

Faculty of Vocational Studies

SYLLABUS

of

Master of Vocation

Textile Design and Apparel Technology

Semester-III-IV

(Under Credit Based Continuous Evaluation Grading System)

Session:2024-2025



TheHeritageInstitution

KANYAMAHAVIDYALAYAJALANDHAR

(Autonomous)

KANYAMAHAVIDYALAYA,JALANDHAR(AUTONOMOUS)

SCHEMEAND CURRICULUMOFEXAMINATION OFTWO-YEAR DEGREEPROGRAMME

Programme:MasterofVocation(TextileDesignandApparelTechnology) Credit

Based Continuous Evaluation Grading System (CBCEGS)

Session:2024-2025

MasterofVocation(TextileDesignandApparelTechnology)SemesterIII								
Course Code	Course Type	CourseTitle	Credit	Marks				Examination time (in Hours)
				Total	Ext.		CA	
					L	P		
MVTL-3231	C	GlobalCostumes	4	100	80	-	20	3
MVTL-3232	C	EnterpriseManagement	4	100	80	-	20	3
MVTL-3233	C	IndustrialSafety	4	100	80	-	20	3
MVTP-3234	S	ProductDevelopment Workshop	3	75	-	60	15	5
MVTP-3235	S	Advance Draping	3	75	-	60	15	3
MVTP-3236	S	ComputerAidedFashion Designing	3	75	-	60	15	3
MVTP-3237	S	SurfaceOrnamentation	3	75	-	60	15	3
MVTI-3238	S	Internshipand Report Writing	6	100	-	-	-	-
			30	700				
IDEC-3101	Effective Communication Skills							
IDEM-3362	BasicFundamentals of Music(Vocal)							
IDEH-3313	HumanRights and Constitutional Duties Basics							
IDEI- 3124	of Computer Applications							
IDEW-3275	IndianHeritage:Contribution to the world							

Creditsof ID courseswill notbe addedto SGPA

C-Compulsory

S-SkillEnhancement

KANYAMAHAVIDYALAYA,JALANDHAR(AUTONOMOUS)

SCHEME AND CURRICULUM OF EXAMINATION OF TWO-YEAR DEGREE PROGRAMME

Programme: Master of Vocation (Textile Design and Apparel Technology) Credit

Based Continuous Evaluation Grading System (CBCEGS)

Session: 2024-2025

Master of Vocation (Textile Design and Apparel Technology) Semester IV								
Course Code	Course Type	Course Title	Credit	Marks				Examination time (in Hours)
				Total	Ext.		CA	
					L	P		
MVTL-4231	C	Fashion Merchandising and Marketing	4	100	80	-	20	3
MVTM-4232	C	Communication Skills in English	4	100	50	30	20	3
MVTL-4233	C	Fashion Event Management and Media	4	100	80	-	20	3
MVTP-4234	S	Product Development Workshop	4	100	-	80	20	5
MVTP-4235	S	Textile Chemistry	4	100	-	80	20	3
MVTP-4236	S	Portfolio Development	4	100	-	80	20	3
MVTI-4237	S	Internship and Report Writing	6	100	-	-	-	-
TOTAL CREDITS			30	700				

Exit level 5: AMHSSC (AMH/Q0911)/Merchandiser-Fashion, Made-Ups and Home Furnishing

C-Compulsory

S-Skill

Master of Vocation (Textile Design and Apparel Technology) Semester III
Session: 2024-2025
Global Costumes
(Theory)

Course Code: MVTL-3231

Course Outcomes:

- CO1. The course will provide knowledge about Babylonian and Persian costumes.
- CO2. Students will learn about historic costumes of Egyptian and Greek period
- CO3. Students will provide knowledge of Roman, Byzantine and Renaissance historic Costumes
- CO4. Students will be aware of Victorian Period, French Revolution and 20th Century Fashions

Master of Vocation (Textile Design and Apparel Technology) Semester III

Session: 2024-2025

Global Costumes

(Theory)

Course Code: MVTL-3231

Total Marks-100

Credit-4

Theory-80

Examination Time-3 hours

CA-20

Instructions to the examiner:

Eight questions of equal marks (16 marks) are to be set, two in each of the four sections (A-D). Questions of section A-D should be set from unit (I-IV) of the syllabus respectively. Questions may be sub-divided into two parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

UNIT-I

Babylonian Costumes

Persian Costumes

UNIT-II

Egyptian Costumes

Greek period

UNIT-III

Roman Period

Byzantine Period

Renaissance Costumes

UNIT-IV

Victorian Period

French Revolution

20th Century Fashions

Books Recommended:

Essential Reading:

1. Bradley, Carolyn G., Western World Costume, 1955, British Commonwealth.

Further Reading:

2. The Victoria and Albert Museum's Textile Collection British Textiles from 1850 to 1900 by Linda Parey V and A Publications.

3. The Complete Costumes History (Tashon) Auguste Rachinet (1825-1893)

Master of Vocation (Textile Design and Apparel Technology) Semester III

Session: 2024-2025

**Enterprise Management
(Theory)**

Course Code: MVTL-3232

Course Outcomes:

After successful completion of this course, Students will be able:

- To learn about Business and various forms of business ownership.
- To explain function, features, benefits of management in entrepreneurship development.
- To learn about business ethics and social responsibility of Business.
- To learn the importance of worker's participation in management and management of change

Master of Vocation (Textile Design and Apparel Technology) Semester III
Session: 2024-2025
Enterprise Management
(Theory)

Course Code: MVTL-3232

Total Marks-100

Credit-4

Theory-80

Examination Time-3 hours

CA-20

Instructions for the Examiners/Paper Setters and distribution of marks:

The syllabus is divided into four sections as mentioned below. Eight questions of equal marks (8 Each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively.

Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Business-Introduction, Meaning, Nature and Scope of Business, Objectives of Business

Forms of Business Ownership-Sole proprietorship, Partnership, Joint Stock, Public Enterprises

Unit-II

Management-Introduction, Meaning, Nature and Scope of Management

Function of Management-Planning, Organizing, Staffing, Directing, Coordinating, Controlling,

Principles of management- Fayol's principles of Management

Unit-III

Business Ethics-Introduction, Meaning, definition, Nature and Scope of Business Ethics Importance of Business Ethics, three C's of Business Ethics

Social Responsibility of Business

Unit-IV

Management of Change-Meaning, Characteristics, Forces for Change, Types of Change

Worker's Participation in Management-Introduction, Objective and Methods of worker's participation

Text Books Recommended:

1. Entrepreneurial Development-Dr. S.Moharanaand Dr. Dash, PubbyRBSA Publishers, Jaipur.
2. Entrepreneurial Development by S.S.Khanna, Published by S.Chand & Company Ltd., RamNagar, New Delhi.
3. Entrepreneurial Development by C.B.Gupta and N.P.Srinivasen, Publisher Sultan Chand & sons, 1992.
4. Entrepreneurial Development Principles.Policies and programme by P Saravanel, Publishers EssPee Kay Publishing house, Madras.
5. Inside The Fashion Business, Bennett Colema
6. Blythe Jim. Marketing Communication, Pearson Education. 2000.
7. Costabino Maria. Fashion Marketing and PR. Bt Batsford Ltd. 1998.
8. Koiter. Marketing Management. Pearson Education. 2003.
9. Mike Easey. Fashion Marketing. Blackwell Science. 2002.
10. Business Management. R.K Sharma. Kalyan publishers. 2011.
11. Functional Management. Dr. Rashpal. S. Sandhu. Sharma Publications. 2001

Master of Vocation (Textile Design and Apparel Technology) Semester III

Session: 2024-2025

Industrial Safety

(Theory)

Course Code: MVTL-3233

Course Outcomes:

After successful completion of this course, students will be able to:

- CO1-Student will be able to identify potential workplace safety and health hazards and determine how to mitigate the hazards.
- CO2-Student will effectively learn to determine how to mitigate the hazards, communicate and collaborate inside a diverse work Environment.
- CO3-Student will learn to Work in safety measures in an industry.
- CO4-Student will be able to learn the physical and psychological responsibility towards their health and safety.

Master of Vocation (Textile Design and Apparel Technology) Semester III

Session: 2024-2025

Industrial Safety

(Theory)

Course Code: MVTL-3233

Credit-4

Examination Time-3 hours

Total marks-100

Theory-80

CA-20

Instructions for the Examiners/Paper Setters and distribution of marks:

The syllabus is divided into four sections as mentioned below. Eight questions of equal marks (8 Each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively.

Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT-I

Health and Safety Management Systems Human Factors That Influence Behaviour at Work Accidents and their effects

UNIT-II

Electrical Safety Use of Electricity at Work - Hazards and Risks,

Safe Handling Using Electrical Equipment in All Workplace Conditions

UNIT-III

First Aid in the Workplace

Fire Alarm and Fire-Fighting Equipment

UNIT-IV

Physical and Psychological Health Hazards and Risk Control- Noise, Vibration, Radiation, Stress Transport Hazards

Text Books Recommended:

1. Sharon Clarke; Cary L. Cooper "Managing the Risk of Workplace Stress".
2. Richard E. Wokutch, Cooperation and Conflict in Occupational Safety and Health. David A. Hofmann; Lois E. Tetrick, Health and Safety in Organizations: A multilevel Perspective
3. Neil Gunningham; Richard Johnstone, Regulating Workplace Safety: System and Sanctions, Clarendon Press (22 July 1999)

Master of Vocation (Textile Design and Apparel Technology) Semester III

Session: 2024-2025

**Product Development Workshop
(Practical)**

Course Code: MVTP-3234 Course

Outcomes

- CO1. The course will focus on design development.
- CO2. Students will learn about pattern development and layout.
- CO3. Students will learn design inspiration and sourcing.
- CO4. Students will be able to construct male garments.
- CO5. The course will enable students to learn about various design features and finishing of the male garment.

Master of Vocation (Textile Design and Apparel Technology) Semester III

Session: 2024-2025

**Product Development Workshop
(Practical)**

Course Code: MVTP-3234

Credit-3

Examination Time-3 hours

Total marks-75

Practical-60

CA-15

Instructions to the Examiner:

Paper will be set on the spot by external and internal examiner.

Construction of any one Male garment from the list given below.

- Casual wear
- Traditional Indian wear
- Street wear
- Formal wear

Emphasis should be given to pattern development, placements on the fabric, design features and finishing of the garment.

WORKSHOP

Instructions to Faculty

Students to construct three Garments from the below mentioned garments for Male.

- Casual wear
- Traditional Indian wear
- Street wear
- Formal wear

Design Development

- Research
- Finalisation of Theme
- Sourcing
- Finalization of designs
- Measurements and specification sheets.

Pattern Development

- Development of basic blocks
- Pattern making and layout

Product Development

Construction of garment on fabric

Photo Shoot

Documentation of the process to be submitted in the department

Books Recommended: Essential Reading:

1. McCall's Sewing in Colour, 1971, Butterick Publishing Co.
2. Singer Sewing Book, 1943, Mary Brooks Picken, Kessinger Publishing.
3. Measure, Cut and Sew, Holt Rinehart and Winson. 1922, McMillan Publishing Company.
4. Bray N., Dress Pattern Designing, 2003 (5th edition) Wiley Blackwell.
5. Helen Joseph Armstrong, Pattern Making for Fashion Design 2005, Prentice Hall.
6. Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press,
7. Ireland Patrick John, Fashion Design Drawing and Presentation, 1996, B.T. Batsford London,
8. Seaman, Julian, Professional Fashion Illustration, 1995, B.T. Batsford London,
9. Drake and Nicholas, "Fashion Illustration", 1994, Thames and Hudson London.

10. Further Reading

11. Basic Pattern Skills for Fashion Design by Bernard Zamkoff, 1997, Fairchild Publication,.
12. Ernestine Koff, Design Apparel through Flat Pattern, 2006, Cole Publishing Co.
13. Martin Shoben, Pattern Cutting & Making Up, 1987, Butterworth, Heinemann.
14. Hilde Jaffe, Draping for Fashion Design, 2007, Claudia Barbara.
15. Ireland, Patrick John, Fashion Design Drawing and Presentation 1996, "B.T. Batsford, London,.
16. Elisabetta Drudi, T. Paci, "Figure Drawing for fashion", 2002, The Pepin Press.
17. Bina Abling, Fashion Illustration, 2008, Fairchild Publication.
18. Bina Abling, Fashion Rendering with Color, 200, Fairchild Publication.
19. Thames & Hudson, Vogue Sketch Catalogue, 1911, Si New House.

**Master of Vocation (Textile Design and Apparel Technology) Semester III Session:
2024-2025
Advance Draping
(Practical)**

Course Code: MVTP-3235 Course

Outcomes:

- **CO1.** It will provide them the knowledge of advanced draping.
- **CO2.** Students will understand the aspects of draping in detail.
- **CO3.** This course will give knowledge about the draping of designers' skirts and yokes.
- **CO4.** It will provide them the knowledge of developing various patterns with draping.
- **CO5.** Students will be able to learn about making a complete garment with design elements using draping technique.

Master of Vocation (Textile Design and Apparel Technology) Semester III
Session: 2024-2025
Advance Draping
(Practical)

Course Code: MVTP-3235
Credit-3

Total marks-75
Practical-60

Examination Time-3 hours

CA:15

Instructions to the Examiner:

Examiner will set one question from each unit. Paper will be set on the spot by external and internal examiner.

Unit- I

Draping of Skirts

- Basic Skirt with two darts front and back
- A-line skirt with flair
- Gathered skirt with yoke
- Pleated skirt
- Circular skirt
- Skirt with Frills, Flounces or Ruffles.

Unit-II

- Draping of Pants
- Draping of Bustier
- Draping and stitching any one garment

Books Recommended:

1. Helen Joseph-Armstrong, Draping for Apparel Design, Oct. 1999 Publisher: Fairchild
2. Books & Visual. Connie Amaden-Crawford, The Art of Fashion Draping, 2nd edition (Oct. 1995)
Publisher: Fairchild Books, K Visual.
3. Hedde Jaffe, Julie Reus, Draping for Fashion Design, 1993, Prentice Hall Career & Technology.
4. Connie Amaden, The Art of Fashion Draping Crawford Fairchild.

Master of Vocation (Textile Design and Apparel Technology) Semester III
Session: 2024-2025
Computer Aided Fashion Designing
(Practical)

Course Code: MVTP-3236

Course Outcomes:

- CO1. Students will be able to make a collection based on the theme using Coreldraw and Photoshop.
- CO2. They will learn to create moodboard, ideation and swatchboard on different themes.
- CO3. They will learn to create their own curriculum vita.
- CO4. The course will provide knowledge of patterns and layout using advanced software.
- CO5. They will develop portfolio using CAD.

Master of Vocation (Textile Design and Apparel Technology) Semester III

Session: 2024-2025

**Computer Aided Fashion Designing
(Practical)**

Course Code: MVTP-3236

Credit-3

Total marks-75

Practical-60

Examination Time-3 hours

CA-15

Instructions to the Examiner

Examiner to set on the theme and student to make one mood board and one design sheet. Paper will be set on the spot by external and internal examiner.

Instructions to the Faculty:

The art portfolio is an expression of a graduating student's creativity, design/ ability, technical expertise, illustration and presentation skills. It should exhibit the student's inclination towards the particular segment of the industry by identifying the target customers, design requirements and pricing.

Uniform Format: It is important to keep all the sheets of the same size to maintain visual continuity. Sheets should be grouped separately and systematically either horizontally or vertically. This ensures uniformity of presentation. The presentation of the portfolio depends on the contents and also on layouts. The end result should look very neat and professional.

Introduction

- Theme of the project
- Mood board
- Storyboard
- Ideation Board
- Swatch Board

Project

Create a portfolio, incorporate all the skills of textiles and fashion details through Computer Aided Designing.

The Portfolio must include:

- Curriculum Vita
- Page of Contents
- Theme of the project
- Mood board, Story Board, Ideation Board, Swatch Board
- Design for men, women and children
- Pattern Layout

Book Recommended

1. Software Manuals

Master of Vocation (Textile Design and Apparel Technology) Semester III
Session: 2024-2025
Surface Ornamentation
(Practical)

Course Code: MVTP-3237

Course Outcomes:

- CO1. The course will provide knowledge of different types of printing.
- CO2. Students will know about dyeing and painting as ornamentation technique.
- CO3. Students will learn about needle craft.
- CO4. The course will provide knowledge about quilting, macrame and crocheting also.
- CO5. Students will be able to embellish their apparels by incorporating all these fabric ornamentation techniques.

Master of Vocation (Textile Design and Apparel Technology) Semester III
Session: 2024-2025
Surface Ornamentation
(Practical)

Course Code: MVTP-3237
Credit-3

Total marks: 75
Ext: 60
CA: 15

Instructions to the Examiner:

The examiner will set two questions, one from each unit. Paper will be set on the spot by external and internal examiner.

Instructions to the Faculty:

Students to learn the techniques and prepare samples of the following:

Unit-I

- Block printing
- Screen printing.
- Stencil printing
- Tie & Dye
- Fabric painting

Unit-II

- Gold & Silver embroidery
- Mirror work
- Sequin work
- Patchwork
- Appliqué work
- Quilting
- Macramé
- Crochet.

Note: Students to incorporate the above in their Apparels. Books

Recommended:

1. Indian Embroidery – Savitri Pandit
2. Bhatnagar, Parul – Traditional Indian Textiles.
3. Irwin and Hall Indian Embroideries, Published by S.R. Bastikar, P.B. 28, Ahmedabad.

Master of Vocation (Textile Design and Apparel Technology) Semester III

Session: 2024-2025

Internship and Report Writing

Course Code: MVTI-3238

Course Outcomes:

After successful completion of this course, students will be able to:

1. To enhance the industrial experience
2. To understand, develop and enhance professional awareness and communication skills
3. To learn how to work in a formal working environment and the benefits of team work
4. To understand, discuss and evaluate the professional issues relating to textile

Master of Vocation (Textile Design and Apparel Technology) Semester III

Session: 2024-2025

Internship and Report Writing

Course Code: MVTI-3238

Total Marks-100

Credit-6

All the students will submit their Training Reports (in duplicate) within a period of one month in the department; this period shall be counted from the last date of completion of their training.

The supervisor in the organization under whose guidance the training is carried out will be required to grade the student's report.

Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate (out of 20 marks) on the basis of the assessment report provided by the organization where the Training has been completed and his/her own assessment about the work done by the student.

The evaluation of the remaining 80 marks shall be evaluated on the basis of presentation and the assessment report received from the organization where student has undergone.

Master of Vocation (Textile Design and Apparel Technology) Semester IV
Session: 2024-2025
Fashion Merchandising and Marketing

Course Code: MVTL-4231

Course Outcomes

- **CO1.** Students will get the knowledge of various components of organisational structure of retail stores.
- **CO2.** Students will learn about merchandising and retailing in fashion market.
- **CO3.** The course will focus on store operations, merchandising and management.
- **CO4.** Students will learn various promotional techniques in retail world.
- **CO5.** Students will get knowledge about retailing and various retail outlets.

Master of Vocation (Textile Design and Apparel Technology) Semester IV
Session: 2024-2025
Fashion Merchandising and Marketing

Course Code: MVTL-4231

Total Marks: 100

Credit-4

Ext.: 80

Examination Time: 3hrs

CA: 20

Instructions to the examiner:

Question paper will have four sections. Examiner will set a total of 8 questions comprising two questions from each unit. Students are required to attempt five questions in all, choosing one question from each section and fifth question from any section. All questions carry equal marks. (16 marks)

Unit-I

- **Retail Organisational structure store;** Buying, Selling, Line and Staff function, Retailing formats, Role and Responsibility of Retail Fashion Buyer.
- **Customer identification, Customer, Planning and role of Buyer.**
- **Store Operations, Store merchandise, store management, Fashion supply changes** – store retailing, non-store retailing.

Unit-II

Retail Fashion Promotion

- Marketing Channels
- Planning and Direction
- Retail Advertising
- Publicity
- Special Events
- Visual merchandise
- Personal Selling
- Relationship Marketing

Unit-III

- **Retail store chains** – National (Ebony, Fab India, Ritu Wears, Shoppers Stop) and International (Tommy Hilfiger, Espirit)
- **Brands and labels**
- **Purchase Term:** Discount, Purchase Order, Payment Terms.
- **Costing:** Cost Price, Selling Price, Backward costing.

Unit-IV

- **Specialitystore:** Singlelinestores,SingleBrandStoresandMultiplelineStores.
- **DepartmentalStores**
- **MassMerchants:**Discounters,OffPriceRetailing,OutletStores.

BooksRecommended:

EssentialReading:

1. JohnDonnellan,MerchandiseBuying&Management,2001,FarechildBooks.
2. KittyG.Dickerson, InsideTheFashion Business,7thEdition, 2003PrenticeHall
3. ElaineStone,TheDynamicsofFashion,2004, Fairchild.
4. JayDiamond; Ellon Diamond,TheWorld of Fashion,2007, Fairchild.
5. JohnDonnellan,MerchandiseBuying&Managemnet,2001,FarechildBooks.
6. KittyG.Dickerson,InsidetheFashion Business,7thEdition,2003,PrenticeHall.
7. Elain Stone,TheDynamics ofFashion,2004,Fairchild.
8. JayDiamond; Ellon Diamond,TheWorld of Fashion,2007,Fairchild.

FurtherReading:

9. GiniStephensFrings,FashionfromConceptstoConsumer,1982,Prentice Hall.
10. TonyHines,Fashion marketing,2006,Butter Worth– Heinemann.
11. RosemaryVarley,RetailProductManagemnet: BuyingandMerchandising,2005,Routledge.
12. JohnGiacobello,Careers infashion Industry,2000,RoselPub.Group.
13. GiniStephensFrings,FashionfromConceptstoConsumer,1982,Prentice Hall.
14. TonyHines,Fashion Marketing,2006,ButterWorth-Heinemann.
15. RosemaryVarley,Retail ProductManagement:Buyingand Merchandising2005,Routledge.
16. JohnGiacobello,Careers inFashionIndustry,roselPub.Group,2000.

Master of Vocation (Textile Design and Apparel Technology) Semester IV
Session: 2024-2025
Communication Skills in English

Course Code: MVTM-4232

Total Marks: 100

Credit: 4

Theory: 50

Time: 3 hrs

Practical: 30

CA: 20

Instructions for the paper setter:

The question paper will consist of four sections. The candidate will have to attempt five questions in all selecting one from each unit and five questions from any of the four sections. Two questions from each unit will be set in each section. Each question will carry 12 marks.

Unit-I

Introduction to Video Communication and Video Conferencing, Application of Video Conferencing in business management and marketing.

Unit-II

Resume – Writing and Job applications (Resume Writing)

Unit-III

Modern Forms of Communication: E-mails, fax, Advertisements, tender Notices, public notices, Report Writing: Technical report – style, arrangements, Illustration, main section and appendices, conclusion, list references, table of contents, synopsis, revision.

Fashion Terms: Pliable, Psychedelic, Vogue, Beau (boh) (Pl beaux), Retro, Queen size, Rag Business/Rag Trade, private label/private label brand, Merchandise, Art Deco print, Art Nouveau, Print, Dandy and others.

Unit-IV

Vocabulary Skills:

Accurate use of prepositions, conjunctions, adverbs, adjectives

Single words for Phrases and Sentences: Small words for Big Ones: Figurative Expressions: Proverbs and idiomatic expressions

Words frequently misspelt

Books Recommended

1. John Silly: Oxford Guide to Effective Writing and Speaking OUP.
2. M. Raman, Technical Communication OUP
3. Geetha Nagaraj—A Course in Grammar and Composition, Foundation Books, 2006
4. V. Sasi Kumar—A Course in Listening and Speaking
5. Video Communication by James R. Wilcox and David K. Gibson—CMP Books, CMP
6. Media. Inc 600 Harrison, San Francisco CA 94107 USA EBook
7. E-Book Video Conferencing Hardware and Software Market IGI Consulting, Inc. 214, Harvard Avenue Boston MA 02134

Master of Vocation (Textile Design and Apparel Technology) Semester IV

Session: 2024-2025

**Communication Skills in English
(Practical)**

Course Code: MVTM-4232

Practical Marks: 30

Instructions for examiner:

Oral presentation with/ without audiovisual aid on a topical already prepared by the examinee. **(10 Marks)**

Written Presentation/ Preparation **(5 Marks)**

Group Discussion **(5 Marks)**

Master of Vocation (Textile Design and Apparel Technology) Semester IV
Session: 2024-2025
Fashion Event Management and Media

Course Code: MVTL-4233

Course Outcomes

After successful completion of this course, Students will be able:

1. To communicate skills to present their ideas in Fashion events and planning in front of the management and clients respectively
2. To understand Fashion styling, role of event planner in India.
3. To learn the relations challenges & risk in event management
4. To understand advertisement skills in fashion and media.

Master of Vocation (Textile Design and Apparel Technology) Semester IV

Session: 2024-2025

**Fashion Event Management and Media
(Theory)**

Course Code: MVTL-4233

Total Marks-100

Credit-4

Theory-80

Examination Time-3 hours

C.A-20

The syllabus is divided in four sections as mentioned below:

Instructions for the Examiners/Paper Setters and distribution of marks:

Eight questions of equal marks (16 marks) are to be set, two in each of the four sections (A-D). Questions of section A-D should be set from units I-IV of the syllabus respectively. Questions may be subdivided in two parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any unit.

Unit-I

Event and its importance
7
C's of Events
Fashion Events and its types
Event Planning

Unit-II

Importance of Media in Fashion Industry
Role of Event Planner and Qualities of Good Event Planner
Objective of an Event
Fashion styling in India, Choreography in India

Unit-III

Challenges of the event management Profession
Types of outdoor events
Risk Management
Importance of PR in industry

Unit-IV

Hype v/s Publicity v/s advertisement
Influence of page 3 syndrome on designers
Social and Environmental issues in fashion and media
Role of designer in fashion media

Books Recommended

1. "Forecasting: Methods and Applications" by Spyros Makridakis and Steven C Wheelwright
2. Fashion Marketing Paperback – Import, 30 Oct 2001 by Mike Easey
3. Colour Forecasting Paperback – Import, 31 May 2005 by Tracy Diane (Author), Tom Cassidy (Author)

4. Harris, Clare, ''Fundamentals of digital fashion marketing'', Bloomsbury Pub. London.
5. Easey, Mike Ed, ''Fashion Marketing'', Wiley Blackwell New Jersey

Master of Vocation (Textile Design and Apparel Technology) Semester IV

Session: 2024-2025

Product Development Workshop

Course Code: MVTP-4234

Course Outcomes

- **CO1.** Students will learn design development.
- **CO2.** Students will learn about pattern development and layout.
- **CO3.** The course will focus on construction of garments for various age groups.
- **CO4.** Students will create a line taking inspiration from a theme.
- **CO5.** Students will create accessories along with garment on each theme.

Master of Vocation (Textile Design and Apparel Technology) Semester IV

Session: 2024-2025

**Product Development Workshop
(Practical)**

Course Code: MVTP-4234

Total Marks: 100

Examination Time: 5hrs

Ext.: 80

CA: 20

Instructions to the Examiner:

The Examiner will set one theme based question for construction. The emphasis should be given to design features, pattern development, placements on the fabric and finishing of the garments. Paper will be set on the spot by external and internal examiner.

WORKSHOP

Instructions to the Faculty:

Students to design a line taking inspiration from a theme and construct three garments with at least three accessories for Kid's / Male/ Female.

Design Development

- Research-
- Finalisation of Theme
- Sourcing
- Finalization of designs
- Measurements and specification sheets.

Pattern Development

- Development of basic blocks
- Pattern making and layout

Product Development

- Construction on actual fabric

Photo Shoot

Accessories

Books Recommended:

Essential Reading:

- 1) McCall's Sewing in Colour, 1971, Butterick Publishing Co.
- 2) Singer Sewing Book, 1943, Mary Brooks Picken, Kessinger Publishing.
- 3) Measure, Cut and Sew, Holt Rinehart and Winson. 1922, McMillan Publishing Company.
- 4) Bray N., Dress Pattern Designing, 2003 (5th edition) Wiley Blackwell.
- 5) Helen Joseph Armstrong, Pattern Making for Fashion Design, 2005, Prentice Hall.
- 6) Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press,.
- 7) Ireland Patrick John, Fashion Design Drawing and Presentation", 1996, B. T. Batsford London,.
- 8) Seaman, Julian, Professional Fashion Illustration, 1995, B. T. Batsford London,
- 9) Drake and Nicholas, "Fashion Illustration", 1994, Thames and Hudson London.

Further Reading

- 10) Bernard Zamkoff, Basic Pattern Skills for Fashion Design 1997, Fairchild Publication,
- 11) Ernestine Koff, Design Apparel through Flat Pattern, 2006, Cole Publishing Co.
- 12) Martin Shoben, Pattern Cutting & Making Up, 1987, Butterworth, Heinemann.
- 13) Hilde Jaffe, Draping for Fashion Design, 2007, Claudia Barbara.
- 14) Ireland, Patrick John, Fashion Design Drawing and Presentation 1996, "B. T. Batsford, London.
- 15) Elisabetta Drudi, T. Paci, "Figure Drawing for Fashion", 2002, The Pepin Press.
- 16) Bina Abbing, Fashion Illustration, 2008, Fairchild Publication.
- 17) Bina Abbing, Fashion Rendering with Color, 200, Fairchild Publication.
- 18) Thames & Hudson, Vogue Sketch Catalogue, 1911, Si New House.

Master of Vocation (Textile Design and Apparel Technology) Semester IV
Session: 2024-2025
Textile Chemistry
(Practical)

Course Code: MVTP-4235

Course Outcomes

- CO1. It will provide them the knowledge of Textile Testing
- CO2. Students will understand the aspects of dyeing of various fabrics.
- CO3. This course will give knowledge about fibre identification
- CO4. It will provide them the knowledge of fabric identification
- CO5. Students will be able to learn about making a complete garment with design elements using draping technique.

Master of Vocation (Textile Design and Apparel Technology) Semester IV

Session: 2024-2025

Textile Chemistry

(Practical)

Course Code: MVTP-4235

Credit: 4

Examination Time: 3 Hrs

Total Marks: 100

Ext. 80

CA: 20

Instructions to the Examiner:

The examiner will set one question from each unit. Paper will be set on the spot by external and internal examiner.

Unit–I

Fibre Identification of cotton, wool, Silk, Jute, Nylon, Polyester using the following.

- Burning
- Microscopic
- Solubility

Unit– II

Fabric Identification of Cotton, Wool, Silk, Jute, and Polyester Using the following:

- Weave
- Thread Count

Collection and identification of yarns

- Simple
- Novelty
- Textured

Collection and identification of fabric Construction techniques

- Woven
- Non-Woven
- Knitted

Unit– III

Dyeing of Fabric

- Cotton with natural dyes and Direct dyes.
- Wool with acid dyes.

- Silk with acid dyes,

Note: Students to visit knitting industry/textile dyeing/textile testing unit.

Books Recommended:

Essential Reading:

1. Norman Hollen and Jane Saddler, "Textiles" Second Edition. (1949), The Macmillan Company, New York.
Collier-Macmillan, Limited London.
2. Bernard P. Corbman, Textiles Fibre to Fabric, McGraw, Hill International Editions, (1993), Cataloging
Publications

Further Reading:

3. Isabel, B. Wingate Textile Fabrics and their Selection, (1976) Prentice-Hall Inc., Englewood Cliffs, N.J.
4. Katarine Paddock, Textile Fibres and their Use-Sixth edition, (1954) –Oxford & IBH
Publishing Co., Calcutta, Bombay, New Delhi.
5. Dorothy Siegert Lyle, Modern Textiles –(1971) John Wiley and Sons Inc., New York, London,
Sydney, Toronto.
6. Kanwar Varinder Pal Singh, Introduction to Textile, Kalyani Publisher.

Master of Vocation (Textile Design and Apparel Technology) Semester IV
Session: 2024-2025
Portfolio Development
(Practical)

Course Code: MVTP-4236

Course Outcomes

- **CO1.** Students will learn to create their own curriculum vita.
- **CO2.** Students will be able to work on themes.
- **CO3.** Students will know how to create moodboard, storyboard, ideation board, colour palette on each theme.
- **CO4.** Students will learn flat working drawing, specifications sheet, fabric indication, fabric consumption details etc.
- **CO5.** Students will learn how to create different embroideries and surface textures.
- **CO6.** Students will learn to create portfolio.

Master of Vocation (Textile Design and Apparel Technology) Semester IV
Session: 2024-2025
Portfolio Development
(Practical)

Course Code: MVTP-4236

Total Marks – 100

Examination time: 3 hrs

Ext.: 80

CA: 20

Instructions to the Examiner:

The examiner will set one theme-based question. Emphasis should be given to the theme, design features and presentation. Paper will be set on the spot by external and internal examiner.

Instructions to the Faculty:

The art portfolio is an expression of a graduating student's creativity, design/ability, technical expertise, illustration and presentation skills. It should exhibit the student's inclination towards the particular segment of the industry by identifying the target customers, design requirements and pricing. It should ideally comprise of 30-35 sheets keeping the following points in mind.

Uniform Format: It is important to keep all the sheets of the same size to maintain visual continuity. Sheets should be grouped separately and systematically either horizontally or vertically. This ensures uniformity of presentation. The presentation of the portfolio depends on the contents and also on layouts. The end result should look very neat and professional.

The Portfolio must include:

- Curriculum Vita
- Page of Contents
- Theme of the project
- Moodboard, Story Board, Ideation Board, Colour Palette and Fabric Chart. Thumbnails.
- There should be inclusion of designs for Male/Female/ Kids.
- Flat working drawings, specification sheets showing technical strength are vitally important. Line planning, Fabric Indications, Fabric Consumption detailed measurement chart set care are all essential. These are to be used in conjunction with croquis.
- The Collection is to be based on innovative fabric combinations, surface texture and ornamentation. It is very important that the designs and embroidery motifs be original.

Books Recommended

1. Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press.
2. Ireland, Patrick John, Fashion Design Drawing and Presentation, 1996, B.T. Batsford London.

Further Reading:

3. AllenandSeaman, FashionDrawing—theBasic Principles,1994,B.T. Batsford,London.
4. Seaman,Julian,ProfessionalFashion Illustration, 1995,B.T.Batsford, London.
5. DrakeandNicholas,“Fashion Illustrations”,1995,ThamesandHusdon, London.
6. AblingBina,Fashion SketchBook,2006, byFairchild publication.
7. VogueSketchCatalogue.

**Master of Vocation (Textile Design and Apparel Technology) Semester IV Session:
2024-2025**

Internship and Report Writing

Course Code: MVTI-4237 Course

Outcomes:

After successful completion of this course, Student will be able:

1. To learn the basic terminologies of Apparel Industry
2. To learn to know in one particular technology
3. To learn leadership ability and responsibility to perform or execute the given task
4. To understand the selection of right collection of design according to the nature of merchandise
5. To understand the hands-on practice within a real job situation

**Master of Vocation (Textile Design and Apparel Technology) Semester IV Session:
2024-2025
Internship and Report Writing**

Course Code: MVTI-4237

Total Marks-100

Credit 6

All the students will submit their Training Reports (in duplicate) within a period of one month in the department; this period shall be counted from the last date of completion of their training. The supervisor in the organization under whose guidance the training is carried out will be required to grade the student's report.

Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate 20 marks on the basis of the assessment report provided by the organization where the Training has been completed and his/her own assessment about the work done by the student.

The evaluation of the remaining 80 marks shall be evaluated on the basis of presentation and the assessment report received from the organization where student has undergone.