

# Hemchandracharya

North Gujarat University

Patan

## Syllabus

for

Post Graduate Diploma in  
Fashion Design and Management

Semester I & II

Enforced from June-2015

### **Description of the Course / Objective of the Course**

The Indian apparel industry is facing an unfolding global competition since the dawn of 2005. In this context, the **POST GRADUATE DIPLOMA IN FASHION DESIGNING** Programme is designed with the objective of developing competent technical professionals for meeting the demands of the Indian apparel industry. The POST GRADUATE DIPLOMA IN FASHION DESIGNING is a 1 year Diploma course for students who wish to do higher studies in designing and garment making and those working in the industry and aspiring to obtain an academic diploma.

### **Regulations**

#### **1. Admission Criteria:**

Graduate in any discipline

#### **2. Course Duration:**

The course shall extend over a period of one year comprising of one year (annual pattern). Examinations shall be conducted at the end of every year for the respective subjects. The academic year will be normally spanning the period from July to June.

#### **3. Courses and Scheme of Examination:**

The course of study for the POST GRADUATE DIPLOMA IN FASHION DESIGN AND MANAGEMENT course shall consist of the subjects as in section 6.

Being practical oriented programme the focus will be more for practical training. The candidate shall undergo a practical training in various activities of Fashion Designing. Students will be given more case studies during the Industrial training and they have to submit a report thereon during the course period and also at the end of the year on dates announced by the institute/department. The guideline for training shall be provided by the institute / department.

### **Question Papers**

The university examinations shall be conducted for 100 marks and it will be converted to 60 marks as an external examination. The pattern of question papers for all the subjects shall be as follows:

Section A: Objective type of questions with no choice 20% (20 questions – 4 from each unit)

Section B: Short answer questions of either / or type 30% (5 questions – 1 from each unit)

Section C: Essay type questions of either / or type 50% (5 questions – 1 from each unit)

### **Internal Assessment Components:**

Tests : 20 Marks

Assignments : 10 Marks

Involvement & Discipline : 10 Marks

Total : 40 Marks

**POST GRADUATE DIPLOMA IN FASHION DESIGN AND MANAGEMENT  
SEMESTER-I**

Sr. No.	Subject	Credit	Hrs.	Internal	External		Total
					Theory	Practical	
1	Elements and Principles of Design	4	60	---	----	100	100
2	Fashion Illustration-I	4	60	---	----	100	100
3	Basic Pattern Drafting	4	60	---	---	100	100
4	History of Indian Costume and Fabrics	4	60	40	60	---	100
5	Fashion Marketing & Merchandising	3	45	40	60		100
6	Business Mathematics-I	3	45	40	60	---	100
7	Business Communication	3	45	40	60	---	100
8	IT Tools and Application	4	60	---	30	30	100

**1. ELEMENTS AND PRINCIPLES OF DESIGN [PRACTICAL]**

**Unit I:** Elements of design – line, shape, colour, texture

**Unit II:** Principles of design- Balance, harmony, rhythm, emphasis, proportion

**Unit III:** Colour theory- colour wheel, value, intensity and grey scales, colour scheme, colour and mood, drawing and decomposition

**Unit IV:** Figure irregularities, becoming and unbecoming (problems and remedies).

**2. FASHION ILLUSTRATION-I (PRACTICAL)**

**Unit I:** Head Theory- Eight head croqui, ten head croqui mechanical and free hand pose etc, flash figure, shading, features, poster colours, pencil shading

**Unit-II:** Rendering Techniques

**Unit-III:** Fabric rendering- (10 samples of different varieties of fabric)

**Unit-IV:** Photo analysis Different garments of kids, male, female

### 3. BASIC PATTERN DRAFTING- (PRACTICAL)

- Unit-I:** Introduction to industrial sewing machine. Students should operate the lockstitch machine. All students must learn to setup(e.g. attach footer, needle, thread machine etc.) and handle machine properly. Students will learn to sew straight lines, curves, turn corners and use the backstitch function. Students will also learn to adjust thread tension and stitch size
- Unit II:** To learn to sew variation of seams- plain seam, flat fell seam, French seam, piping, binding, pin tuck etc., To learn zip assembly methods- using 1)a normal zip and 2)an invisible zipper.
- Unit III:** To learn different hand stitching methods- overcasting stitch, herringbone stitch, slip hemming, worked button loop. Sewing of fastenings including buttons, press studs, hook & eye, To learn different methods, plackets, neck finishers.
- Unit-IV:** To learn the application of over lock machine, flat lock machine and machine embroidery machine in various seams and garment components Standard Measurements, Technical Terms in Sewing , How to take body Measurements, Child's bodice block , Different types of child's Garments , Adult's bodice block , salwars, kameez , Sari blouse , men's (Kurtas, pyjama),

### 4. HISTORY OF INDIAN COSTUME AND FABRICS

- Unit- I:** Beginning of costumes, origin of costumes, development of costumes, seam costume and seamless costume, body decorations, tattoos different state wise embroideries in India.
- Unit-II:** Traditional accessories and ornaments in India, dress and civilization at ancient period in India, costumes in different states.
- Unit III:** Indian ancient costumes, costumes of different peoples males, females, ornaments, accessories, head wears of following rulers period- gupta period, kushan period, Satavahana period, Maurya and Sunga period.
- Unit IV:** Introduction of Fabrics, Type of Fabrics, uses of various Fabrics in Apparel

### 5. FASHION MERCHANDISING

- Unit-I:** Introduction to Merchandising, Place of Marketing & Merchandising in Fashion Industry, Role & Responsibilities of a Merchandiser, Merchandising Terminology
- Unit-II:** Fashion cycle & Fashion Adoption Theories, Sample approvals, Merchandising Planning Tools & Techniques, Merchandising Calendar, Fashion Forecasting, Planning the Line , Time & Action Plan
- Unit-III:** Fashion Retail Business: Concept of Retailing, Structure of Indian Retail Industry, Drivers of Growth, Types of Retail Operations, Garment Costing
- Unit-IV:** International Marketing: Importance, Marketing mix, Market Identification, Segmentation, Targeting & Positioning, Marketing environment, Marketing

## 6. BUSINESS MATHEMATICS-I

- Unit I: SET THEORY:** Sets, types of sets, subset, power set, null set, universal set, equality of two sets, complement of a set, union and intersection of sets, difference of two sets, Venn diagram law of algebra of sets, De Morgan Laws, Cartesian product of two sets and number of elements in a finite set.
- Unit II: FUNCTION :** Concepts of a function, domain, co-domain and range of a function, constant functions, real functions, different functions and their graphs - linear function, quadratic function, polynomial function, rational function, exponential function and logarithmic function, function in economic theory ( demand, supply, consumption, revenue and cost function) equilibrium price.
- Unit III: DETERMINANT AND MATRIX:** Meaning of matrix and types of matrices - Null matrix, square matrix. Identity matrix, symmetric matrix and skew symmetric matrix, transpose of a matrix, orthogonal matrix, addition, subtraction and multiplication of matrices, determinants and their basic properties (without proof ) singular and non singular matrices, inverse of a matrix, adjoint of a matrix, solution of simultaneous equations ( for two and three variables only ) using inverse of matrix.
- Unit IV: LIMIT:** Limit as a function, limit of sum, product and quotient of two functions and their uses in evaluating limits, use of the standard forms ( without proof)

## 7. BUSINESS COMMUNICATION

- Unit I: Grammar:** Tense, Voice and Modals, Vocabulary : Phrasal Verbs, Synonyms, Antonyms, Idioms, Commercial Terms ( Business jargons )
- Unit II: Communication Theory:** Process of Communication, Characteristics of Business Communication, Importance of Business Communication
- Unit-III: Business Communications:** Format and Layouts of business letters, Letter writings for followings; Enquiries and Replies, Placing of orders, Execution of orders, denying of orders/ offers.
- Unit IV: Practical Examination:** Listening Comprehension, Group discussion and individual speaking, Listening, Journal Writing ( Review of at least one short story/Biography of business leaders and two articles from the leading business news papers )

## 8. IT TOOLS AND APPLICATIONS

### **Unit-I: Introduction to Computers, Operating System, Windows & its Utilities**

Computer system components, Input devices, Output devices, storage, devices, computer storage elements, types of computer, Applications of computers, advantages of using computer. Operating System: Introduction to operating system, Types of User Interfaces, Functions of Operating Systems Types of Operating Systems, Booting Process, Introduction to Windows, features of Windows, various versions, Components Of Windows Internet and Outlook : Internet and intranet , Most popular internet services, Functions of Internet like email, WWW, FTP.

### **Unit-II: MS Word**

MS Word: Creating, navigating and editing Word documents, Formatting text of a document, Formatting , viewing and printing a document, Inserting and removing page breaks, Insert Header and footers, Viewing a document, Page set up of a document, Printing a document, Working with tables and graphics, Working with objects, Mail merge and labels, Spelling and grammar tools, Autocorrect, Auto text, Auto format, Inserting endnotes and footnotes, Working with columns, Inserting comments, Creating index and tables from the content of document, Counting words, Macros, Saving document with passwords.

### **Unit-III: MS Excel**

Introduction To Excel, Concept of workbook, worksheet, workspace, Types of data, Formatting workbook, Sorting Data Advanced Excel , Data validation, Data filter (Auto & Advance), Charts, What if analysis, Protecting Worksheet. **Functions and formulas:** Mathematical: Round, ceil floor, fact, subtotal, sum , sum if Logical : AND, OR, NOT, if Statistical: Min, max, avg, count if Text: Concatenate, Exact, find, left, right, lower, upper, trim Date and Time: Date, day, days360, hours, minute, now, second, time, today, year, datediff, Financial Functions: FV, IPMT, NPER, NPV, PM T, PV, Rate Data analysis : Standard deviation, Variance correlation, z-test, Chi-square).

### **Unit-IV: MS PowerPoint**

Creating , browsing & saving Presentation, Editing & formatting slides, Linking multiple slides using hyperlinks and advance buttons, Using slide layouts, Adding notes to the slides, Editing and formatting slides, Working with slide masters, Inserting objects on the slide, Animating objects, Slide transitions, Choosing preset animations, Triggering animations, Applying sound effects to animation effects, Playing videos, Slide show, Custom Show

**POST GRADUATE DIPLOMA IN FASHION DESIGN AND MANAGEMENT  
SEMESTER-II**

Sr. No.	Subject	Credit	Hours	Internal	External		Total
					Theory	Practical	
1	Advance Pattern Making	4	60	---	----	100	100
2	Techniques of Surface Ornaments	4	60	---	----	100	100
3	Fashion Illustration-II	4	60	---	---	100	100
4	History of Western Costume	3	45	40	60	---	100
5	Fashion Art	4	60	---	---	100	100
6	Business Mathematics-II	3	45	40	60	---	100
7	Personality Development	3	45	40	30	30	100
8	Fashion & Marketing Management	3	45	40	30	30	100

**1. ADVANCE PATTERN MAKING**

**Unit-I:** Grading, Marker Making, Women's wear – Dress (trouser)

**Unit-II:** Women's blouse (kotari, princess), Dart Manipulation, Skirt Variations

**Unit-III:** Different types of sleeves, collars, necklines

**Unit-IV:** Women dress (top- Patiyala), chudidar, Tunic, shirts, trousers

**2. TECHNIQUES OF SURFACE ORNAMENTS**

**Unit -I:** Introduction to Surface Ornamentation and Embroidery – General rules for Hand and Machine, Embroidery – Special Attachments to Sewing Machines for Embroidery – Tools and Equipment – Needles – Threads.

**Unit- II:** Hand Embroidery stitches - Running Stitch – Laced Running Stitch - Back stitch – Stem Stitch – Satin stitch – French Knot - Bullion Knot – Cross Stitch - Blanket Stitch – Button Hole Stitch – Corel Stitch – Spider Web Stitch – Fly Stitch – Feather stitch - Chain Stitch – Lazy Daisy Stitch – Roumanian

**Unit-III:** Special stitches - Counted thread work on canvas material – Drawn Thread Work – Cut Work – Bead Work – Mirror Work – Sequins Work. Designing

and producing fabric appliqués and placing it on children and women's apparel.

**Unit-IV:** Machine embroidery stitches using SNLS machines – running stitch, long and short stitch, cut work. A detailed study on computerized embroidery machines – Concept of designing using software – Method of punching designs – Special attachments for sequins – Cording – Boring – Chenille works.

### **3. FASHION ILLUSTRATION – II**

**Unit-I:** Introduction to Fashion Illustration, Observational drawing from life; attention to fashion pose, fashion pose, fashion stills, fashion model drawing, front and back lay figure.

**Unit-II:** The fashion figure- movement/poses- line, value and proportion- representing form by various methods and techniques.

**Unit-III:** Line and texture, and exploring various techniques, Drawing various accessories and shading

**Unit-IV:** Drawing a full fledged fashion figure with all the parts of the body, front view, back view, side view and Dressing fashion figure: Garment details, Experimenting with collage as a method of illustration, Croquis and flat sketches- male and female, Illustration for packaging, presentation, portfolio, freelance, stills.

### **4. HISTORY OF WESTERN COSTUME**

**Unit I:** World costumes- Egypt, Greece, Rome, English Costumes,

**Unit-II:** Byzantian costumes, far eastern costumes and costumes at under developed nations.

**Unit III:** Century wise costumes – 17<sup>th</sup>, 18<sup>th</sup>, 19<sup>th</sup>, to present stage role costumes at world war, peace, Religion, civilization, culture, etc.

**Unit-III:** World Art – cubism, futurism, pop art, German expression and Romantism.

### **5. FASHION ART**

**Unit-I:** **Neckline:** Heart shaped face, Oval face, Long Face – Best, Wide, Round Face Best Design Details, Jewel Necklines, Square Neckline, U-Shape, Round Neckline Sweet Heart Neckline, V-Shape Neckline, Boat, Glass Neckline, Scoop Neckline Horse Shoe Neckline, Key Hole Neckline, Asymmetrical, Tube and Tank, One off shoulder Halter Neckline, Cowl Neckline

**Unit-II:** **Collars:** Peter pan collar, Sailor collar, Roll collar, Gladstone, Poets, Eton, Pierrot, Convertible closed, Wing tipped, Shawl, Polo / Turtle/ Roll

**Unit-III: Sleeves:** Kimono sleeves, Raglan designs, Elbow level Wrist level, Different types, of sleeves, Cap Sleeves, Puff Sleeves, Petal Sleeves, Bell Sleeves, Cowl Sleeves, Leg – of Mutton Sleeves, Lantern Sleeves, Deep-Cut Square Armhole, Drop Shoulder, Sleeve with Lowered Armhole, Raglan with yoke, Saddle Raglan, Capped raglan with dart, Basic Kimono, Basic Dolman, Raglan sleeve pattern

**Unit-IV:** Pleats, Pockets, Waistlines, Plackets, Gathers, Yokes, Tucks

## **6. BUSINESS MATHEMATICS-II**

**Unit-I:** Linear Programming: Introduction of Operation Research, Meaning of linear programming, Mathematical formulation of LP Problem for two variables, solution of LP problems by Graphical and Simplex Method.

**Unit-II:** Transportation Problems: Formulation of transportation problem its initial basic feasible solution by North-West Corner rule , Matrix minima (least cost method) Vogel's Approximation Method (VAM) and optimum solution by modified distribution method, degeneracy and its resolution.

**Unit-III:** Assignment Problems: - Assignment problem and its optimum solution by Hungarian method.

**Unit-IV:** Sequences and Series: Sequences: Introduction, Types of sequence, Arithmetic progression (A.P), Geometric progression (G.P) Series : Introduction, Types of series, Arithmetic series (A.P)

## **7. PERSONALITY DEVELOPMENT**

**Unit-I:** Personality and various theories

**Unit-II:** Communication Skills and Learning Theories

**Unit-III:** Techniques in Personality development I a) Self confidence b) Etiquette c) Interview Skills d) Time Management and effective planning

**Unit-IV:** Techniques in Personality Development II a) Stress Management b) Meditation and concentration techniques c) Self acceptance and self growth

## **8. FASHION & MARKETING MANAGEMENT**

**Unit-I:** Introduction of fashion Marketing, Fashion Marketing and buying at Industry Trade shows.

**Unit-II:** Fashion marketing Strategies, Styling for Advertising (electronic advertising), Fashion styling

**Unit-III:** Fashion Photography, Props in styling , Adapting for Magazine

**Unit-IV:** Types of Media and Professionals Related to it, Importance of Media in fashion Industry