

5.1 ADVANCED PATTERN MAKING - I

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RATIONALE

The students are supposed to perform the jobs of pattern maker when engaged in garment manufacturing. After going through this subject, students will be able to manipulate different darts and increase or decrease any pattern proportions

DETAILED CONTENTS

PRACTICAL EXERCISES

1. Women's Shirts (3 Styles)
 - Drafting Women's shirts
 - Adaptation of the women's shirt to various styles
2. Drafting of kalidar kurta and churidar pyjama, salwaar kameez
3. Women's Trousers
 - Drafting of Women's trousers
 - Adaptation of Women's trousers to various styles (3 Styles)

RECOMMENDED BOOKS

1. Pattern Making for Fashion design by Helen Joseph Armstrong, Vikas Publishing House Pvt. Ltd. Delhi
2. The ABC's of Grading by Murray Sacher, New Age Publisher, Delhi
3. Pattern Making for Fashion design by Armstrong, Vikas Publishing House Pvt. Ltd. Delhi
4. Basic Pattern Skills for Fashion Design by Bernard Zamkoff, McGraw Hill Book Co. Inc. New York
5. Design Apparel Through the Flat Pattern by Ernestine Kopp, Beattie Zelin Publisher, New York

5.2 GARMENT CONSTRUCTION - V

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RATIONALE

The diploma holders are supposed to fabricate the garments, so it is very essential that they should be able to fabricate various garments as per the layouts and specifications. Hence this subject has been included in the curriculum in order to develop such competencies.

DETAILED CONTENTS

PRACTICAL EXERCISES

Construction of women's garments such as:

1. Salwar kameez
2. Kalidar kurta and churdiar pyjama
3. Saree blouse
4. Women's shirt
5. Women's trousers

RECOMMENDED BOOKS

1. Pattern Making for Fashion design by Armstrong, Vikas Publishing House Pvt. Ltd. Delhi
2. Clothing Construction by Doongaji, Raj Parkashan, Delhi.
3. System of Cutting by Zarakar, Navneet Publications
4. Clothing Construction by Evelyn A Mansfield, Houghton Mifflin Co., Boston
5. Creative Sewing by Allynie Bane; McGraw Hill Book Co., Inc., New York
6. How You Look and Dress by Byrta Carson; McGraw Hill Book Co., Inc., New York

5.3 CAD IN FASHION DESIGN - II

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RATIONALE

The term CAD has found its way into all major disciplines that have got anything to do with designing or drafting techniques. The objective is to expose professionals and to meet the needs of the users by complementing their knowledge, skills and creativity in the field of garment technology and their application in the industry.

DETAILED CONTENTS

PRACTICAL EXERCISES

(Software: Use of Corel Draw and Adobe Photoshop)

1. Application of tools of Corel Draw and Adobe Photoshop in garment design
2. Draw 3 profiles of female flesh figures (front, back and side view)
3. Design an executive wear along with accessories
4. Drape a saree with masking effect
5. Pick up a costume worn by a famous fashion model. Scan his/her figure and redesign the texture and the color combination of the dress.
6. Design a mood/story board according to the selected theme (both paper and computer assignment)
7. Logo and Labels designing
8. Create a brochure for your own label

Note: Visit to Design Studio in export houses and industry to understand the making and use of Mood boards etc.

RECOMMENDED BOOKS

1. Literature from the supplier of each software can be consulted
2. Corel Draw 12 – BPB Publication (latest version)
3. Adobe Photoshop 5.5 - BPB Publication (latest version)

5.4 FASHION RETAILING AND APPAREL MERCHANDISING

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RATIONALE

Some diploma holders of fashion design may find employment in export houses and apparel merchandising agencies. After studying this subject the students will understand marketing in domestic and international markets and their quota systems. It focuses attention on apparel industry giving thorough knowledge of merchandizing.

DETAILED CONTENTS

1. Basic Concept of retailing – definition need and functions (04 hrs)
2. Introduction to various terms (04 hrs)
Cost price, selling price, markups, markdowns, distribution channel, wholesale, agent, broker, vendor, distributor
3. Introduction to retail organizations (16 hrs)
 - Departmental store
 - Discount stores
 - Speciality stores
 - Direct Retailing
 - E- Retailing
4. Concept of buying houses – definition, importance and types (06 hrs)
5. Retail Mix (06 hrs)
6. Concept of visual merchandising – definition, types of window display with examples (04 hrs)
7. Fashion merchandizing – definition, role of merchandiser, buyer - merchandiser interface, time and action sheet (14 hrs)
8. Consumer Buying Behaviour – definition, consumer black box, decision making process (10 hrs)

Note: An assignment based on visual merchandising should be submitted by students.

RECOMMENDED BOOKS

1. Fashion from Concept to Consumer published by M/S Perl Books, London
2. Fashion Retail Merchandising published by M/S Fairchild Books, New York
3. Inside the Fashion Business by Joonow, Jea published by M/S Tartan video, USA
4. Fashion Merchandising by Stone, Ela published by McGraw Hill Book Company, New Delhi
5. Ready to Wear Apparel Analysis by Petty and Brown published by M/S Perl Books, London

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	04	10
2	04	10
3	16	20
4	06	10
5	06	05
6	04	15
7	14	20
8	10	10
Total	64	100

5.5 ENVIRONMENTAL EDUCATION

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RATIONALE

Education about environment protection is a must for all the citizens. In addition, a diploma holder must have knowledge of different types of pollution caused by industries and construction activities so that he may help in balancing the eco system and controlling pollution by adopting pollution control measures. He should also be aware of environmental laws related to the control of pollution.

DETAILED CONTENTS

1. Definition, Scope and Importance of Environmental Education (02 hrs)
2. Basics of ecology, biodiversity, eco system and sustainable development (03 hrs)
3. Sources of pollution - natural and manmade, causes, effects and control measures of pollution (air, water, noise, soil, radioactive and nuclear) and their units of measurement (12 hrs)
4. Solid waste management – Causes, effects and control measures of urban and industrial waste (06 hrs)
5. Mining and deforestation – Causes, effects and control measures (04 hrs)
6. Environmental Legislation - Water (prevention and control of pollution) Act 1974, Air (Prevention and Control of Pollution) Act 1981 and Environmental Protection Act 1986, Role and Function of State Pollution Control Board, Environmental Impact Assessment (EIA) (10 hrs)
7. Role of Non-conventional Energy Resources (Solar Energy, Wind Energy, Bio Energy, Hydro Energy) (04 hrs)
8. Current Issues in Environmental Pollution – Global Warming, Green House Effect, Depletion of Ozone Layer, Recycling of Material, Environmental Ethics, Rain Water Harvesting, Maintenance of Groundwater, Acid Rain, Carbon Credits (07 hrs)

INSTRUCTIONAL STRATEGY

The contents will be covered through lecture cum discussion sessions. In addition, in order to have more appreciation of need for protection of environment, it is suggested that different activities pertaining to Environmental Education like video films, seminars, environmental awareness camps and expert lectures may also be organized.

RECOMMENDED BOOKS

1. Environmental Engineering and Management by Suresh K Dhameja; SK Kataria and Sons, New Delhi.
2. Environmental Science by Dr. Suresh K Dhameja; SK Kataria and Sons, New Delhi.
3. Environmental and Pollution Awareness by Sharma BR; Satya Prakashan, New Delhi.
4. Environmental Protection Law and Policy in India by Thakur Kailash; Deep and Deep Publications, New Delhi.
5. Environmental Science by Deswal and Deswal; Dhanpat Rai and Co. (P) Ltd. Delhi.
6. Engineering Chemistry by Jain and Jain; Dhanpat Rai and Co. (P) Ltd. Delhi.
7. Environmental Studies by Erach Bharucha; UGC University Press.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted for Lectures (Periods)	Marks Allotted (%)
1	02	04
2	03	06
3	12	24
4	06	12
5	04	10
6	10	20
7	04	10
8	07	14
Total	48	100

5.6 FASHION SOURCING

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RATIONALE

Fashion sourcing aims at exposing students to sources for fashion and its accessories so as to have an appreciation of different fabrics, colours and textures.

DETAILED CONTENTS

PRACTICAL EXERCISES

For effective fashion sourcing, it is suggested that polytechnic should

- a) Identify adequate number of areas for sourcing fashion trims and accessories where students will be sent for visits
- b) Assignment based on market surveys conducted in local market for the following:
 - Fabrics
 - Trims - fastners, laces, braids, ribbons
 - Accessories
 - Packaging material – hand tags, hangers, price tickets, labels, cartons
 - Care labels
- c) Prepare a workbook containing fabric swatches, trims and accessories.

5.7 EMPLOYABILITY SKILLS – I

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- - 2

RATIONALE

The present day world requires professionals who are not only well qualified and competent but also possess good communication skills. Our diploma students not only need to possess subject related knowledge but also soft skills to get good jobs or to rise steadily at their work place. The objective of this subject is to prepare students for employability in job market and survive in cut throat competition among professionals.

DETAILED CONTENTS

1. Writing skills (08 hrs)
 - i) Official and business correspondence
 - ii) Job application - covering letter and resume
 - iii) Report writing - key features and kinds

2. Oral Communication Skills (20 hrs)
 - i) Giving advice
 - ii) Making comparisons
 - iii) Agreeing and disagreeing
 - iv) Taking turns in conversation
 - v) Fixing and cancelling appointments

3. Generic Skills (04 hrs)
 - i) Stress management
 - ii) Time management
 - iii) Negotiations and conflict resolution
 - iv) Team work and leadership qualities

PERSONALITY DEVELOPMENT CAMP

This is to be organized at a stretch for two to three days during fifth or sixth semester. Extension Lectures by experts or teachers from the polytechnic will be delivered on the following broad topics. There will be no examination for this subject.

1. Communication Skills
2. Correspondence and job finding/applying/thanks and follow-up
3. Resume Writing
4. Interview Techniques: In-Person Interviews; Telephonic Interview' Panel interviews; Group interviews and Video Conferencing etc.
5. Presentation Techniques
6. Group Discussions Techniques
7. Aspects of Personality Development
8. Motivation
9. Leadership
10. Stress Management
11. Time Management
12. Interpersonal Relationship
13. Health and Hygiene