sent for laundering. The study of quality control will be useful in producing defect free garments. Quality checking at every stage will help to gain knowledge regarding the various testing methods.

General Objectives:

Students will be able to:

1. Understand the concept of Quality control.
2. Identify various quality testing techniques.
3. Understand labeling of garments.

Learning Structure



Contents: Theory

Topic & Content	Hours	Marks
<p>Topic 1 : Introduction to Quality Control and Inspection</p> <p>Specific Objectives :</p> <ul style="list-style-type: none"> ➤ State the requirements of quality ➤ Write the methods of inspection <p>Content :</p> <p>1.1 What is Quality 03 Marks</p> <p>Why is Quality important</p> <p>1.2 Inspection 03 Marks</p> <ul style="list-style-type: none"> • What is inspection • Raw material inspection • Fabric inspection • 4 Point system <p>1.3 Quality checking for 08 Marks</p> <ul style="list-style-type: none"> • Sewing thread • Zippers • Buttons / Buckles and snap fasteners <p>1.4 In-process Inspection for</p> <ul style="list-style-type: none"> • Spreading • Cutting • Sewing • Pressing / Finishing • Testing of fusible interlinings • Elastic waistband testing <p>1.5 Final Inspection</p>	12	14
<p>Topic 2 : Labeling of apparel</p> <p>Specific Objectives :</p> <ul style="list-style-type: none"> ➤ List the various types of labels and hang tags ➤ Name the fabrics used in making of labels <p>Content :</p> <p>2.1 Types of labels used in garments</p> <ul style="list-style-type: none"> • Brand label • Care label • Size label • Content / Fiber label • ASTM and ISO care symbols • Hang tags <p>2.2 Fabrics used in labels</p> <p>2.3 Labeling styles</p>	04	10
<p>Topic 3 : Packing Quality</p> <p>Specific Objectives :</p> <ul style="list-style-type: none"> ➤ List various styles of packing ➤ Identify various Packing materials <p>Content :</p> <p>3.1 Classification of Packing and its importance 03 Marks</p> <ul style="list-style-type: none"> • Stand up pack • Flat pack • Hanger pack 		

<ul style="list-style-type: none"> • Dead man pack • Different types of Packing materials and their quality parameters • Poly bag – plain / gazetted pack • Plain board • Back support board • Window board • Inner collar patty – PVC • Outer patty • Butterfly plastic clips • Pins • Tissue paper • Size sticker • Warning sticker • Hang tags • Price ticket • Cartons 	06	08
<p>Topic 4 : Testing of Yarn, Fabrics and Garments</p> <p>Specific Objectives :</p> <ul style="list-style-type: none"> ➤ State the various testing methods ➤ Identify the defects <p>Content :</p> <p>4.1 Testing of Yarn 05 Marks</p> <ul style="list-style-type: none"> • Basics of Yarn numbering systems Count-tex-Deniers. • Yarn strength. <p>4.2 Testing of fabrics 05 Marks</p> <ul style="list-style-type: none"> • Chemical test – Colour fastness to washing and dry cleaning, soil and stain release. Water resistance and Water repellency • Physical Test – Tensile, tearing, crease recovery, pilling, drape, testing of shades (light, rubbing) <p>4.3 Testing of Garments 06 Marks</p> <ul style="list-style-type: none"> • Seam strength • Fabric stretch properties • Dimensional changes due to Laundering / Dry cleaning / Steaming & Pressing • Durable Press Evaluation of fabrics and apparel • Needle cutting / yarn severance • Sewability of fabrics • Bow and Skewness in woven and knitted fabrics • Distortion of yarn in woven fabrics • Fabric streak analysis <p>4.4 Defects in Woven and Knitted fabrics 02 Marks</p> <ul style="list-style-type: none"> • Bow and Skewers in woven and knitted • Distortion of Yarn • Fabric analysis 	10	18
Total	32	50

Note: Field trip to a garment production unit and testing laboratory is essential for the understanding of the above topics.

Learning Resources**1. Books:**

Sr. No.	Title	Author	Publisher
1.	The Technology of Clothing Manufacture	Harold Carr and Barbara Latham	Blackwell Science, Oxford
2.	Managing Quality in the Apparel Industry	Pradip V. Mehta Satish K. Bhardwaj	New age International Publishers
3.	Introduction to Clothing Manufacture	Gerry Cooklin	Om Books International New Delhi
4.	Fashion Design and Product Development	Harold Carr and John Pomeroy	Blackwell Science, Oxford
5.	Introductory Textile Science	Marjory L. Joseph	Holt, Rinehart and Winston, New York
6.	Garment Technology for Fashion Designers	Gerry Cooklin	Blackwell Science, Oxford

2. Websites:

Sr. No.	Titles
1.	www.indiamart .com
2.	www.textile.atlas-mts.com

Course Name : Diploma in Dress Designing & Garment Manufacturing

Course Code : DD

Semester : Fifth

Subject Title : Fashion Marketing

Subject Code : 19502

Teaching and Examination Scheme

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
03	--	--	03	100	--	--	--	100

NOTE:

- **Two tests of 25 marks to be conducted as per the schedule given by MSBTE.**
- **Total of tests marks for all theory subjects are to be converted out of 50 and to be entered in mark sheet under the head Sessional Work (SW).**

Rationale:

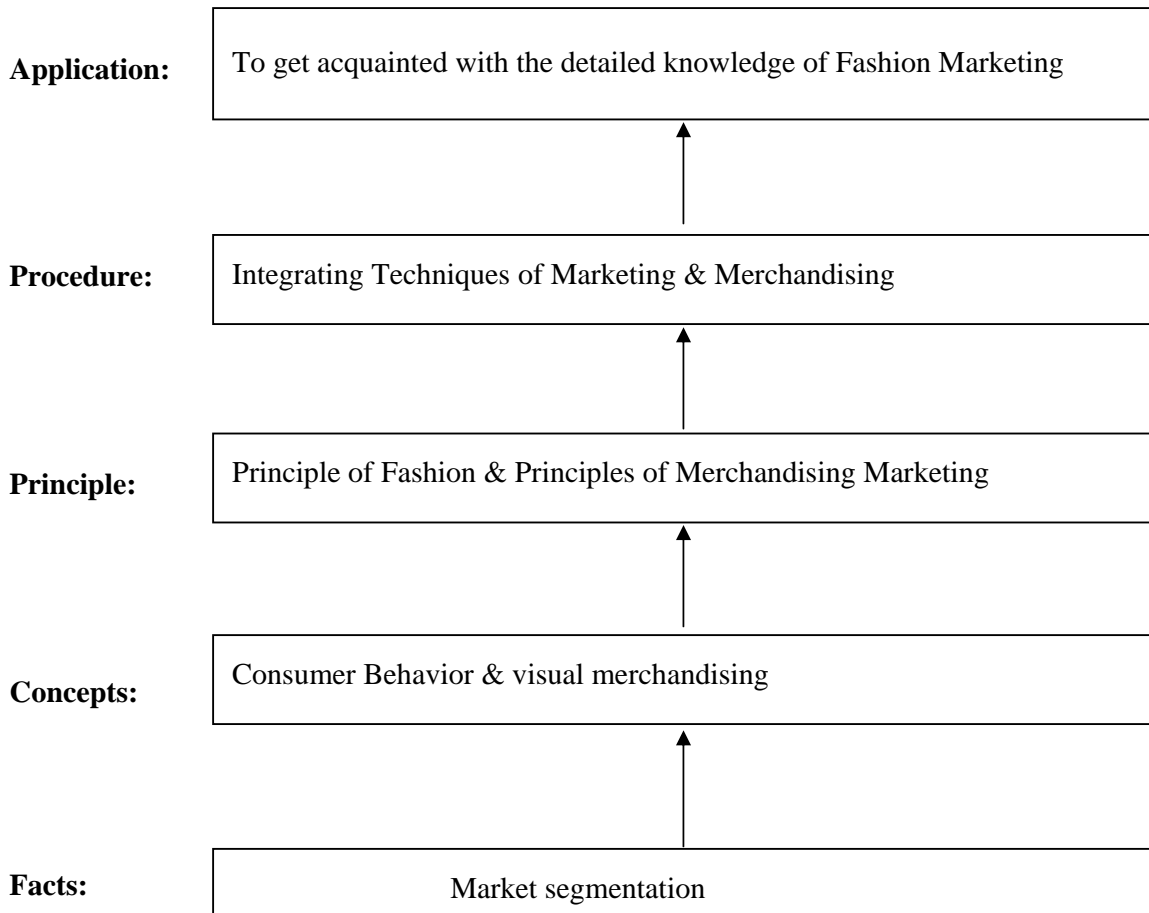
Marketing is one of the important aspect of fashion. This subject will widen the students knowledge of fashion concept and to make the student aware of market segmentation in the fashion industry.

General Objectives:

Students will be able to:

1. Understand analysis of market trends in fashion.
2. Understand consumer behavior & buying patterns.
3. Plan visual presentations of a store.

Learning Structure:



Contents:

Topics & Contents	Hours	Marks
<p>Topic 1 : Introduction Specific Objectives:</p> <ul style="list-style-type: none"> ➤ Draw the flow chart of the retail fashion industry from fiber to distribution of the finished product <p>Content : 1.1 Definition of market 1.2 Fashion Industry Flow chart Primary - Secondary - Tertiary markets for manufacturers and distribution channels. 1.3 Timing of product development and showing</p>	04	06
<p>Topic 2 : Principles of fashion Specific Objectives:</p> <ul style="list-style-type: none"> ➤ State the basic principles of fashion. ➤ Write the meaning of Merchandising Terminologies. <p>Content : 2.1 Consumer acceptance 2.2 Basic in Fashion is change 2.3 Change is evolutionary not revolutionary 2.4 Fashion is cyclical in nature / Fashion cycle 2.5 3 Theories of Fashion 2.6 Fashion reflects its times 2.7 Fashion terminology for merchandising</p>	12	24
<p>Topic 3 : Consumer Behavior Specific Objectives:</p> <ul style="list-style-type: none"> ➤ List the factors that influence the consumers behave in a particular way. <p>Content : Factors that influence consumer behavior 3.1 Social Family / Friends / neighbours / colleagues 3.2 Psychological 3.3 Demographic 3.4 Practical 3.5 Economical</p>	08	18
<p>Topic 4 : Fashion Marketing Specific Objectives:</p> <ul style="list-style-type: none"> ➤ Write the meaning of the term market ➤ List the role fashion marketers in the markets. ➤ List marketing strategies used in fashion business. ➤ State the Role of a Retail merchandiser including pricing policies. <p>Content : 4.1. Marketing concept 4.2. Role of fashion marketers 4.3. Market segmentation 4. 4. Fashion marketing planning (strategies) 4. 5. Mass marketing 4. 6. Goals of merchandiser and pricing policies</p>	12	28
<p>Topic 5 : Visual Merchandising: Specific Objectives:</p> <ul style="list-style-type: none"> ➤ Understand in depth about visual merchandising as an important tool 	12	24

<p>in fashion promotion.</p> <ul style="list-style-type: none"> ➤ List the terminologies used in visual merchandising. ➤ State the factors to be considered for indoor and outdoor display of a store. ➤ State the meaning of colour stories, seasonal displays and different types of communications important in visual merchandising. <p>Content :</p> <p>5.1 V.M. terminology</p> <p>5.2 Colour stories</p> <p>5.3 Types of displays (seasonal)</p> <p>5.4 Conceptualisation of theme, mood board</p> <p>5.5 Window displays & In store display</p> <p>5.6 Different types of communications in VM (Permanent & utility signages offer & promotions)</p>		
Total	48	100

Note: Following Aspects be Observed:

1. Analysis and review of Trade Publications and Formulas
2. Field Trips
3. Research Data
4. Study of Careers in Fashion Merchandising & Ethics of Professional Practice.

Learning Resources:**Books:**

Sr. No.	Title	Author	Publisher
1	Concept of Consumer	Stephen Fringes	Fairchild Publication New Jersey
2	Fashion Merchandising	--	Stones & Samples
3	Creative Fashion Presentation	Polly Guerin	--
4	Fashion Marketing	Easey	Blackwell Publishing, Oxford
5	Fashion Advertising and Promotion	Winters & Standlay Goodman	--

Course Name : Diploma in Dress Designing & Garment Manufacturing

Course Code : DD

Semester : Fifth

Subject Title : Fashion Retail Management

Subject Code : 19503

Teaching and Examination Scheme

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
03	--	--	03	100	--	--	--	100

NOTE:

- **Two tests of 25 marks to be conducted as per the schedule given by MSBTE.**
- **Total of tests marks for all theory subjects are to be converted out of 50 and to be entered in mark sheet under the head Sessional Work (SW).**

Rationale:

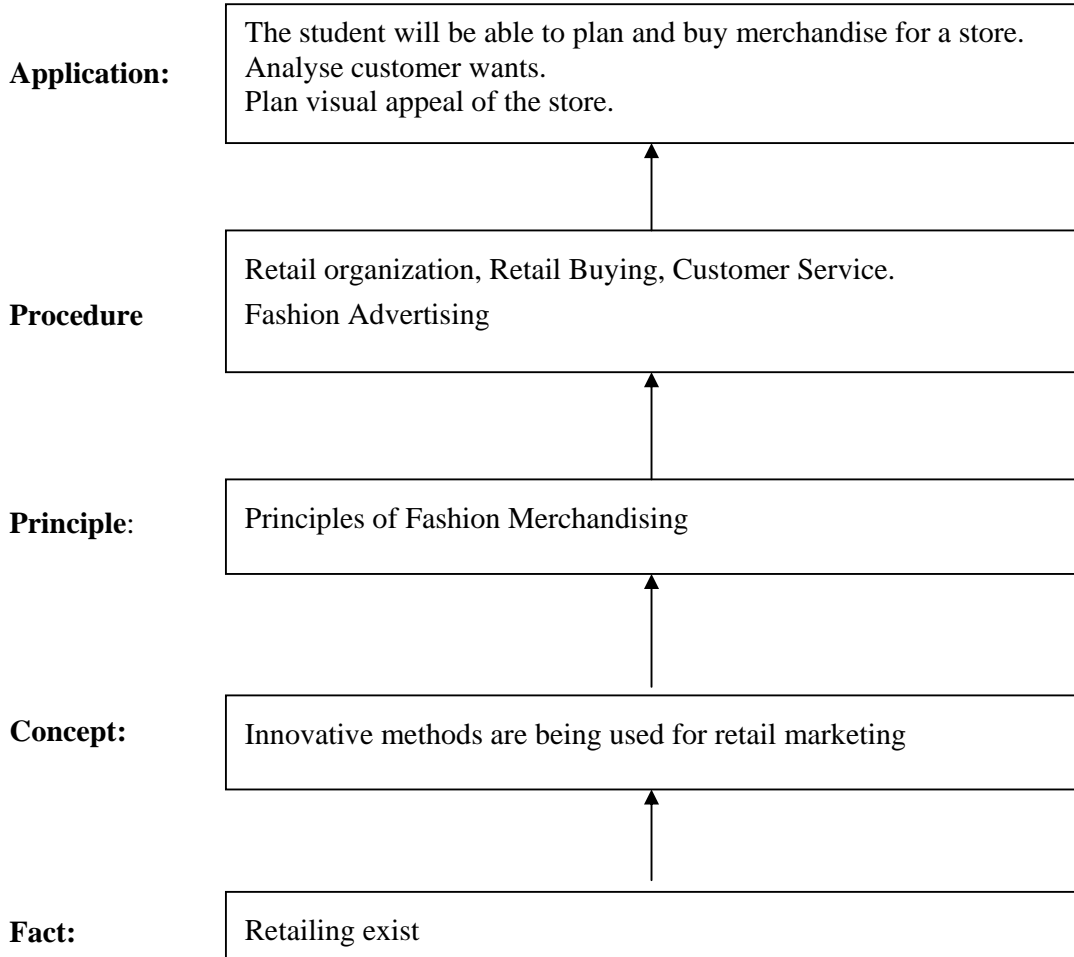
The field of Retail Management has opened up with the entry of big players in the Retail market. Innovative methodologies are being adopted to push retail sales. Professional opportunities are therefore growing by leaps and bounds.

General Objectives:

Students will be able to:

1. Determine saleable products.
2. Manage Inventory.
3. Plan Logistics.
4. Manage Vendor Managements.
5. Forecast fashion trends.
6. Manage relationship with clients and vendors.
7. Understand marketing of fashion goods and manage fashion stores.

Learning Structure:



Content:

Topics and Contents	Hours	Marks
<p>Topic 1 : Introduction to Retail Merchandising Specific Objectives :</p> <ul style="list-style-type: none"> ➤ List different retail strategies adopted by retailers ➤ State different medium through which retailing is done. <p>Content:</p> <p>1.1 Global Apparel Business 1.2 Emerging Domestic Apparel Retail Scenario 1.3 Store based retailers 1.4. Retail Organization 1.5 Multiple-Unit Store 1.6 Type of ownership 1.7 E-Retailing 1.8 Domestic v/s International Brand Retailing 1.9 National brand v/s Private brand</p>	15	28
<p>Topic 2 : Retail Fashion Buying Specific Objectives :</p> <ul style="list-style-type: none"> ➤ State merchandising policies of a store. ➤ Describe a buyer analyses moving fashion trends through the internal and external factors ➤ State the meaning of buying in the domestic and foreign market. To compare / differentiate between the two. <p>Content:</p> <p>2.1 Interpreting Customer Demand</p> <ul style="list-style-type: none"> • Market segmentation • Sources within & outside the store. • Developing Fashion Image : (7 merchandising policies) <p>2.3 Analyzing & Selecting Resources 2.4 Buying in Domestic & Foreign Market</p>	10	20
<p>Topic 3 : Retail Fashion Merchandising Specific Objectives :</p> <ul style="list-style-type: none"> ➤ List the key performance indicators ➤ State meaning of ABC analysis ➤ State meaning of OTB planning <p>Content:</p> <p>3.1 Category management v/s Assortment Management 3.2 Option Plan 3.3 Replenishment Ratios 3.4 Key performance indicators 3.5 Six months merchandising plan 3.6 ABC analysis, Stock to sales ratio 3.7 OTB Plan (Open o Buy) 3.8 Costing & negotiations 3.9 Profit analysis</p>	15	32
<p>Topic 4 : Retail Promotions Specific Objectives :</p> <ul style="list-style-type: none"> ➤ To understand and explain innovative methods used for retail marketing through the promotion mix. ➤ To explain the factors that influence selection of the promotion mix. 	08	20

Content: 4.1 Promotion Mix - Fashion show Publicity Advertising Catalogue Sales Selling on the Internet Visual Merchandising 4.2 Factors influencing the promotion mix		
Total	48	100

Learning Resources:**Books:**

Sr. No	Title	Author	Publisher
1	Merchandise Buying & Management	John Donnellan	Fairchild Publications, New York
2	Fashion Retailing	Ellen Diamond (Second edition)	Pearson Education inc. New Delhi
3	Retailing: An introduction	Roger Cox	Pearson Education inc. New Delhi
4	Retail Management	Levyewit 6 th edition	--
5	Fashion from concepts to consumers	Gini Stephens Fringes	Prentise Hall Inc. New Delhi

Course Name : Diploma in Dress Designing & Garment Manufacturing

Course Code : DD

Semester : Fifth

Subject Title : Entrepreneurship and Finance

Subject Code : 19504

Teaching and Examination Scheme

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
03	--	--	03	100	--	--	--	100

NOTE:

- Two tests of 25 marks to be conducted as per the schedule given by MSBTE.
- Total of tests marks for all theory subjects are to be converted out of 50 and to be entered in mark sheet under the head Sessional Work (SW).

Rationale:

It has been found that there is shortage of employment. To meet this employment problem self employment is the best solution. The course is designed to inspire student for self-employment.

General Objectives:

Student will be able to:

1. Understand the concept of entrepreneur & entrepreneurship.
2. Identify various areas for self-employment.
3. Identify & carry out feasibility tests for business idea.
4. Know the various taxation systems.
5. Follow business ethics.
6. Know about the career opportunities in fashion.

Contents:

Topics and Contents	Hours	Marks
<p>Topic 1 : Entrepreneurship Specific Objectives:</p> <ul style="list-style-type: none"> ➤ State the meaning of entrepreneurship ➤ List the functions of entrepreneurship <p>Contents :</p> <p>1.1 Definition of an Entrepreneur. 1.2 Support Systems for Entrepreneurs - Role of trade Fairs and Exhibitions 1.4 Characteristics and function of an entrepreneur. 1.5 Entrepreneurial traits and motivation 1.5 Why do entrepreneurs fail</p>	12	24
<p>Topic 2 : Budget Specific Objectives:</p> <ul style="list-style-type: none"> ➤ State the meaning of ratio analysis ➤ Describe the process of budget planning ➤ State the break even concept <p>Contents :</p> <p>2.1 Ratio Analysis 2.2 Profitability Analysis 2.3 Budget and planning process & Break even concept</p>	06	16
<p>Topic 3 : Intellectual Property Rights in India Specific Objectives:</p> <ul style="list-style-type: none"> ➤ State the meaning of IPR ➤ State the advantages of IPR to designers <p>Contents :</p> <p>3.1Types - Industrial & Copyright 3.2 Objective - Financial incentive, Economic growth, Morality 3.3 IPR systems in India - Copyright design & patent, Trademarks 3.4 Registering and enforcing IPR in India 3.5 Potential problems faced in India & how to deal with them 3.6 IP protection in India</p>	06	18
<p>Topic 4 : Preparation of a Business Plan Specific Objectives:</p> <ul style="list-style-type: none"> ➤ State the ways in which business is funded ➤ List the components of a business plan <p>Contents :</p> <p>4.1 Business Plan 4.2 How to fund your business 4.3 Exploration of Marketability & viability of your business</p>	12	20

Topic 5 :Careers in Fashion Specific Objectives: ➤ List 5 career opportunities in fashion? Contents : 5.1 Merchandising (Export / Retail) Sourcing, Planning, buying in any one of the following categories <ul style="list-style-type: none"> • Womenswear • Kidswear • Menswear • Ethnicwear • Home furnishing • Fashion Accessories 1.2 Visual Merchandising – Window display / In-store display 5.3 Production Management – Quality control / Delivery management / Division of work 5.4 E-Commerce 5.5 Fashion Social Media Management 5.6 Styling 5.7 Image consultancy 5.8 Fashion Journalism 5.9 Fashion Photography 5.10 Designing for a specific Brand / Organisation / Private Label (personal collection for a fashion show) 5.11 Fashion forecasting	12	22
Total	48	100

Learning Resources:**Books:**

Sr. No	Title	Author	Publisher
1	The Business of Fashion	Leslie Davis	--
2	Concept of Consumer	Stephen Fringes	Fairchild Publication
3	Fashion Merchandising	Stones & Samples	McGraw Hill
4	Creative Fashion presentation	Polly Guerin	Fairchild Publication, New Delhi
5	Fashion Marketing	Dotty Oelkers	South Western Educational Publication
6	Fashion Advertising and promotion -	Winters & Standlay Goodman	Fairchild Publication
7	Inside Fashion Business V th Edition	Sharon Lee Tate East Los Angeles College	Dorling Kindersley Pearson Education New Delhi
8	Inside Fashion Business VII th Edition	Kitty G. Dickerson	Dorling Kindersley Pearson Education New Delhi
9	Fashion From Concept to Consumer Six Edition	Gini Stephens Frings	Prentice Hall Inc.. New Jersey
10	The Business of Fashion	Leslie Davis Burns Nancy O. Bryant	Fairchild Publication, New York
11	Managing Productivity in the Apparel Industry	Rajesh Bheda Michael T. Fralix	CBS Publication
12	Technology of Clothing Manufacture Fourth Edition	Carr & Lathams	Blackwell Publication, Oxford

Course Name : Diploma in Dress Designing & Garment Manufacturing

Course Code : DD

Semester : Fifth

Subject Title : Portfolio & Design Development

Subject Code : 19068

Teaching and Examination Scheme

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
--	--	04	--	--	--	--	100@	100

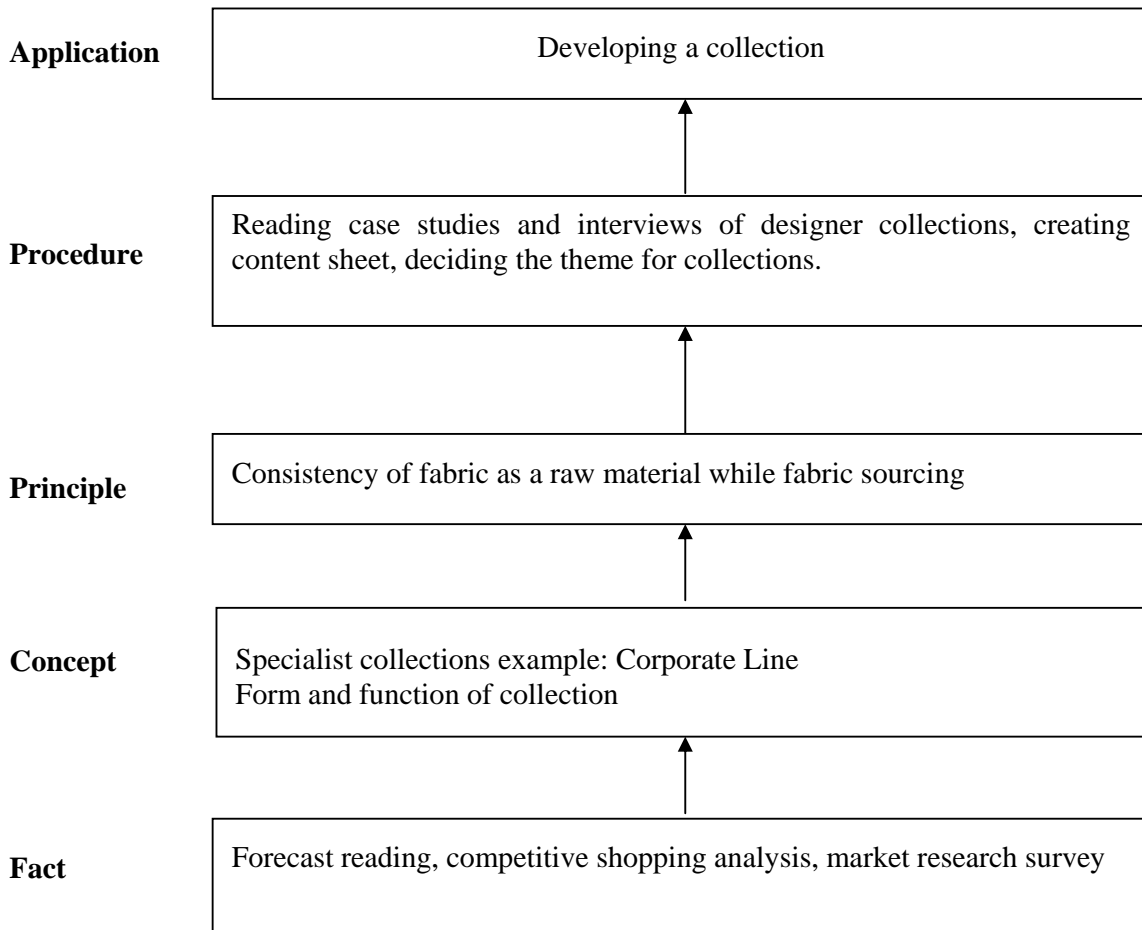
Rationale:

Portfolio showcases a student's creativity, aptitude and learning. The importance of a good Portfolio cannot be over emphasized as it forms a major part of a student's resume and therefore a basis for selection at interviews.

General Objectives:

1. Analyzing various methods of collecting data through forecasts, competitive shopping & market research.
2. Understanding the finer points of creating a theme based collection.

Learning Structure:



Content:

Topics and Contents	Hours
Topic 1 : Summary of Contents of a Portfolio Content : 1.1 Cover Page 1.2 Design Philosophy 1.3 5 collections 1.4 Fillers - Pictures, newspapers, clippings good work done in previous semesters 1.5 Resume	12
Topic 2 : Elaborate Project (based on their forte) Content : 2.1 Mood/Inspiration board 2.2 Story board 2.3 Client profile board 2.4 Color board 2.5 Design development board 2.6 Illustration board 2.7 Spec Sheets 2.8 Cost sheet of 1 or 2 garments 2.9 Note: Each student to do: <ul style="list-style-type: none"> • Own topics along with the inspiration • Decide the category and season • Medium of presentation – hand, digital or mixed 	52
Total	64

PRACTICAL:**Skills to be developed:****Intellectual Skills:**

1. Apply the knowledge of various designing components in order to create various design collection

Motor Skills:

1. Prepare designs on paper, prepare the spec sheets, cost sheets and incorporate the use of computers for the same.

List of Practicals:

Elaborated projects based on what is mentioned in the subject content.

Following points can be considered for the same.

2. Inspiration can be chosen as elements of nature – air, water, sun, flower , moon etc.
3. Based on inspiration pictures should be collected for mood board.
4. Story board can be developed and colour palette can be derived from the mood board
5. Selection of client based on age, gender, class, location and occasion.
6. Design sketches as per the client profile with detailing like textures, colours, fabrics, embellishments, embroidery etc.

Note : The student shall submit a journal with the above mentioned practicals as term work for the semester

Learning Resources:**Books:**

Sr. No	Title	Author	Publisher
1	Developing a collection	Colin Renfrew, Elinor Renfrew	Ava publishing S.A Switzerland
2	Research and Design	Simon Seivewright	Ava publishing S.A Switzerland
3	Embroidered Textiles	Sheila Paine	Themes & Hudson London
4	Drawing for Fashion Designers	Angel Fernandez & Gabriel Martin Roig	Page One Publishing Ltd. Singapore

Course Name : Diploma in Dress Designing & Garment Manufacturing

Course Code : DD

Semester : Fifth

Subject Title : Advanced Apparel Construction - Mens Wear

Subject Code : 19069

Teaching and Examination Scheme

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
--	--	08	--	--	50#	--	50@	100

Rationale:

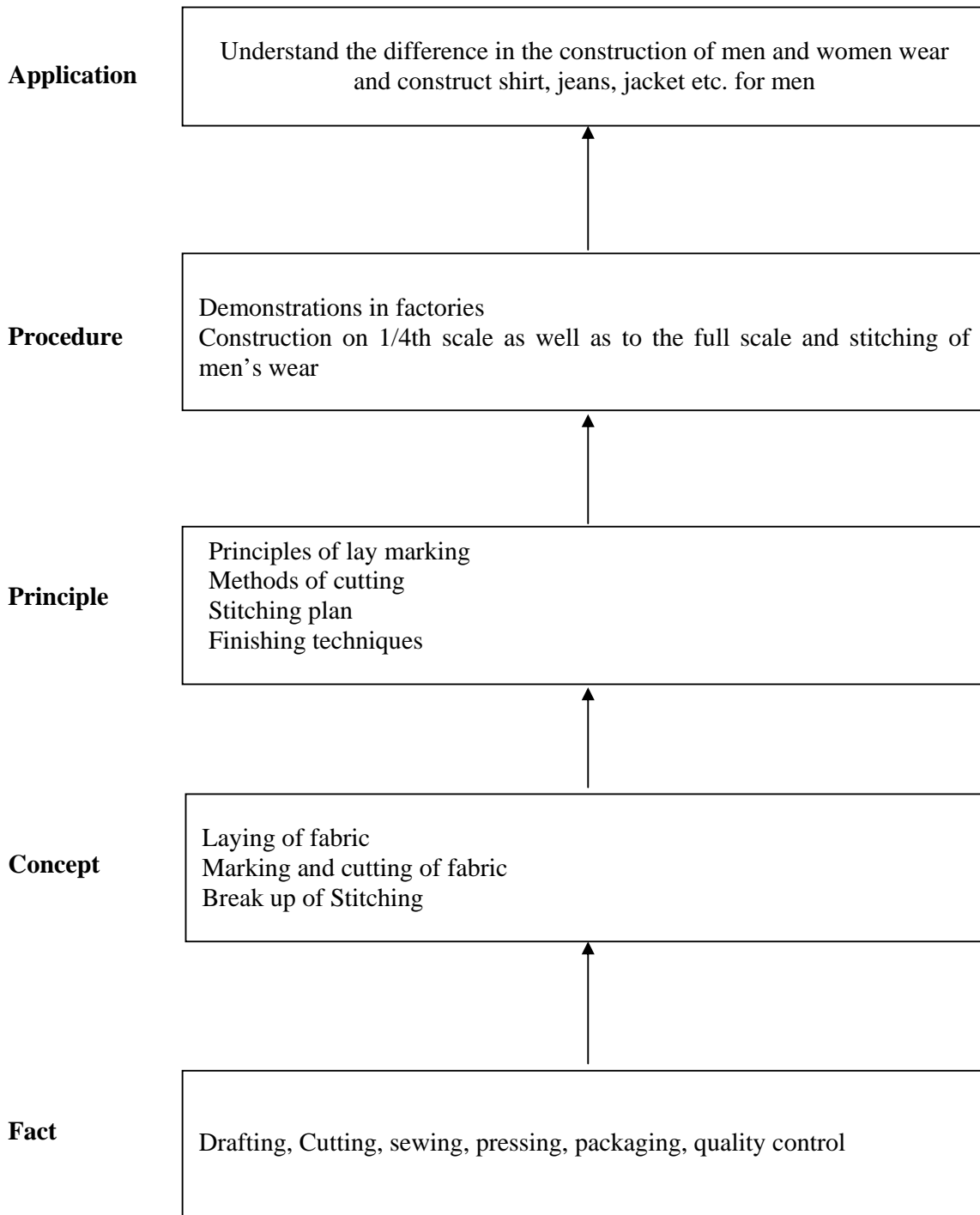
Men's wear is the integral part of the garment industry hence students should have knowledge of men's garments. This subject will make them proficient in this field.

General Objectives:

Students will be able to:

1. Understand the construction of garments for men.
2. Understand to cut and stitch a shirt, jeans and jacket for men.

Learning Structure:



Contents:

Topics and Content	Hours
Topic 1: Polo T – Shirt for men Content: 1.1 Understand the basic draft and create an innovation of the same 1.2 Draft & layout on 1/4 th scale with cost sheet 1.3 Full scale draft & paper pattern of the above innovation.	24
Topic 2: Shirt for men Content: 2.1 Understand the basic draft and create an innovation of the same 2.2 Draft & layout on 1/4 th scale with cost sheet 2.3 Full scale draft 2.4 Cut, stitch & finish the above garment	24
Topic 3: Jeans for men Content: 3.1 Understand the basic draft and create an innovation of the same 3.2 Draft & layout on 1/4 th scale with cost sheet 3.3 Full scale draft 3.4 Cut, stitch & finish the above garment	24
Topic 4: Jacket for men Content: 4.1 Understand the basic draft and create an innovation of the same 4.2 Draft & layout on 1/4 th scale with cost sheet 4.3 Full scale draft 4.4 Cut, stitch & finish the above garment	24
Topic 5: Sherwani & Churidar for men Content: 5.1 Understand the basic draft and create an innovation of the same 5.2 Draft & layout on 1/4 th scale with cost sheet 5.3 Full scale paper pattern of the above innovation.	32
Total	128

PRACTICAL:**Skills to be developed:****Intellectual Skills:**

1. Understand men's wear blocks for shirt, jeans, polo T-shirt, jacket and sherwani churidar.

Motor Skills:

1. Draft, cut, stitch and finish the knitwear and woven garments for men.

List of Practicals:

1. Draft and paper pattern of Men's Polo T-Shirt
2. Cut and sew Men's shirt.
3. Cut and sew Jeans.
4. Cut and sew Men's Jacket.
5. Draft and paper pattern of Men's Sherwani and Churidar.

Note: A student shall prepare a journal on all above practicals and submit it as term-work along with the stitched garments and tecpacks.

Learning Resources:**1. Books:**

Sr. No.	Title	Author	Publisher
1.	Designing Patterns - a fresh approach to pattern cutting	Hilary Campbell	Om Books Service New Delhi Stanley thornes, Publications Ltd., UK
2.	New Complete Guide to Sewing	--	Reader's Digest, New York
3.	Pattern Making for Fashion Design	Helen Joseph Armstrong	Addison Welsey Longman Inc., New Delhi
4.	Pattern Cutting for women's Tailored Jackets	Aldrich	Blackwell Science Ltd; Oxford
5.	Metric Pattern Cutting for men's wear	Winifred Aldrich	Blackwell Science Ltd; Oxford
6.	Mc Call's Sewing Book	Paul Hamlyn	Hamlyn Publishing Group

Course Name : Diploma in Dress Designing & Garment Manufacturing

Course Code : DD

Semester : Fifth

Subject Title : Computer Aided Designing & Drafting

Subject Code : 19070

Teaching and Examination Scheme

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
--	--	06	--	--	50@	--	--	50

Rationale:

As in every field, use of computer has revolutionized working methods in garment designing. Ease, speed, accuracy, swift transfer of designs and inexhaustible options has put designing on a different level altogether.

Software, such as, Reach CAD, Lectra, Tuka etc. have features that include major skills required by a professional in the Industry. From pattern making, to designing textiles and garments, to viewing the fit and look to even PDM, ERP and global sourcing these software teaches the major requirements of a Fashion professional.

General Objectives:

Students will be able to:

1. Understand to make patterns on the computer
2. Create Brochure, Posters, Invitation for the Fashion Show.

CONTENT:

Topics & Contents	Hours
Topic 1 : Pattern Making of atleast 3 patterns like 1.1 2 D Pattern Making: Skirt, Basic bodice, trouser 1.2 Pattern Alterations: Skirt, Basic bodice, trouser. 1.3 Grading 1.4 Automatic Marker Making	66
Topic 2 : Designing a. Basics of Channels b. Advance Image Adjustment Techniques c. Downloading and using third party filters	30
Total	96

PRACTICAL:**Skills to be developed:****Intellectual Skills :**

1. Understand softwares used for pattern making, designing, animation, fabric behaviour and to view fit of the garment

Motor Skills :

1. Apply their knowledge to these softwares in their assignment on pattern making, designing and fit and look

LIST OF PRACTICALS:

1. Exercises on Pattern Making - 03 Nos
2. Exercise on Marking – 03 Nos
3. Exercise on Grading – 03 Nos.
4. Creating Cover page for the brochure – 1 No.
5. Creating inside page for the brochure – 1No.
6. Designing Invitation card for the fashion show - 1No.
7. Designing culture page – 1 No.

Note: A student shall submit a journal with the above mentioned practicals.

Course Name : Diploma in Dress Designing & Garment Manufacturing

Course Code : DD

Semester : Sixth

Subject Title : Fashion Show / Exhibition Project

Subject Code : 19089

Teaching and Examination Scheme

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
--	--	12	--	--	--	100#	--	100

NOTE:

- Two tests of 25 marks to be conducted as per the schedule given by MSBTE.
- Total of tests marks for all theory subjects are to be converted out of 50 and to be entered in mark sheet under the head Sessional Work (SW).

Rationale:

A Fashion Design student has to face number of challenging situations in her professional life.

The involvement of a student in project work will help the student to develop knowledge of a systematic way of dealing with challenges, combine the theoretical and practical concepts studied into useful applications. Develop planning and execution skills. Perform analysing and trouble shooting in their respective projects. Develop skills while interacting with others through team work for information and materials research from various sources and present the work in a neatly documented report.

General Objectives:

The student will be able to:

1. Develop the skill to identify the problem and develop the attitude to take scientific steps to find solutions to the problems.
2. Develop skill to communicate the problems and solutions.
3. Develop abilities to work in team and act as leader of project.
4. Develop planning, execution skills.
5. Develop analyzing and troubleshooting abilities.
6. Develop skill to prepare reports for presentation.

Contents:

Topic & Content	Hours
Topic 1: Preparation of Presentation Content 1.1 Importance and need of presentation 1.2 Different methods/ Styles/ Types of presentation <ul style="list-style-type: none"> • Fashion show; Theme based, Inhouse, Trunk show • Paper presentation (introduction, methodology, results and conclusions) • Visual Display (Window Display); Theme based display at Designer showroom/ Virtual showroom/ Exhibition. 	84
Topic 2: Presentation on Area of Specialisation Content Presentation should be based on area of specialization selected under the subject "Industry Project" <ul style="list-style-type: none"> • The student shall select any one method of presentation mentioned above • Evaluation of presentation shall be as follows (Evaluation by internal and external jury with question answer session at the end of the presentation)	108
TOTAL	64

List of Practicals:

1	Preparation of Presentation in area of specialization chosen by students.
2	Evaluation of Presentation by internal and external jury.

Practical:**Skills to be developed****Intellectual Skills:**

1. Co-ordination with members engaged in the project
2. Ability to communicate with people at various levels
3. Time management

Motor Skills:

1. Making a presentation in the chosen method

Suggested Instructional Strategies:

Classroom Teaching, Industrial visit, Library Assignment, Home Assignment, Group Discussion, Case Studies.

Learning Resources:

Magazines, Journals, Papers : National & International : Reference Books, Internet, Previous projects, Text Books, Codes of Practices e.g. IS Codes, Video Cassettes, Audio Cassettes, Compact Discs, Charts, Transparencies, Software, Models, Industrial visits.

Course Name : Diploma in Dress Designing & Garment Manufacturing

Course Code : DD

Semester : Sixth

Subject Title : Industry Project

Subject Code : 19090

Teaching and Examination Scheme

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
--	--	16	--	--	--	100#	50@	50

Rationale:

There are number of specialization areas in the Fashion Industry. This subject will help the students to acquire knowledge and skill in the area of interest making them ready to enter into the industry.

General Objectives:

The student will be able to:

1. Identify areas of specialization in the fashion industry.
2. Communicate the problems and solutions.
3. Develop planning and execution skills.
4. Implement recent developments in fashion fields.
5. Acquire knowledge and skills in the chosen area.
6. Present a report on data collected.

Contents:

Topics and Contents	Suggested Hours
<p>Topic 1: Selection of area of specialization Content 1.1 Merchandising (Export / Retail) Sourcing, Planning, buying in any one of the following categories</p> <ul style="list-style-type: none"> • Womenswear • .Kidswear • Menswear • Ethnicwear • Home furnishing • Fashion Accessories <p>1.2 Visual Merchandising – Window display / In-store display 1.3 Production Management – Quality control / Delivery management / Division of work 1.4 E-Commerce 1.5 Fashion Social Media Management 1.6 Styling 1.7 Image consultancy 1.8 Fashion Journalism 1.9 Fashion Photography 1.10 Fashion forecasting 1.11 Designing for a specific Brand / Organisation / Private Label (personal collection for a fashion show)</p>	52
<p>Topic 2: Project Execution Contents 2.1 Data shall be collected by working/ interacting with the industry in the chosen area for a minimum of 11 weeks. 2.2 Students are expected to work diligently and complete all tasks assigned at the work place. 2.3 Weekly report to be maintained by student and signed by superior incharge.. 2.4 Students who choose option nos.11 (designing for a specific brand....) is expected to design and manufacture a collection at the selected industry(work place). 2.5 The guide shall maintain rapport with the students on a regular basis.</p>	312
<p>Topic 3: Compilation of Project Contents 3.1 The student shall get the initial draft copy of the project approved from the Project Guide. 3.2 Structure : It shall be as follows : a) Certificate of completion by Institute, acknowledgment b) Certificate from Industry, index, Introduction, objectives of the project, scope of the project methodology used. 3.3 In case of designing for brands/ organizations/ private label/ fashion show the following shall be shown in the project: Inspiration Board, Concept Board, Mood Board, Texture Developed, Rough sketches and Final sketches of complete collection. Fabric swatches, Flat Sketches with details of fabrics in design elements, Detailed pattern on ¼ scale, cost sheet, measurement charts.</p>	52

Bibliography / sources of data collected / Industries visited / Experts interviewed. Further developments possible. CD of video clips / photos / Power Point presentation / expert's comments 3.4 The student has to submit two copies of the project report. (One for the department and one as an individual copy).	
TOTAL	416

Practical:**Skills to be developed****Intellectual Skills**

1. Understanding areas of specialisation

Motor Skills

1. Designing a collection and presenting in the appropriate method

Suggested Instructional Strategies:

Classroom Teaching, Industrial visit, Library Assignment, Home Assignment, Group Discussion, Case Studies.

Learning Resources:

Magazines, Journals, Papers : National & International : Reference Books, Internet, Previous projects, Text Books, Codes of Practices e.g. IS Codes, Video Cassettes, Audio Cassettes, Compact Discs, Charts, Transparencies, Software, Models, Industrial visits.

Course Name : Diploma in Dress Designing & Garment Manufacturing

Course Code : DD

Semester : Sixth

Subject Title : Digital Media

Subject Code : 19091

Teaching and Examination Scheme

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
--	--	04	--	--	50@	--	--	50

Rationale:

Digital Portfolios are an engaging and effective way for students to showcase their digital work and reflect on the learning process. A digital portfolio can be either off-line or on-line, or combination of both. In the classroom, a digital portfolio is usually used to showcase learning and reflections over a period of time, and may provide evidence towards assessment.

General Objectives:

Students will be able to:

1. To finalize their fashion show brochure with respect to printing professionally.
2. To make their own website.
3. Understanding how to use social media and to promote themselves in the industry.

CONTENT: Practical

Topic and Content	Hours
Topic 1.: Preparing Artwork like Brochure and Invitation for final print	16
Topic 2 : Creating website using photoshop	36
Topic 3 : Understanding and using social media	12
Total	64

PRACTICAL:**Skills to be developed:****Intellectual Skills:**

1. Use Photoshop for designing website.

Motor Skills:

1. Compile their portfolio using these software

List of Practicals:

1. Finalising brochure and Invitation for print.
2. Creating home page for web
3. Creating Profile page for web
4. Creating Photo gallery using any software
5. Creating Contact details page for the web
6. Using social media sites.

Note : A student shall prepare a portfolio for placement.

Learning Resources:

Sr. No.	Title	Author	Publisher
1	Adobe Photoshop CS4 Classroom in a Book	Adobe Creative Team	Pearson