

1. **Course Title** : GARMENT CONSTRUCTION II (PRACTICAL)
2. **Course Code** : GT/FT-401
3. **Semester** : 4<sup>th</sup>
4. **Rationale of the course** : Sewing is the craft of fastening or attaching objects using stitches made with a needle and thread. Sewing is one of the oldest of the textile arts.

**5. Teaching Scheme (in hours)**

Lecture	Tutorial	Practical	Total
15	-	100	115

**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. Detail Course Content:**

Chapter No.	Chapter Title	Content	Hours
Unit-I	Ethnic wear	<ul style="list-style-type: none"> <li>➤ Construct <i>any one</i> of the following dresses:                             <ul style="list-style-type: none"> <li>• Basic Kurta,</li> <li>• Angrakha,</li> <li>• Basic Salwar</li> <li>• Basic Churidar</li> <li>• Princess and Empire style line Kurta</li> </ul> </li> <li>➤ Waist Coat or Shrug</li> </ul>	18 + 1L
Unit-II	Dresses & Gowns	<ul style="list-style-type: none"> <li>➤ Construct <i>any one</i> of the following dresses:                             <ul style="list-style-type: none"> <li>• Normal waist</li> <li>• Low waist and</li> <li>• High waist</li> </ul> </li> </ul>	12 + 1L
Unit-III	Skirts	<ul style="list-style-type: none"> <li>➤ Construct <i>any one</i> of the following skirts with waistbands:                             <ul style="list-style-type: none"> <li>• Flounce</li> <li>• Gathers</li> <li>• Circular with uneven hemline</li> <li>• Gored</li> <li>• Wrap-arounds</li> </ul> </li> </ul>	14 + 2L
Unit-III	Style Features	<ul style="list-style-type: none"> <li>➤ Pleats:                             <ul style="list-style-type: none"> <li>• Kick pleats</li> <li>• Knife pleat</li> <li>• Inverted box pleats</li> <li>• Simple box pleats</li> <li>• Accordion pleat</li> <li>• Top stitched pleat</li> </ul> </li> </ul>	12 + 2L

		<ul style="list-style-type: none"> <li>➤ Tucks: <ul style="list-style-type: none"> <li>• Pintucks</li> <li>• Space tucks</li> <li>• Twisted or wavy tucks</li> </ul> </li> </ul>	
Unit-IV	Pockets, Plackets, Zippers & Waistbands	<ul style="list-style-type: none"> <li>➤ Construction of: <ul style="list-style-type: none"> <li>Pockets: <ul style="list-style-type: none"> <li>• Shirt Patch Pocket</li> <li>• Patch with Flap</li> <li>• Hip Pocket</li> <li>• Slant Pocket Set in seam pockets</li> <li>• Single lip pockets, Double lip pockets.</li> </ul> </li> <li>Plackets: <ul style="list-style-type: none"> <li>• Faced placket</li> <li>• Diamond placket</li> <li>• Continuous diamond placket</li> </ul> </li> <li>Zippers: <ul style="list-style-type: none"> <li>• Centre</li> <li>• Lapped</li> <li>• Invisible</li> </ul> </li> </ul> </li> <li>Waistband finishing with elastic and without elastic.</li> </ul>	22 + 3L
Unit-V	Types of Facings	<ul style="list-style-type: none"> <li>Construct the: <ul style="list-style-type: none"> <li>• Facing with Shape.</li> <li>• Facing with bias strip.</li> <li>• Continuous facing.</li> </ul> </li> </ul>	10 + 1L
Unit-VI	Men's Formal Shirt and Trousers	<ul style="list-style-type: none"> <li>Construction of: <ul style="list-style-type: none"> <li>• Basic Shirt with Yoke</li> <li>• Any one Trouser</li> </ul> </li> </ul>	12

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 help the students to get a better and clear understanding on the subject.

9. Suggested learning Resource:

- 1) *Flat Pattern Design* by Bane Allyne
- 2) *Metric Pattern Cutting* by Winifred Aldrich
- 3) *Pattern Making for Fashion Design* by Helen J. Armstrong
- 4) *The Technology of Clothing Manufacture* By Carr & Latham
- 5) Zarapkar, *Couture sewing techniques*
- 6) *Dress Pattern Designing* Natalie Bray

**1. Course title** : DRAFTING, PATTERN MAKING & GRADING

**2. Course code** : GT/FT-402

**3. Semester** : Fourth

**4. Rationale of the course** : To utilize the basic techniques of Pattern Making in creating various styles and gain a better and in depth understanding on the subject and also implement these techniques to create Indian and Western outfits.

**5. Teaching Scheme (in hours)**

Lecture	Tutorial	Practical	Total
15	-	80	95

**6. Examination Scheme**

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

**7. Detailed Course Content:**

Chapter No	Chapter Title	Content	Hours
Unit-I	Ethnic Wear	Draft and Construct the following patterns: <ul style="list-style-type: none"> <li>• Basic Kurta,</li> <li>• Angrakha,</li> <li>• Basic Salwar</li> <li>• Basic Churidar and</li> <li>• Princess and Empire style line Kurta</li> <li>• Waist Coat or Shrug</li> </ul>	30 + 4L
Unit-II	Dresses & Gowns	Draft and Construct the following patterns using Dart equivalents: <ul style="list-style-type: none"> <li>• Normal waist</li> <li>• Low waist and</li> <li>• High waist</li> </ul>	15 + 3L
Unit-III	Skirts	Draft and Construct the following patterns using: <ul style="list-style-type: none"> <li>• Flounce</li> <li>• Gathers</li> <li>• Circular with uneven hemline</li> <li>• Gored</li> <li>• Wrap-arounds</li> </ul>	15 + 5L
Unit-IV	Men's Dresses	Prepare the pattern for : <ul style="list-style-type: none"> <li>• Basic Shirts</li> <li>• Basic trouser and variations</li> </ul>	10 + 1L
Unit-V	Introduction to Pattern Grading	<ul style="list-style-type: none"> <li>• Grading and its purpose</li> <li>• Methods of grading</li> <li>• Prepare Graded Patterns for:                             <ul style="list-style-type: none"> <li>▪ Basic Bodice, Basic Skirt and Basic Sleeve</li> </ul> </li> </ul>	10 + 2L

**8. Suggested learning Resource :**

- i. Flat Pattern Design by Bane Allyne
- ii. Metric Pattern Cutting by Winifred Aldrich
- iii. Pattern Making for Fashion Design by Helen J. Armstrong

- 1. Course title** : TEXTILE PROCESSING  
**2. Course code** : GT/FT-403  
**3. Semester** : 4<sup>th</sup>  
**4. Rationale of the course** : Modern Development of Textile industries require more understanding of basic textile processing for industrial purpose. This part of the Textile processing explains various fundamentals underlying the chemistry of Textile processing, which will develop basic understanding and skill of the students.

- 5. Course outcome:-** After completion of the course the student will be able to
- i) Explain the different steps involved in textile processing
  - ii) Explain the singeing, scouring, desizing & bleaching processes & its objectives.
  - iii) Explain the classification of dyes, comparison between natural & synthetic dyes; application of various dyes on cotton, viscose & silk fibres.
  - iv) Explain the conventional Tie & Dye process , working principle of Garment dyeing machine.
  - v. Explain the steps involved in printing, preparation of printing paste and methods of printing.
  - vi. Classify the finishing on the basis of methods of application & on the basis of its purpose.

**5. Teaching scheme (in hours)**

Lecture	Tutorial	Practical	Total
42+3	-	32	77

**6. Examination Scheme**

Theory				Practical			
Examination Full Marks	Sessional Full Marks	Total Marks	Pass Marks	Practical	Practical Assessment	Total Marks	Pass Marks
70	30	100	33	25	25	50	17

**7. Detailed Course Content:**

Ch. No	Chapter Title	Content	Hours
Unit-I	Fundamentals of Textile Processing	1.1. Introduction to Textile Processing. 1.2. Objects of Textile Processing 1.3. Different steps involved in Textile Processing.	4
Unit-II	Preparatory Processes of Textile Processing.	2.1. Basic ideas of Singeing and its objectives. 2.2. Basic ideas of Scouring and its objectives. 2.3. Basic ideas of Desizing and its objectives. 2.4. Different types of Bleaching process and its objectives.	8
Unit-III	Dyeing	3.1. History and Development of Dyeing. 3.2. Classification of Dyes and Pigments used in Textile Industry. 3.3. Comparison between Natural and Synthetic	12

		<p>Dyes.</p> <p>3.4. Dye used for Cotton and Viscose Fiber and their application process i. Direct Dye. ii. Reactive Dye. iii. Vat Dye.</p> <p>3.5. Dye used for Silk and Wool Fibre and their application process. i. Acid Dye. ii. Basic Dye.</p> <p>3.6. Different types of conventional Dyeing process. i. Tie &amp; Dye. ii. Basic etc.</p> <p>3.7. Different types of Garment Dyeing machine.</p>	
Unit-IV	Printing	<p>4.1. Introduction of Printing.</p> <p>4.2. Different Steps involved in Printing.</p> <p>4.3. Different Types of Printing Process.</p> <p>4.4. Conventional method for preparation of Print Paste.</p> <p>4.5. Brief idea of Block Printing</p> <p>4.6. Brief idea of Screen Printing.</p> <p>4.7. Basic idea of Machine Printing.</p>	10
Unit V	Finishing	<p>5.1 Objects of Finishing.</p> <p>5.2. Classification of Finishing on Basic of method of application.</p> <p>5.3. Classification of Finishing on the basic of its purpose.</p> <p>5.4 Anti crease finish</p> <p>5.5 Anti-soil finish</p> <p>5.6 Water repellent finish</p> <p>5.7 Fire resistant finishes</p> <p>5.8 Silicon finish</p>	6
Unit-VI	Care Label	<p>6.1 Importance of care labelling in garment</p> <p>6.2 Symbols used in care labelling</p> <p>6.3 Care labeling rules</p>	2

**8. Distribution of Marks:**

Chapter No	Chapter Title	Type of Question			Total Marks
		Objective Type	Sort Questions	Descriptive Questions	
Unit I	Fundamentals of Textile Processing	1+1	2	-	4
Unit II	Preparatory Processes of Textile Processing.	1+1+1	2	5	10
Unit III	Dyeing	1+1+1+1+1	4	15	24
Unit IV	Printing	1+1+1	3	8	19
Unit V	Finishing	1+1	3	8	13
Total					70

**9. 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 help the students to get a better and clear understanding on the subject.

**10. Suggested learning Resource :**

- i. Technology of bleaching by Dr. V.A. Shenai
- ii. Technology of Dyeing by Dr. V.A. Shenai
- iii. Technology of Printing by Dr. V.A. Shenai
- iv. Textile finishing by G.Nallakilli

- 1. Course title** : TEXTILE PROCESSING (PRACTICAL)  
**2. Course code** : GT/FT-403  
**3. Semester** : 4<sup>th</sup>  
**4. Detailed Course Content:**

Chapter No	Chapter Title	Content	Hours
Unit-I	Preparatory Process	1.1. Scouring of cotton goods. 1.2. Bleaching of cotton yarn by oxidizing bleaching agent.	6
Unit-II	Dyeing	2.1. Dying of cotton and Viscose yarn by using following Dyes. i) Direct Dye ii) Reactive Dye iii) Vat Dye. 2.2. Degumming and Dyeing of Silk yarn by using Acid Dye and Basic Dye.	14
Unit-III	Printing	3.1. Preparation of Printing paste by pigment colour. 3.2. Printing of Cotton fabric by hand block and Screen printing Methods. 3.3. Printing of Cotton and silk fabric by resist style (Tie & Dye and Batik) 3.4. Preparation of screen for printing.	14
Unit-IV	Fastness Properties	4.1. Assessment of colour (Washing) Fastness 4.2. Assessment of Light Fastness. 4.3. Assessment of Rubbing Fastness. 4.4 Use of Spectrophotometer for whiteness index, fastness property and colour matching.	14
Unit-V	Tie & Dye and Batik	5.1 Tie & dye on cotton fabric 5.2 Various batik dyeing process.	



- 1 Course Title** : COMPUTER AIDED DESIGN  
**2 Course Code** : GT/FT-404  
**3 Semester** : 4<sup>th</sup>  
**4 Objectives** : Main purpose of this subject is what is Computer Graphics, how to use a computer Graphics. Uses of Corel Draw, Making Sketch & Drawing in CorelDraw, Restore of Photograph in Photoshop, Creating Pattern etc.

**5. Teaching Scheme(In hours)**

Lecture	Tutorial	Practical	Total
--	12	80	92

**6. Examination Scheme:**

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

**6. Detailed Course Content:**

Chapter No	Chapter Title	Content	Hours
Unit-I	Designing Through	<ul style="list-style-type: none"> <li>➤ <b>CorelDraw</b> <ul style="list-style-type: none"> <li>• Creating flat sketches, motifs, small designs, logos.</li> <li>• Creating labels : Name label, Size label, Care label</li> <li>• Creating text effects in CorelDraw</li> <li>• Drawing fashion silhouettes in CorelDraw.</li> </ul> </li> </ul>	12 + 3T
Unit-II	Drawing and painting	<ul style="list-style-type: none"> <li>• <b>Photoshop</b> <ul style="list-style-type: none"> <li>• Using the toolbox and palette</li> <li>• Creating shapes and applying textures</li> <li>• Creating brush stencils and motifs from photos</li> <li>• Building up the design using layers</li> <li>• Layering images and applying layer styles</li> <li>• Photo retouching</li> <li>• Create your own design</li> <li>• Fashion Figures of different poses</li> </ul> </li> <li>• <b>Illustrator</b> <ul style="list-style-type: none"> <li>• Draw a sketch, fill with colour / pattern</li> <li>• Trace photo of a garment or sketch</li> <li>• Create repeated patterns, apply realistic texture from a photo, create mesh texture</li> <li>• Change the size / scale or direction of a</li> </ul> </li> </ul>	28 + 3T

		repeating pattern <ul style="list-style-type: none"> <li>• Inserting designed motifs to dress up the fashion figures</li> <li>• Replicate an existing design from a Fashion Magazine by rendering techniques</li> </ul>	
Unit-III	Computer Aided Woven Design	➤ <b>Introduction to softwares for textile woven design with windows platform.</b> <ul style="list-style-type: none"> <li>• <b>Weave</b> – Creation of various weaves, Creation of various stripes, checks, plaids, dobby designs, Application of colours.</li> <li>• <b>Design and Repeat</b>- Creation of designs, Tracing of designs, Repeat setting, Changing of repeat, Application of colours, Weave insertion , Application of weaves, Fabric simulation</li> </ul>	30 + 3T
Unit-IV	Computer in Garment Industry	➤ <b>CAD in</b> <ul style="list-style-type: none"> <li>• Garment designing and</li> <li>• Pattern making,</li> <li>• Grading and sorting.</li> </ul>	10 + 3T

**7. Recommended Books:**

- i) CorelDraw X7: The Official Guide, By- Gray David Bouton, Pub: McGraw Hill Education, 11 Edition
- ii) Photoshop CC for Dummies, By- Peter Bayer
- iii) Advance Fashion sketch book Bina Abling
- iv) Fashion Illustration Colin Barnes / Steven Stipelman
- v) The Fashion guide Haurent Hartung
- vi) The Snap Fashion sketch book Bill Giazer
- vii) Figures Drawing for Fashion I & II Isao Yajima
- viii) Fashion Illustration Today Nicholas Drake
- ix) Fashion Illustration Now Laird Borrelli
- x) Fashion Art for the Fashion Industry Rita Gersten
- xi) Fashion Design in Vogue William Packer

**1. Course title** : FASHION ILLUSTRATION -II

**2. Course code** : FT-405

**3. Semester** : Fourth

**4. Rationale of the course:** Fashion illustration is the communication of fashion that originates with illustrations, drawing and painting. It is usually commissioned for reproduction in fashion magazines and which will develop basic understanding and skill of the students.

**5. Teaching scheme (in hours)**

Lecture	Tutorial	Practical	Total
-	-	80	80

**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. Detailed Course Content**

Chapter No	Chapter Title	Content	Hours
Unit-I	Introduction to Fashion details	<ul style="list-style-type: none"> <li>• Introduction to Fashion details – various silhouettes &amp; construction details</li> </ul>	10
Unit-II	Figure studies with more detailing	<ul style="list-style-type: none"> <li>• Female figure including eyes, noses, lips, fingers, feet, etc.</li> <li>• Male figure including eyes, nose, lips, fingers, feet, etc.</li> </ul>	10
Unit-III	Use of textures	<ul style="list-style-type: none"> <li>• Types of textures &amp; its uses</li> <li>• Different types of textures in fashion garments in different styles forms</li> <li>• Different fabric rendering techniques</li> <li>• Visualization of fabrics</li> </ul>	10
Unit-IV	Development of Costumes	<ul style="list-style-type: none"> <li>• Development of Costumes on Croquis using elements of fashion (min-5)</li> <li>• Develop your own rendering style.</li> </ul>	
Unit-V	Draped Costumes & Styles	<ul style="list-style-type: none"> <li>• Different types of Draping and its style forms</li> <li>• Illustrate different types female draping dresses</li> <li>• Illustrate different types of male draping dresses</li> <li>• Prepare Sketches of at least 6 different poses of both male &amp; female figures.</li> </ul>	20
Unit-VI	Illustrations of children, women and men	<ul style="list-style-type: none"> <li>• Children’s wear for any 6 occasions</li> <li>• Women’s wear for any 6 occasions</li> <li>• Men’s wear for any 6 occasions</li> </ul>	

Unit- VII	Presentation techniques	<ul style="list-style-type: none"> <li>• Specification sheets</li> <li>• Moodboard</li> <li>• Theme board</li> <li>• Colour board</li> </ul>	10
Unit- VIII	Developing costumes and rendering your own styles	<ul style="list-style-type: none"> <li>• Adventure Sports                             <ul style="list-style-type: none"> <li>- Bunjee jumping</li> <li>- Rafting</li> <li>- Rock climbing</li> <li>- Mountaining</li> <li>- Skiing</li> <li>- Parasuit Jumps</li> </ul> </li> <li>• Parade wear</li> <li>• Runway Fashion</li> </ul>	

**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:**

- 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) Fashion Illustration techniques by Zeshu Takanura
- xi) Drawing for fashion designers by Angel Fernandez and Gabriel Martin Roig
- xii) Fashion Illustration school. A complete handbook for aspiring designers and Illustrators by Carol A. Nunnelly.
- xiii) Fashion Illustration (Inspiration & Techniques) by Anna Kiper.

**1. Course title** : FASHION MERCHANDISING

**2. Course code** : FT-406

**3. Semester** : Fourth

**4. Rationale of the course:** This course is aimed towards developing the student's ability to understand the basic concept of merchandising and to understand the core responsibilities of a merchandiser in various key areas of the organization. Visual Merchandising has been integrated into this course, which form a very crucial part of the Retail Merchandising process.

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

**CO1:** Understand the role of a merchandiser in various segments of the industry.

**CO2:** Study the buying/ selling activity, selecting the merchandise assortment.

**CO3:** Analyze fashion trends, sales histories, target market, buyer's responsibility working with merchandise.

**CO4:** Study the detail concept about fashion advertising, visual merchandising, special events, publicity and product evaluation.

**6. Teaching scheme (in hours):**

Lecture	Tutorial	Practical	Total
42+3	-	-	45

**7. Examination Scheme:**

Theory				Practical			
Examination Full Marks	Sessional Full Marks	Total Marks	Pass Marks	Practical	Practical Assessment	Total Marks	Pass Marks
70	30	100	33	-	-	-	-

**8. Detailed Course Content:**

Chapter No	Chapter Title	Content	Hours
1	INTRODUCTION TO MERCHANDISING	<ul style="list-style-type: none"> <li>• Definitions, role of Merchandiser.</li> <li>• Product Development- Definitions, Objectives.</li> <li>• Merchandising Calendar- preparation and uses.</li> <li>• Sourcing – Factors affecting Sourcing</li> <li>• Fashion life cycle – Fad, Classics, Long run &amp; Short run fashions</li> </ul>	6
2	MERCHANDISING PLANNING AND BUYING	<ul style="list-style-type: none"> <li>• Export Houses, Buying Houses, Liaison Offices &amp; Domestic Manufacturers</li> <li>• Analyze economic and fashion trends and sales histories.</li> <li>• Selection of appropriate merchandise.</li> <li>• The buyer's responsibility working with merchandise.</li> <li>• Organizing buying selling activity.</li> <li>• The resident buying office</li> </ul>	14
3	CONSUMER BEHAVIOUR	<ul style="list-style-type: none"> <li>• Understanding Consumer behaviour</li> </ul>	3

		<ul style="list-style-type: none"> <li>• Planning Merchandise Assortment &amp; Marketing Mix.</li> <li>• Selecting Merchandise Assortment.</li> </ul>	
4	MARKETING CONCEPT	<ul style="list-style-type: none"> <li>• Define Marketing, target market</li> <li>• Aspects involved in marketing, marketing process</li> <li>• Marketing Vs. Merchandising</li> <li>• Fashion Marketing Mix</li> <li>• Market segmentation &amp; Target positioning</li> </ul>	6
5	ADVERTISING	<ul style="list-style-type: none"> <li>• Fashion Advertising</li> <li>• Special Events</li> <li>• Product Evaluation</li> <li>• Publicity/Promotion</li> </ul>	4
6	VISUAL MERCHANDISING	<ul style="list-style-type: none"> <li>• Overview of Visual Merchandising, Objectives,</li> <li>• Study of the store and its environment,</li> <li>• Displaying the merchandise, Signage, Ticketing,</li> <li>• Materials, Props &amp; Lighting techniques - application of effective elements,</li> <li>• Handy tools for a Visual Merchandiser,</li> <li>• Store layout</li> </ul>	8
7	IMPORT / EXPORT PROCEDURE S	<ul style="list-style-type: none"> <li>• Import export trade</li> <li>• Import export terms and documents in details</li> <li>• Import export procedures in India</li> </ul>	4
8	FASHION EVENTS – DOMESTIC & INTERNATIONAL	<ul style="list-style-type: none"> <li>• Fashion Shows and other Fashion related events in the country</li> <li>• Fashion events as a marketing tool to launch new collections</li> <li>• Product life cycle from concept to Retail &amp; importance of the Fashion Calendar</li> <li>• International Fashion events and their importance</li> <li>• Popular Domestic &amp; International Brands</li> </ul>	3

### 9. Distribution of Marks

Chapter No.	Chapter Title	Type of question			Total Marks
		Objective Type (Compulsory)	Short Question	Descriptive Question	
1	Introduction to Merchandising	2	2	5	9
2	Merchandising planning and buying	3	3	4	10
3	Consumer Behaviour	2	5	3	10

4	Marketing concept	2	4	3	9
5	Advertising	2	6	0	8
6	Visual Merchandising	2	3	5	10
7	Import / Export procedures	2	3	5	10
8	Fashion events – Domestic & International	0	3	0	4
<b>Total</b>		<b>16</b>	<b>29</b>	<b>25</b>	<b>70</b>

**Table of Specification 1**

S N	Topic	OBJECTIVE TYPE				SHORT ANSWER TYPE					ESSAY TYPE				
		K	C	A	T	K	C	A	H A	T	K	C	A	H A	T
1	Introduction to Merchandising	1	1		2	2				2			5		5
2	Merchandising planning and buying	1	1	1	3	1	2			3	4				4
3	Consumer Behaviour	2			2	2	2		1	5	3				3
4	Marketing concept	2			2	2	2			4		3			3
5	Advertising	2			2	2	2		2	6					0
6	Visual Merchandising	1	1		2	2			1	3	5				5
7	Import / Export procedures		2		2		1	2		3	5				5
8	Fashion events – Domestic & International	1			1	1	2			3					0
		10	5	1	16	12	11	2	4	29	17	3	5	0	25

**Table of Specification 2**

Sl. No	Topic	Time allotted in hours	Percentage Weightage	K	C	A	HA	Total
1	Introduction to Merchandising	6	12.5	3	1	5	0	9
2	Merchandising planning and buying	14	29	6	3	1	0	10
3	Consumer Behaviour	3	7	7	2	0	1	10
4	Marketing concept	6	12.5	4	5	0	0	9
5	Advertising	4	8	4	2	0	2	8
6	Visual Merchandising	8	16	8	1	0	1	10
7	Import / Export procedures	4	8	5	3	2	0	10
8	Fashion events – Domestic & International	3	7	2	2	0	0	4

---

---

Total =	48	100	3 9	1 9	8	4	70
---------	----	-----	--------	--------	---	---	----

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

**10. Suggested learning Resource:**

- i) Easey M (2009) Fashion Marketing, Third Edition, Blackwell Publishing.
- ii) Moore K and Pareek N (2010) Marketing: The Basics, Routledge Publications.
- iii) Kunz G I(2009) Merchandising: Theory, Principles and Practices ,Fairchild Publications.
- iv) Frings G S (2007) Fashion from Concept to Consumer, Pearson Prentice Hall.
- v) Jarrow J A (2002) Inside the fashion Business, Prentice Hall.
- vi) Jerligan Easterling Fashion Merchandising & Marketing
- vii) Leslie Davis Burns, Nancy O Bryant, The Business of Fashion designing, Manufacturing and Marketing
- viii) Dickerson Kitty G, Inside fashion Business
- ix) Robert Calbrone, Visual Merchandising
- x) Jyppe A Quidores, 77 Visual Merchandising techniques & Ideas



- 1. Course title** : PROFESSIONAL PRACTICE II  
**2. Course code** : GT/FT-410  
**3. Semester** : 4<sup>th</sup>  
**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:** Student will be able to:

- Acquire information from different sources.
- Students will learn to work in a team
- Apply research as design
- Develop approaches to use design in a real world context.
- Prepare notes for given topic.
- Present given topic in a seminar.
- Interact with peers to share thoughts.
- Prepare a report on industrial visit, expert lecture

**5. Teaching scheme (in hours)**

Lecture	Tutorial	Practical	Total
40	10	100	150

**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

**7. Detail Contents**

Contents	Activities	Hrs
<b>1. INDUSTRIAL VISITS</b>		<b>6</b>

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

**Two** industrial visits may be arranged in the following areas / industries:

- Garment manufacturing unit for study of new technology adopted
- Fabric manufacturing unit
- Processing unit (along with transfer printing set-ups)
- Surface ornamentation units

**2.** Lectures by Professional / Industrial Expert be organized from **ANY THREE** of the following areas:

**6**

- How to create portfolio using means of digital media.

- How to give presentation using power point
- How to conceptualize ideas.
- Brainstorming activity.
- Comprehensive testing.
- Creativity learning using at least two different material.
- 3d study ( sculpture study etc)

**3. INDIVIDUAL ASSIGNMENTS:**

**6**

- Write material specifications for any two materials like ( Kauna products and water hyacinth products ).
- Make products using above elements.
- Preparing models using development of surfaces.
- Select different materials with specifications for at least 2 different products..
- List the various properties and applications of following materials - i. jute ii. cotton iii. Eri silk iv. Muga silk v. Mulberry silk.

**OR**

Conduct **any one** of the following activities through active participation of students and write report

- Rally for energy conservation / tree plantation.
- Survey for local social problems such as mal nutrition, unemployment, cleanliness, illiteracy etc.
- Conduct aptitude , general knowledge test , IQ test
- Arrange **any one** training in the following areas :  
a) Yoga. b) Use of firefighting equipment and First aid Maintenance of Domestic appliances.

**4. MODULAR COURSES (OPTIONAL):**

**6**

A course module should be designed in the following areas for max. 12 hrs. Batch size - min. 15 students.

Course may be organized internally or with the help of external organizations.

- Mix Media Technology.
- digital softwares.
- embellishment techniques.
- Personality development.
- Entrepreneurship development.

**5. 3-D DESIGN USING SOFTWARE**

**6**

The Student should draw - illustrations and also learn to use different media.. they should learn to create both 2D and 3D in paper (Minimum two sheets, each containing two problems) after learning the contents as above.