

1. **Course title** : DRAFTING & PATTERN MAKING (PRACTICAL)
 2. **Course code** : GT/FT-301
 3. **Semester** : 3rd

4. **Rationale of the course:** To work efficiently, to communicate effectively in the workroom and to minimize errors due to misunderstanding, this course helps to understand, identify, and recognize functions of pattern making tools as well as definitions of terms, symbols used in industry. It will also provide the knowledge or technique of converting two dimensional paper pattern to a three dimensional ready garments.

5. Course Outcome:

- Elaborately describe about pattern making tools and its importance.
- Analyze pattern making terminologies.
- Explain fabric terminologies.
- To understand pattern grain line and symbols.
- To understand necessity of darts.
- Knowledge about vertical measurements and horizontal measurements.
- Describe about balance line terms.
- Give brief knowledge of standard chart and personal chart.
- To analyze apparel product development sheets.

6. Teaching scheme (in hours)

Lecture	Tutorial	Practical	Total
12	-	80	92

7. Examination Scheme

Theory				Practical			
Examination Full Marks	Sessional Full Marks	Total Marks	Pass Marks	Practical	Practical Assessment	Total Marks	Pass Marks
-	-	-	-	100	100	200	66

8. Detailed Course Content :

Chapter No	Chapter Title	Content	Hours
Unit-I	Orientation to Pattern Making	<ul style="list-style-type: none"> • Pattern Making • Principles & Methods, • Flat Pattern Making techniques, • Various terminologies used, • Sloper, • Working Pattern, • Master Pattern, • Production Pattern, • Master Pattern Set, 	15 + 3L

		<ul style="list-style-type: none"> • Fabric grainlines. • Various tools used and their importance and identification along with purpose of use. • Measuring tools, • Cutting tools, • Sewing tools, • Pressing tools and equipment's, • Pattern Paper, • Importance of Notch tool, Awl, Punch & Circle. • Define Grain and its types. • Briefly describe Selvage. • Meaning of Bias and True bias. • Identify the meaning of Bowling and skewing • Pattern Information and its importance (Pattern grain line & information) • Seam allowances and their importance • Production ready patterns. 	
Unit-II	Measurements	<ul style="list-style-type: none"> ➤ Methods of measuring body and dress forms. ➤ Relationship of sizes and measurements. ➤ How to take measurements of basic bodice, sleeves, collars and shirts. 	15 + 2L
Unit-III	Darts and Dart manipulation,	<ul style="list-style-type: none"> ➤ Darts, their types, their purpose, Single dart series- Dart Manipulation on Upper Bodice – Slash & Spread technique, Pivot technique. ➤ Dart Equivalents – construction methods 	25 + 3L
Unit-IV	Development of Patterns	<ul style="list-style-type: none"> • Basic bodice • Basic Tailored Skirt • Basic Sleeves • Sleeve variations <ul style="list-style-type: none"> ○ Cap Sleeves, Bishop Sleeves ○ Leg of mutton sleeve, puff sleeve • Basic skirts • A-line skirt • Flared skirt • Panel skirt • Circular skirt • Skirt Waist bands • Collar variations • Shirt collar • Peter pan collar • Sailor collar and • Mandarin Collar • Basic Torso foundation ➤ Dress variations: Tailored dress, Off Shoulder dress, One off Shoulder dress, Spaghetti Dress ➤ Tent foundation 	25 + 4L

9. Suggested implementation Strategies: The syllabus can be completed by regular classes, special classes using audio- visual audio aids, tutorial classes and providing writing materials. Practical classes in the laboratory help students to understand the subject.

10. Suggested learning resource:

- i) The Technology of Clothing Manufacture By Carr & Latham
- ii) Zarakar, Couture sewing techniques
- iii) Pattern making for fit and fashion by Helen Armstrong
- iv) Pattern making by Winifred Aldrich
- v) Dress Pattern Designing Natalie Bray

1. Course title : HISTORY OF TEXTILES & FASHION

2. Course code : GT/FT-302

3. Semester : 3rd

4. Rationale of the course: This course has been designed to give deep insights on the history of Textiles & Fashion right from the pre-historic period upto its present day - contemporary styles in clothing; highlighting the manner in which clothing and fashion have evolved over the ages. It also includes a detailed study of the Traditional Textiles of India.

5. Course Outcome: After completion of this course the students will be able to-

CO1: Understand the origin and evolution of fashion and clothing through the different ages of World history

CO2: Have a complete overview of the Traditional textiles of different regions of India, with special reference to North east India; as well as understand the rich and vibrant cultural heritage of hand-woven's, dyed, printed as well as ornamented textiles that our country possesses.

CO3: Realize how present day clothing has evolved over the years, which is more practical and functional in terms of daily use, as well as the introduction of diffusion lines and fast fashion to meet the ever changing demands of the consumer

6. Teaching scheme (in hours)

Lecture	Tutorial	Practical	Total
45(including 2 class test)	-	-	45

7. Examination Scheme:

Theory		Practical		Pass/Total Marks
Semester End Examination	Sessional	Practical	Sessional	
Full Marks	Full Marks	Full Marks	Full Marks	
70	30	-	-	33/100

8. Detailed Course Content:

Chapter No	Chapter Title	Content	Hrs
Unit-I	An Introduction to Textiles and Clothing	<ul style="list-style-type: none"> • History of Clothing & Textile, Importance, Pre-historic Textiles & Clothing, Initial manufacture of clothing and how it has evolved over the ages • Clothing, Contemporary Clothing, Factors affecting Clothing 	2

Unit-II	Influence of various Civilizations on Textiles	<ul style="list-style-type: none"> • Textiles of Ancient Near East: Mesopotamia, Sumerian, Babylonian, Assyrian • Textiles of Ancient Egypt, Greece & Rome • French Textiles, Linen, French Renaissance, Motifs in use, Baroque & Rococo styles • Textiles of England, English Chintz and Linen, Motifs, Tapestries • Industrial Revolution & its impact on Textiles & Clothing • Byzantine • Turkish Textiles, Motifs and Embroidery • Persian Textiles • Oriental Rugs and Carpets, motifs, significance • Chinese Textiles – Silk – Motifs & designs – Animal motifs and their significance • Japanese Textiles – Exploration of Silk – Plangi work • Indonesian Textiles – Batik – Ship of the dead • African Textiles 	10
Unit-III	The Basics of Fashion	<ul style="list-style-type: none"> • Understanding Fashion - Definition and Overview • Difference between Fashion & Clothing • History of Fashion Design, its evolution, The Golden Age of French Fashion, A brief History of Fashion Trends, Influence of Fashion trends on Women's wear, Roaring twenties and the Role played by Women Fashion Designers • Impact of Industrial Revolution on Fashion • Influence of French Revolution on Civilian Clothing • Impact of World Wars on Fashion • Different Art Movements which have influenced the different period of fashion • Meaning of the terms Haute Couture, Pret-a-porter, Avant garde, Mass produced Ready-to-wear Fashion, Off-shore Manufacturing • Evolution of Menswear, Categories in Menswear Clothing, Colours and Fabrics popularly used • An Introduction to Fashion capitals of the World - Paris, Milan, London, New York, Los Angeles, Tokyo, Emergence of India as a Fashion Capital 	12

Unit-IV	Textiles of India – Evolution of Fashion through the years	<ul style="list-style-type: none"> • Evolution of Modern Indian Fashion 1910 - to present • Role of Films in the Indian Fashion Industry 	3
Unit-V	Traditional Textiles of India – Motifs & Handwoven	<ul style="list-style-type: none"> • Motifs of India - styles & Colour combinations used: Animal motifs, Floral & Fruit Motifs, other motifs inspired from Nature, their significance. • Geometric motifs • An introduction to Hand-woven Fabrics of India: <ul style="list-style-type: none"> ▪ Daccai Muslin ▪ Chanderi ▪ Patola ▪ Paithani ▪ Himrus ▪ Amrus ▪ Baluchari Butidar ▪ Pochampally ▪ Banarsi Brocades ▪ Kinkhabs ▪ Kanjeevaram ▪ Kashmiri shawls & Carpets ▪ Textiles of the North-east ▪ Assam ▪ Meghalaya ▪ Manipur ▪ Nagaland ▪ Arunachal Pradesh 	8
Unit-VI	Traditional Textiles of India – Dyed, Painted & Printed	<ul style="list-style-type: none"> • An introduction to Dyed, Painted & Printed Fabrics of India: <ul style="list-style-type: none"> ▪ Bandhani ▪ Kalamkari ▪ Madhubani ▪ Batik / other Resist dyeing ▪ Printed textiles of Rajasthan, Ajrakh, ▪ Dabu, Sanganer & Bagru Prints, Block ▪ Printing 	4
Unit-VII	Traditional Textiles of India – Embroidered/ Ornamented	<ul style="list-style-type: none"> • An introduction to Ornamented Fabrics of India: <ul style="list-style-type: none"> ▪ Banjara work ▪ Embroideries of Kutch ▪ Kashida work from Jammu & Kashmir ▪ Kasuti embroidery ▪ Kantha ▪ Chikankari ▪ Chamba Rumal ▪ Phulkari ▪ Abla Mirror 	4

9. Distribution of Marks:

Chapter No	Chapter Title	Type of Question			Total Marks
		Objective Type	Short Questions	Descriptive Questions	
Unit-I	An Introduction to Textiles and Clothing	1	2	-	3
Unit-II	Influence of various Civilizations on Textiles	7	3	5	15
Unit-III	The Basics of Fashion	7	3	10	20
Unit-IV	Textiles of India – Evolution of Fashion through the years	2	3	-	5
Unit-V	Traditional Textiles of India – Motifs & Handwoven	3	5	5	13
Unit-VI	Traditional Textiles of India – Dyed, Painted & Printed	3	4	-	7
Unit-VII	Traditional Textiles of India – Embroidered/ Ornamented	2	-	5	7
	TOTAL	25	20	25	70

DETAILED TABLE OF SPECIFICATIONS FOR THEORY

Sr. No	Topic	OBJECTIVE TYPE				SHORT ANSWER TYPE					ESSAY TYPE				
		K	C	A	T	K	C	A	HA	T	K	C	A	HA	T
1	An Introduction to Textiles and Clothing	1			1		2			2					
2	Influence of various Civilizations on Textiles	7			7		3			3	5				5
3	The Basics of Fashion	3	4		7	3				3	5	5			10

4	Textiles of India – Evolution of Fashion through the years	2			2	3				3					0
5	Traditional Textiles of India – Motifs & Handwoven	2	1		3	2	3			5			5		5
6	Traditional Textiles of India – Dyed, Painted & Printed	3	1		4	3				3					0
7	Traditional Textiles of India – Embroidered/ Ornamented	2			2					0	5				5

K = Knowledge C = Comprehension A = Application
 HA = Higher Than Application T = Total

Annexure-I

TABLE OF SPECIFICATIONS FOR THEORY

S. N	Topic (a)	Time allotted in hours (b)	Percentage Weightage (c)	K	C	A	HA
1	An Introduction to Textiles and Clothing	2	4.65	1	2		
2	Influence of various Civilizations on Textiles	10	23.25	12	3		
3	The Basics of Fashion	12	27.93	11	9		
4	Textiles of India – Evolution of Fashion through the years	3	6.97	5			
5	Traditional Textiles of India – Motifs & Handwoven	8	18.6	4	4	5	
6	Traditional Textiles of India – Dyed, Painted & Printed	4	9.3	6	1		
7	Traditional Textiles of India – Embroidered/ Ornamented	4	9.3	7			
Total		43	100				

K = Knowledge C = Comprehension A = Application
 HA = Higher Than Application

10. Suggested Implementation Strategies:

The syllabus can be completed by regular classes, special classes using audio –visual aids, tutorial classes and providing writing materials.

11. Suggested learning Resource:

- i. Parul Bhatnagar, Traditional Indian Costumes
- ii. James Ezekiel, An insight into Fashion History
- iii. Cally Blackman, 100 years of Fashion
- iv. DK Fashion, The definitive History of Costume & Style
- v. Christopher Breward, The Culture of Fashion
- vi. Jill Condra, The Greenwood encyclopedia of clothing through World History
- vii. Ritu Kumar, Costumes & Textiles of Royal India
- viii. Vandana Bhandari, Costumes, Textiles & Jewellery of India
- ix. Anne Marie Soto, Clothing – Fashion, Fabrics & Construction
- x. H. Eberle, H. Hermeling, M. Hornberger & others, Clothing Technology – from Fibre to Fashion
- xi. Gurmit Matharu, What is Fashion Design?

1. **Course title** : GARMENT CONSTRUCTION-I (PRACTICAL)
2. **Course code** : GT/FT-303
3. **Semester** : 3rd
4. **Rationale of the course:** In garment construction, seams are classified by their type and position in the finished garment. Seams are finished with a variety of techniques to prevent raveling of raw fabric edges and to neaten the inside of garments.
5. **Course Outcome:**
 - Describe manufacturing process chart and manufacturing flow chart
 - Use appropriate non automatic manufacturing tools
 - To know the history of sewing machine and care and maintenance
 - To make seams and appropriate uses of the seams
 - Knowledge about the hand stitches and uses
 - Knowledge about the marking tools
 - How to use measuring tools

6. Teaching scheme (in hours)

Lecture	Tutorial	Practical	Total
12	-	88	100

7. Examination Scheme

Theory				Practical			
Examination Full Marks	Sessional Full Marks	Total Marks	Pass Marks	Practical	Practical Assessment	Total Marks	Pass Marks
-	-	-	-	100	100	200	66

8. Detailed Course Content:

Unit	Topics	Sub Topics	Hours
Unit-I	Formation of Seam & Stiches	<p>Seams</p> <ul style="list-style-type: none"> ➤ Seams <ul style="list-style-type: none"> • Class I: Superimposed Seam <ul style="list-style-type: none"> ▪ French seam ▪ Pipe Seam • Class-II : Lapped Seam <ul style="list-style-type: none"> ▪ Lapped felled ▪ Welted Seam • Class III: Bound Seam (4 Types) • Class-IV: Flat Seam • Class-V: Decorative Stitch • Class-VI: Edge neatening • Class-VII Seams • Class-VIII Seams ➤ Stitches <ul style="list-style-type: none"> • Class 100 Chain Stitches • Class 200 Stitches originating as hand stitch 	34 + 5L

		<ul style="list-style-type: none"> • Class 300 lock stitches • Class 400 Multi thread chain stitches • Class 500 Over edge chain stitches • Class 600 covering chain stitches 	
Unit-II	Fabric Cutting	<ul style="list-style-type: none"> • Laying the pattern on the fabric • Nature of fabric with respect to surface • Characteristic of fabrics (One side/ both sided/ one way or either way) • Cutting of fabrics as per patterns (basic bodice, sleeves, collars and basic skirts, A-line, flared) 	24 + 4L
Unit-III	Garment Construction	<p>(Only on Muslin)</p> <ul style="list-style-type: none"> ➤ Stitch a Basic Bodice with a finished neckline (only half of front and half of back) ➤ Sleeve attachment to the Bodice ➤ Stitch a Tailored Skirt (only half of front and half of back) ➤ Stitch a Basic Tailored Torso with darts (only half of front and half of back) 	20 + 3L
Unit-IV	Test-and-Fit	<ul style="list-style-type: none"> • To test the fittings of the above constructed garments on dress forms. 	10

9. Suggested implementation Strategies: The syllabus can be completed by regular classes, special classes using audio- visual audio aids, tutorial classes and providing writing materials. Practical classes in the laboratory help students to understand the subject.

10. Suggested learning resource:

- i) The Technology of Clothing Manufacture By Carr & Latham
- ii) Zarapkar, Couture sewing techniques
- iii) Pattern making for fit and fashion by Helen Armstrong
- iv) Pattern making by Winifred Aldrich
- v) Dress Pattern Designing Natalie Bray
- vi) Anne Marie Soto, Clothing – Fashion, Fabrics & Construction
- vii) Peg Couch, Garment Construction: A complete course on Designing & Making Clothing for fit and fashion (Illustrated guide to sewing)
- viii) H. Eberle, H. Hermeling, M. Hornberger & others – Clothing Technology – from Fibre to Fashion

1. **Course title** : SURFACE ORNAMENTATION -II

2. **Course code** : GT/FT-304

3. **Semester** : 3rd

4. **Rationale of the course** : Computerized embroidery machines are specialized machines that can create embroidery from computerized designs. Design software exist in various form, either as special- purpose tools for various design stages or as complete design.

5. Teaching scheme (in hours)

Lecture	Tutorial	Practical	Total
-	-	75	75

6. Examination Scheme

Theory				Practical			
Examination Full Marks	Sessional Full Marks	Total Marks	Pass Marks	Practical	Practical Assessment	Total Marks	Pass Marks
-	-	-	-	100	100	200	66

7. Detailed Course Content:

Chapter No	Chapter Title	Content	Hours
Unit-I	Identification of Embroidery Machine	1.1 Heads, 1.2 Area, 1.3 Pantograph, 1.4 Needle option	10
Unit-II	Types of stitches used in punching	2.1 Satin stitches 2.2 Tatami stiches 2.3 chain stitches 2.4 Cording 2.5 Outline 2.6 Applique	10
Unit-III	Introduction to Embroidering software	3.1- Introduction to different embroidery software 3.2 Programmed layout and general settings 3.3- Embroidery and digitizing creation technique 3.4- Properties , fabrics, styles and template 3.5- Embroidery connectors	13
Unit-IV	Design, editing and coloring	4.1- Uses of color way and color palate 4.2- Types of lettering with stich designs 4.3- Digitizing, free shapes, borders, back stich, stem stich 4.4- creating contour fills	11
Unit-V	Changing system settings and designs	5.1- Grid display, automatic save option and general option 5.2- Eliminating controlling, reducing stiches	13

		5.3- Creating monograms designs 5.4- Transfer design to machine 5.5- Editing, transforming, adjusting, scaling letters	
Unit-V	Sample Preparation	6.1- Prepare samples (one of each) by using the stitched learned in Unit-II. 6.2- Prepare samples using computerized embroidering machine with multi colour threads (minimum 4 colours)	18

8. Suggested Implementation Strategies:

The syllabus can be completed by regular classes, special classes using audio –visual aids, tutorial classes and providing writing materials. Practical classes in the laboratory help students to understand the subject.

1. **Course Title** : FASHION ILLUSTRATION-I (PRACTICAL)
2. **Course Code** : FT-305
3. **Semester** : Third
4. **Rationale of the course** : Fashion Illustration is the communication of fashion that originates with illustration, drawing, and painting. It is usually commissioned for reproduction in fashion magazines as one part of an editorial feature or for the purpose of advertising and promoting fashion makers, fashion boutiques and department stores.

5. Teaching Scheme (in hours)

Lecture	Tutorial	Practical	Total
15	-	45	60

6. Examination Scheme

Theory				Practical			
Examination Full Marks	Sessional Full Marks	Total Marks	Pass Marks	Practical	Practical Assessment	Total Marks	Pass Marks
-	-	-	-	50	50	100	33

7. Detail Course Content:

Chapter No.	Chapter Title	Content	Hours
Unit-I	Head Theory	<ul style="list-style-type: none"> • Eight head theory • Ten head theory • Draw Women Muscle figure • Draw men muscle figure 	5 + 2L
Unit –II	Anatomy of human figures	<ul style="list-style-type: none"> • Skeleton • Cone • Cylinder • Spiral 	5 + 1L
Unit-III	Drawing form of figure	<ul style="list-style-type: none"> • Side pose • Front pose • Semi side pose • Back Side of the figure 	5 + 2L
Unit-IV	Different types of figure studies	<ul style="list-style-type: none"> • Balance and proportion • Heads • Hair styles • Shoes 	5 + 2L
Unit-V	Fashion drawing & collection of collages	<ul style="list-style-type: none"> • The proportions • The medium • The painting techniques • Perspective and movement • The colors • The pattern • The collage 	6 + 2L

Unit-VI	Visual study & media techniques	<ul style="list-style-type: none"> • Pencil Shading • Crayon rendering • Staedtler rendering • Poster colour rendering • Leaf rendering • Vegetable rendering • water colour rendering • Waterproof inks • Transparency sheets 	7 + 2L
Unit-VII	Flat sketches	<ul style="list-style-type: none"> • Types of Necklines • Types of Collars • Types of Sleeves • Types of Skirts • Types of Tops • Types of Jackets • Types of Dresses • Types of Cuffs • Types of plackets • Types of bows and ties • Types of shoes • Types of turbans • Types of Hats 	7 + 2L
Unit – VIII	Basic accessories	<ul style="list-style-type: none"> • Different types of Shoes • Different types of Bags • Different types of Scarves • Different types of Belts 	5 + 2L

8. Suggested implementation Strategies: The syllabus can be completed by regular classes, special classes using audio- visual audio aids, tutorial classes and providing writing materials. Practical classes in the laboratory help students to understand the subject.

9. Suggested learning resource :

- 1) Advance Fashion sketch book Bina Abling
- 2) Fashion Illustration Colin Barnes / Steven Stipelman
- 3) The Fashion guide Haurent Hartung
- 4) The Snap Fashion sketch book Bill Giazzer
- 5) Figures Drawing for Fashion I & II Isao Yajima
- 6) Fashion Illustration Today Nicholas Drake
- 7) Fashion Illustration Now Laird Borrelli
- 8) Fashion Art for the Fashion Industry Rita Gersten
- 9) Fashion Design in Vogue William Packer

- 1. Course title** : FASHION STYLING & DRAPING (PRACTICAL)
2. Course code : FT-306
3. Semester : Third
4. Rationale of the course: A sketch is a rapidly executed freehand drawing that is not usually intended as a finished work. A sketch may serve a number of purposes. Sketches can be made in any drawing medium. A figure drawing is a drawing of the human form in of its various shapes and which will develop basic understanding and skill of the students.

5. Teaching scheme (in hours)

Lecture	Tutorial	Practical	Total
15	-	80	95

6. Examination Scheme

Theory				Practical				Total Marks
Examination		Sessional		Practical		Sessional		
Full Marks	Pass Marks	Full Marks	Pass Marks	Full Marks	Pass Marks	Full Marks	Pass Marks	
				100		50		150

7. Detailed Course Content:

Chapter No	Chapter Title	Content	Hours
Unit-I	Composition of male & female figure & rendering of garments	<ul style="list-style-type: none"> • Street wear • Executive wear • Evening wear • Active sports wear • Lingerie • Bridal gowns & Tuxedo suits • Active sports wear • Beach or Resort wear 	40
Unit-II	Sketching of accessories (more details and varieties)	<ul style="list-style-type: none"> • Accessories & their importance, types and uses • Different types of female accessories • Different type of male accessories 	10
Unit III	Introduction to Draping	<ul style="list-style-type: none"> • Dress Form : Preparation, Measurement & Tools • Draping Principles & Techniques • Muslin Preparation 	10
Unit IV	Draping: Basic dress foundation & Darts & Dart equivalents	<ul style="list-style-type: none"> • Front & Back Bodice • Front & Back Skirt • Manipulating Dart excess: Shoulder dart, French Dart • Dart equivalents: Gathers, Pleats, Tucks 	15

		<ul style="list-style-type: none"> • Classic Princess drape, Surplice, Off-shoulder 	
Unit V	Draping: Skirts, Dresses & Cowls	<ul style="list-style-type: none"> • A line flare • Stylized yoke with pleats • Skirt with gathered waistline • Panel dress • Empire dress • Front & Back cowl necklines 	20

8. Suggested learning Resource:

- i. Advance Fashion sketch book Bina Abling
- ii. Fashion Illustration Colin Barnes / Steven Stipelman
- iii. The Fashion guide Haurent Hartung
- iv. The Snap Fashion sketch book Bill Giazer
- v. Figures Drawing for Fashion I & II Isao Yajima
- vi. Fashion Illustration Today Nicholas Drake
- vii. Fashion Illustration Now Laird Borrelli
- viii. Fashion Art for the Fashion Industry Rita Gersten
- ix. Fashion Design in Vogue William Packer
- x. Draping for Apparel Design Helen Joseph Armstrong

- 1. Course title** : PROFESSINAL PRACTICE -I
2. Course code : GT/FT-310
3. Semester : 3rd
4. Rationale of the course : To develop general confidence, ability to communicate and attitude, in addition to basic technological concepts through Industrial visits, expert lectures, seminars on technical topics and group discussion.

Aim

The Student will be able to:

- Acquire information from different sources.
- Prepare notes for given topic.
- Present given topic in a seminar.
- Students will learn to work in a team and with client-partners.
- Apply research to design.
- Develop approaches to use design in a real-world context

5. Teaching scheme (in hours)

Lecture	Tutorial	Practical	Total
-	-	50	50

6. Examination Scheme

Theory				Practical			
Examination Full Marks	Sessional Full Marks	Total Marks	Pass Marks	Practical	Practical Assessment	Total Marks	Pass Marks
-	-	-	-	25	25	50	17

6. Detail Contents

1. INDUSTRIAL VISITS: 10

Structured industrial visits be arranged and report of the same should be submitted by the individual student, to form part of the team work.

Visits to **any two** of the following:

- Nearby shopping complex.(strategy, product specifications)
- Visit entrepreneurs (Observation of startup companies)
- Handloom/Powerloom /Workshop (Layout, Machines)
- Concept store-Handloom & Textile
- Garment manufacturing unit.
- Institute visit like NIFT

2. GUEST LECTURE (S) 6

A) Lectures by Professional / Industrial Expert / Student Seminars.

- Brand study – identification, case study and trademark.
- Market study- strategy and analysis.
- Principles and elements of design.

- Softwares like adobe illustration and photoshop.
- Creative thinking skills
- Affiliated marketing
- Design development process (all technical aspects)
- Entrepreneurship

B) Interaction with a designer

3. GROUP DISCUSSION:

6

The students should discuss in a group of six to eight students and write a brief report on the same as a part of team work. Two topics for group discussions may be selected by the faculty members. Some of the suggested topics are -

- i. Brand study
- ii. Trend forecasting
- iii. Fashion journalism(blogs)
- iv. Current topics related to creative designs.

4. STUDENT ACTIVITIES:

8

The students in a group of 3 to 4 will perform any one of the following activities (others similar activities may be considered Activity :

- i. Presentation on design analysis.
- ii. Collecting information from Market: case study
- iii. Design research.
- iv. Draw illustrations using Adobe software