

**PANJAB UNIVERSITY CHANDIGARH- 160 014 (INDIA)**

(Estded. under the Panjab University Act VII of 1947-enacted by the Govt. of India)



**FACULTY OF SCIENCE**

**SYLLABI**

*FOR*

**FASHION DESIGNING**

**(ELECTIVE)**

**Semester System**

**EXAMINATIONS, 2016-2017**

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**FASHION DESIGNING (Elective)****B.A 1<sup>st</sup> Year (Elective)****Semester-I**

<b>Sr. No</b>	<b>Subject</b>	<b>No. of Paper</b>	<b>Time Hrs.</b>	<b>Marks</b>	<b>Internal Ass.</b>	<b>Total Marks</b>
1	Fundamentals of Clothing (Theory)	1	3	40	10	50
2	Basic Construction Techniques and Sketching - I (Practical)	1	3	40	10	50

**Semester-II**

<b>Sr. No</b>	<b>Subject</b>	<b>No. of Paper.</b>	<b>Time Hrs.</b>	<b>Marks</b>	<b>Internal Ass.</b>	<b>Total Marks</b>
1	Fabric Study and Design Concept (Theory)	1	3	40	10	50
2	Basic Construction Techniques and Sketching - II (Practical)	1	3	40	10	50

**SEMESTER- I**  
**FUNDAMENTALS OF CLOTHING**  
**Theory-Paper**

3hrs./week

M. Marks: 50

Paper: 40

Int. Ass.: 10

**Objectives:**

To impart knowledge about-

1. Tools used in garment construction
2. Correct body measurements
3. Garment construction techniques
4. Traditional Embroideries of India

**Instructions for the paper setter:**

The question paper will consist of five sections A, B, C, D & E. Sections A, B, C, D will have two questions from the respective sections of the syllabus. Section E will consist of short type/ objective type questions covering the entire syllabus uniformly carrying one mark each.

**UNIT-I**

I. A study of tools and equipments:-

- a) Measuring Tools
- b) Marking Tools
- c) Cutting Tools
- d) Sewing Tools including parts, functioning, maintenance and defects of Sewing machine.
- e) Finishing tools

**UNIT-II**

II. Basic Terminology

Haute Couture, Custom clothes, Pret-e-porter, Fashion, fads, classics, taste, Hi-style , silhouette, accessories, notions , draping, drafting, design, motif, trimmings, braids, bias, yokes, grain, selvedge, fray, notch, pucker, style reading, frills, flounces, ruffles, stay line, princess line, empire line.

**UNIT-III**

III. 1. A study of anthropometric/ body measurements:

- a) List of measurements
- b) Locating landmarks
- c) Taking body measurements

2. A study of basic construction techniques.

- a) Seams and seam finishes
- b) Facings and bindings
- c) Plackets and fasteners
- d) Hemming and basting
- e) Fullness treatment.

### UNIT-IV

#### IV. Traditional embroideries of India:-

- a) Kantha
- b) Phulkari
- c) Chikankari
- d) Chamba
- e) Kasuti
- f) Kasida
- g) Kutch
- h) Sindhi

#### REFERENCES

1. Dress – The clothing text book by- Jerner Gawen, Ed.D ( 3<sup>rd</sup> Edition)
2. Reader's Digest: Complete book of sewing
3. Mc Calls-Sewing in colour- London, Hamlyn, 1972
4. Pattern making for fashion design by Helen Joseph Armstrong- New Delhi, Pearson, 2009.
5. Lynton Linda, "The Sari", Thames and Hudson
6. Suinathi G.J., "Elements of Fashion and Apparel Design", New Age Intl. Ltd. Publisher, N. Delhi
7. Chattopadhyay k., "Handicrafts and Industrial Arts of India", Taraporevala sons & co. Pvt. Ltd. Mumbai, 1960
8. Saraf D.N, "Indian Crafts", Vikas Publishing House Pvt. Ltd. 1982
9. Naik Shailaja D, "Traditional Embroideries of India", APH Pub. Corp, New Delhi, 1996
10. Paine Sherla, "Embroidered Textiles", Thames and Hudson Ltd, 1990
11. Chattopadhyay K, "Indian Embroidery", Wiley Eastern Ltd., New Delhi, 1977
12. Marrel A, "The techniques of Indian Embroidery", B.T. Batsford, London, 1992.
13. Mrs. Savitri Pandit Traditional Embroideries of India

**PRACTICAL**  
**BASIC CONSTRUCTION TECHNIQUES AND SKETCHING**

3hrs /week

M.Marks: 50

Paper: 40

Int. Ass.: 10

**Objectives:**

To impart knowledge about –

1. Various seams and seams finishes
2. Fancy and traditional embroidery stitches
3. Figure sketching
4. Drafting and construction of garments

**Instructions for paper setters:-**

1. Each practical paper will be of 3 hours duration.
2. The question paper should cover the entire syllabus

**I Basic Samples:-**

- a) Stitching samples-straight, circular, square, spiral, curvilinear and chevrons.
- b) Seams and seam finishes-Plain, French, Lap, Run and fell, Mantua, Maker, tailor's lack, Pinking, Overlocking, turned and stitched.
- c) Basting-Even, Uneven, diagoned
- d) Hemming- vertical (invisible) Slanting (visible) Slip stitching, blind stitching.

**II Basic Sketching:-**

1. Body Details -eyes, nose, ears, lips, face, hands, arms, feet, legs and hairstyles.
2. Fashion figure- 8 ½ , 10 and 12 heads- front, back and ¾ profile.

**III Drafting & Construction of Panty, bloomer.**

**REFERENCES**

1. Thomas Anna Jacob,' The Art of Sewing", UBS Publishers Distributors Ltd., New Delhi, 1994.
2. Readers digest sewing Book
3. Verma G, "Cutting and Tailoring Theory", Asian Publishers, Delhi, 1999.
4. Naik Shailaja, "Traditional Embroideries of India", APH Publication, New Delhi, 1996.
5. Snook Barbara, "Creative Art of Embroidery", Numbly Pub. Group Ltd. London 1972.
6. S. Pandit, "Embroideries of India".
7. Patrick John Ireland- Fashion Design drawing & Presentation, N.D. Om , 2005
8. Patrick John Ireland- Fashion Design Illustration Children London, B.T. Batsford- 1995

**SEMENTER- II****FABRIC STUDY AND DESIGN CONCEPT****Theory -Paper**

3hrs./week

M.Marks: 50

Paper: 40

Int. Ass. : 10

**Objectives:**

To impart knowledge about

1. Fibers and their properties.
2. Yarn size and properties.
3. Principles and elements of art.
4. Different dyes and printing techniques

**Instructions for the paper setter:**

The question paper will consist of five sections A, B, C, D & E. Sections A, B, C, D will have two questions from the respective sections of the syllabus. Section E will consist of short / objective type questions covering the entire syllabus uniformly carrying one mark each.

**UNIT I****I Fiber Fundamentals**

1. Fiber to fabric processing ( with special reference to the properties)
  - a) Natural fibres-cotton,silk and wool
  - b) Synthetic fibers-polyester

**UNIT II**

2. Yarn construction
3. Fabric construction
4. Weaves
5. Understanding the fabrics in use

**UNIT III****II Fundamentals of design (with apparel illustrations)**

1. Principles of design
  - a. balance
  - b. emphasis
  - c. rhythm
  - d. proportion
  - e. harmony
2. Elements of Art
  - a. line
  - b. form/shape
  - c. texture
  - d. colour

### UNIT IV

3. Application of the elements and principles of design to the basic figure types
  - a. short and thin
  - b. short and stout
  - c. tall and thin
  - d. tall and stout
  - e. average

### REFERENCES

1. Introductory Textile Science, M L Joseph
2. Textile fabrics and their selection, Isabel B Wingate and June F Mohler
3. Textiles by Hollen Saddler- Macmillan publishing company , New York
4. Understanding Textiles by PS Tortora-Prentice Hall Inc., New Jersey
5. Fiber to fabric by Corbman
6. Individuality in Clothing selection- Mary Kefgan.
7. Dress- The Clothing Text book- Jerner GAWne.

### PRACTICAL

#### BASIC CONSTRUCTION TECHNIQUES AND SKETCHING

3hrs/week

M.Marks: 50  
Paper: 40  
Int. Ass.: 10

#### Objectives:

To impart knowledge about –

1. Various seams and seams finishes
2. Fancy and traditional embroidery stitches
3. Figure sketching
4. Drafting and construction of garments

#### Instructions for paper setters:-

1. Each practical paper will be of 3 hours duration.
2. The question paper should cover the entire syllabus

#### I Basic Samples:-

- a) Neckline Finishes :-(Facings and bindings)-Round, square, 'V' shape and shaped necklines.
- b) Plackets and fasteners-Two piece (Kurta placket and blouse placket) one piece, extended bodice, Zipper placket.
- e) Fullness treatment-gathers into a band, shirring, smocking, tucks, darts, pleats.

#### II Basic Sketching:-

1. Sketching of hands, arms, feet, legs and hairstyles.
2. 12 heads- front, back and  $\frac{3}{4}$  profile.
3. Dividing figure into various parts- plumb line, centre front line, princess lines, waist line etc.

#### III Drafting & Construction of petticoat.

**REFERENCES**

1. Thomas Anna Jacob, 'The Art of Sewing', UBS Publishers Distributors Ltd., New Delhi, 1994.
2. Readers digest sewing Book
3. Verma G, "Cutting and Tailoring Theory", Asian Publishers, Delhi, 1999.
4. Naik Shailaja, "Traditional Embroideries of India", APH Publication, New Delhi, 1996.
5. Snook Barbara, "Creative Art of Embroidery", Numbly Pub. Group Ltd. London 1972.
6. S. Pandit, "Embroideries of India".
7. Patrick John Ireland- Fashion Design drawing & Presentation, N.D. Om , 2005
8. Patrick John Ireland- Fashion Design Illustration Children London, B.T. Batsford- 1995



**Syllabus for B.A. II- Fashion Designing Elective Subject**

<b>Semester III</b>						
<b>Sr. No.</b>	<b>Subject</b>	<b>No. of Paper</b>	<b>Time Hours</b>	<b>Marks</b>	<b>Internal Assessment</b>	<b>Total Marks</b>
<b>1.</b>	<b>Traditional Textiles of India (theory)</b>	<b>1</b>	<b>3</b>	<b>40</b>	<b>10</b>	<b>50</b>
<b>2.</b>	<b>Garment Designing and Illustration (Practical)</b>	<b>1</b>	<b>3</b>	<b>40</b>	<b>10</b>	<b>50</b>

<b>Semester IV</b>						
<b>Sr. No.</b>	<b>Subject</b>	<b>No. of Paper</b>	<b>Time Hours</b>	<b>Marks</b>	<b>Internal Assessment</b>	<b>Total Marks</b>
<b>1.</b>	<b>World Costumes (theory)</b>	<b>1</b>	<b>3</b>	<b>40</b>	<b>10</b>	<b>50</b>
<b>2.</b>	<b>Pattern making and Construction Techniques (Practical)</b>	<b>1</b>	<b>3</b>	<b>40</b>	<b>10</b>	<b>50</b>

**B.A.II-Fashion Designing Elective Subject-Semester 3**  
**TRADITIONAL TEXTILES OF INDIA (THEORY)-SEMESTER 3**

Time :3hrs./week

M.Marks: 50

Paper : 40

Int.Ass :10

**Objectives:**

To acquaint the student with-

1. Different types of Traditional Indian textiles.

**Instructions for the paper setter:** The question paper will consist of five sections A, B, C, D & E. Sections A, B, C, D, will have two questions from the respective sections of the syllabus. Section E will consist of short type/ objective type questions covering the entire syllabus uniformly carrying one mark each.

**UNIT-I**

**Traditional Woven Textiles of India**

- Jamdani and Baluchars of Bengal
- Brocades of Uttar Pradesh
- Kanjivaram saris of Tamil Nadu

**UNIT-II**

**Resist dyed textiles-**

- Patola of Gujrat
- Ikat of Orissa
- Pochampalli of Andhra Pradesh

**UNIT-III**

**Block Printed Textiles**

- Sanganeri
- Bagru
- Ajrakh
- Painted textiles-Kalamkari
- Bandhani of Gujrat and Rajasthan
- Batik

**UNIT-IV**

**Traditional embroideries**

(With special emphasis on history, motifs, stitches, threads, fabrics and colours used)

- Shawls of Kashmir.
- Namda, Gabba and Carpets of Kashmir
- Carpets of Uttar Pradesh

## **B.A.II-Fashion Designing Elective Subject-Semester 3**

### **GARMENT DESIGNING AND ILLUSTRATION(Practical)**

Time : 3hrs/week

M.Marks: 50

Pr : 40

Int.Ass : 10

#### **Objectives:**

To impart knowledge about:-

1. Fashion illustration
2. Drafting of basic blocks
3. Drafting and adaptation of collars and sleeves
4. Designing of garments.

#### **FASHION ILLUSTRATION**

- A. Fashion model drawing:- basic figure proportion (10 head, 12 head)
- B. Figure drawing in S,X, T, Y poses and rendering

#### **DRAFTING, ADAPTATION AND DESIGNING**

- C. Drafting of Child's Bodice Block and sleeve block
- D. Drafting and adaptation of the following-
  - i) Collars-Peterpan, sailor's, cape, shawl, mandarin, stand & fall.
  - ii) Sleeves-puff, bell, cap, leg-o-mutton, Magyar, kimono, raglan
  - iii) Yokes-straight, round, v-shape.
- E Designing Children's garments-Skirts Tops, Casual and Party Frocks.
- F Designing Ladies garments—Ethnic and Western

**B.A II-Fashion Designing Elective Subject –Semester-4**

**HISTORY OF INDIAN AND WORLD COSTUMES**

**Theory Paper**

Time : 3hrs./week

M.Marks :50

Paper :40

Int. Ass :10

**Objectives:**

To impart knowledge about-

1. Traditional costumes of India
2. Western costumes

**Instructions for the Paper setter:** The question paper will consist of five sections A, B, C, D & E. Sections A,B,C,D will have two questions from the respective sections of the syllabus. Section E will consist of short type/ objective type questions covering the entire syllabus uniformly carrying one mark each.

**Brief study of Indian Costumes of the following periods-**

**UNIT-I**

- i) Indus valley period.
- ii) Vedic period
- iii) Maurayan and Sunga period.
- iv) Satvahana period

**UNIT-II**

- i) Kushana period
- ii) Gupta period
- iii) Mughal period
- iv) British period

**Brief study of western costumes of the following civilizations-**

**UNIT-III**

- i) Egypitan
- ii) Grecian costumes

**UNIT-IV**

- i) Roman costumes.
- ii) Byzantine costumes
- iii) French costumes

**PATTERN MAKING AND CONSTRUCTION TECHNIQUES(PRACTICAL)**

Time : 3hrs/ week

M.Marks : 50

Pr : 40

Int. Ass :10

**Objectives:**

To impart knowledge about :-

1. Different aspects of Pattern Making
  2. Dart Manipulation
  3. Garment Construction
- 
- A. Drafting of Adult's Bodice Block and Sleeve block.
    - (a) Adaptation and Manipulation of basic block for
      - i) Single and double dart Series
      - ii) Darts into fullness- Gathers, pleats, tucks.
    - (b) Grading of Basic Bodice and Sleeve block
  - B. Drafting & Construction of Child's Bodice Block and Sleeve Block
  - C. Construction of the following samples
    - i) Collars-Peterpan, sailor's, cape, mandarin
    - ii) Sleeves-puff, bell, cap, Magyar, kimono
    - iii) Yokes- straight and round
  - D. Adaptation and Construction of-
    - i) Romper
    - ii) A Line frock.

**BA FASHION DESIGNING 5<sup>th</sup> & 6<sup>th</sup> Sem. (Elective)**

**5<sup>th</sup> Sem. (Elective)**

S.No	Subject:	No.of paper	Period per week	Marks	Internal Assessment	Total Marks
1	Fashion Designing and Merchandising (Theory)	1	6	40	10	50
2	Fashion Designing and Advance Construction Techniques (Practical)	1	6	40	10	50

**6<sup>th</sup> Sem. (Elective)**

S.No	Subject:	No.of paper	Period per week	Marks	Internal Assessment	Total Marks
1	Apparel Industry and entrepreneurship Development (Theory)	1	6	40	10	50
2	Draping and Advance Construction Techniques (Practical)	1	6	40	10	50

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**Fashion Designing Elective Subject-Semester: 5**  
**FASHION DESIGNING AND MERCHANDISING**  
**Theory-Paper-A**

3hrs./week

M.Marks: 50  
 Paper: 40  
 Int. Ass.: 10

**Objectives:**

To impart knowledge about –

1. different aspects of fashion
2. different aspects of merchandising
3. Indian and western designers
4. sourcing and sales promotion techniques

**Instructions for the paper setter:**

The question paper will consist of five sections A, B, C, D & E. Sections A, B, C, D will have two questions from the respective sections of the syllabus. Section E will consist of short type/ objective type questions covering the entire syllabus uniformly carrying one mark each.

**UNIT-I**

1. Fashion, fashion cycle & fashion adoption theories.
2. Sources of inspiration for fashion designing- History, Media, architecture, films, theatre.
3. Fashion forecasting

**UNIT-II**

4. Factors affecting design application for various age groups, seasons, occupation, occasions & categories.
5. Profile of Indian and Western fashion designers-any ten renowned designers.

**UNIT-III**

6. Introduction to Merchandising and factors affecting merchandising.
7. Retailing terminology.
8. Marketing trends.
9. Role and responsibility of Merchandiser.
10. Fashion forecasting & its significance in product planning.

**UNIT-IV**

11. Customer profile-age, gender, economic status & season.
12. Sale promotion technique.
13. Sourcing of fabrics and trims.

**REFERENCES:**

1. Fashion Merchandising an introduction-Elaine Stone, McGraw Hills publishing Company.
2. Fashion innovation and marketing-Kathlyn Moore Greenwood/ Mary Fox Murphy, Macmillan Publishing Co. Inc. New York.
3. Entrepreneurship development in India by Dr.C B Gupta & Dr. N P Srinivasan-New Delhi, Sultan Chand ,2004
4. Entrepreneurship theory and practice: J S Saini, BS Rathore by New Delhi , Wheeler- 2001.

**Practical****FASHION DESIGNING AND ADVANCE CONSTRUCTION TECHNIQUES**

3hrs/week

M. Marks: 50

Pr: 40

Int.Ass: 10

**Objectives:**

To impart knowledge about-

1. Drafting and construction techniques.

**Instructions for paper setters:-**

1. Each practical paper will be of 3 hours duration.
2. The question paper should cover the entire syllabus

A) Drafting of the following garments.

- i) Shorts
- ii) Skirt- Adaptation to semi circle, full circle, Tiered and yoked.
- iii) Kalidar Kurta.

B) Construction of following garments.

- i) Shorts.
- ii) Yoked skirt with pleats.
- iii) Kalidar Kurta



**REFERENCES**

1. Pattern Making for Fashion Design by Helen Joseph Armstrong- Fashion Illustration, Mia carpenter- 3<sup>rd</sup> London, Prentice Hall, 2000.
2. Wini Fred Aldrich- Matric Patten Cutting- N.D. Om Book –1997 Men's wear, 1999, 3<sup>rd</sup> Edition Children's wear and baby, 2002 women's wear.
3. 3. Draping for fashion design Hilde Jaffe Nurie Relis-2<sup>nd</sup> edition, N.J. Prentice Hall, 1993.
4. Mc. Calls – Sewing in colour London, Hamlyn, 1972.
5. Bray, N. – Dress Pattern Designing London, Crosby Lockwood, 1972.

**Fashion Designing Elective Subject-Semester: 6**  
**APPAREL INDUSTRY AND ENTREPRENEURSHIP DEVELOPMENT**  
**Theory-Paper--B**

3hrs./week

M.Marks: 50  
Paper: 40  
Int. Ass.: 10

**Objectives:**

To acquaint the students about –

1. Entrepreneurship.
2. Quality control, labeling and packaging.
3. Main centers of trade
4. Special purpose machine in Apparel marketing

**Instructions for the paper setter:**

The question paper will consist of five sections A, B, C, D & E. Sections A, B, C, D will have two questions from the respective sections of the syllabus. Section E will consist of short type/ objective type questions covering the entire syllabus uniformly carrying one mark each.

**UNIT-I**

1. Introduction to entrepreneurship development.
2. Steps in setting up an enterprise.
3. Sources of information about financial institutions.

**UNIT-II**

4. Organisation and operation ( work flow) of an Apparel manufacturing unit.
5. Quality control
  - i) Fabric faults
  - ii) Constructional defects.

**UNIT-III**

6. Labelling- Types of labels and information provided by labels.
7. Packaging- Types of packaging.

**UNIT-IV**

8. Main centers of activity alongwith their speciality- Ludhiana, Delhi, Calcutta, Chennai, Tripur, Mumbai.
9. Current Indian Export and India's position in world export market.
10. Awareness about special purpose machines in Apparel market.

**REFERENCES**

1. Managing quality by S K Bharadwaj and P U Mehta, New Age Publishers-Delhi.
2. ISO 9000- Textile Committee Mohali.
3. Entrepreneurship development in India by Dr.C B Gupta & Dr. N P Srinivasan-

- New Delhi, Sultan Chand, 2004
4. Entrepreneurship theory and practice: J S Saini, BS Rathore by New Delhi, Wheeler- 2001.
  5. Entrepreneurial Development by S.S. Khanka, S.Chand Ltd. CO. New Delhi

### **Practical**

#### **DRAPING AND ADVANCE CONSTRUCTION TECHNIQUES**

3hrs/week

M. Marks: 50

Pr: 40

Int.Ass: 10

#### **Objectives:**

To impart knowledge about-

1. Drafting and construction techniques.
2. Draping techniques
3. Fashion illustrations
4. Computer aided designing

#### **Instructions for paper setters:-**

1. Each practical paper will be of 3 hours duration.
  2. The question paper should cover the entire syllabus
- A) Design Portfolio for Indian and Western ensemble.  
Theme based fashion illustration along with fabric swatches
- B) Construction of following garments
- i. Formal Indian ensemble
  - ii. Formal Western ensemble.
- C) Draping
- i) Basic Block-front, back, princess line.
  - ii) Basic skirt
- D) Computer Aided Designing – Coral draw, photo shop.
- E) Industrial Exposure- A visit to a readymade garment manufacturing unit.

#### **REFERENCES**

6. Pattern Making for Fashion Design by Helen Joseph Armstrong- Fashion Illustration, Mia carpenter- 3<sup>rd</sup> London, Prentice Hall, 2000.
7. Wini Fred Aldrich- Matric Patten Cutting- N.D. Om Book –1997 Men’s wear, 1999, 3<sup>rd</sup> Edition Children’s wear and baby, 2002 women’s wear.
8. 3. Draping for fashion design Hilde Jaffe Nurie Relis-2<sup>nd</sup> edition, N.J. Prentice Hall, 1993.
9. Mc. Calls – Sewing in colour London, Hamlyn, 1972.
10. Bray, N. – Dress Pattern Designing London, Crosby Lockwood, 1972.