

PART A- Introduction				
Program: Certificate Course		Class: B.A	Year: III	Session : 2023-24
Subject: Fashion Design				
1	Course Code		A3-FASH2D	
2	Course Title		Product Development - (Group A paper II)	
3	Course Type (Core course/Elective/Generic Elective/Vocational/...)		Discipline specific elective (DSE)	
4	Pre-requisite(if any)		To study this course, a student must have had Diploma second year	
5	Course learning outcomes(CLO)		After successful completion of this course, student will be able to: 1. research and analyze market trends, using a variety of sources 2. incorporate creative apparel design as per market trends targeted for the specific group of consumers 3. gain experience in designing garments from design concept to final product. 4. evaluate product prototype for its workmanship	
6	Credit Value		04	
7	Total marks: 100		Max. Marks: 35+75	Min. Passing Marks: 33
PART B- Content of the course				
Total number of lectures :2 hrs/week L-T-P: 30-0-0				
Unit		Topics		No. of lectures
I		Product Idea Development *Identification of customer needs: 1.1 Identifying the target market (Client profile) 1.2 Establish target specifications of the prospective new product 1.3 Analyze competitors products 2. Generate product concept. 2.1 Details of design- Structural and Decorative 2.2 Develop design specification sheet for production 3. Product processing		5
		3.1 Develop number of designs to illustrate its feasibility to meet the requirement of the target market 3.2 Sourcing of material - according to apparel specifications		5

II	Development of Produced Prototype 1. Designing through Flat paper pattern method: 1.1 Methods of Flat pattern 1.1.1 Slash method 1.1.2 Pivot method 1.2 Designing of the Bodice 1.2.1 Dart Variations 1.2.2 Princess Lines 1.2.3 Added Fullness 1.2.4 Necklines including cowl neckline 1.2.5 The Midriff 1.2.6 Yokes 1.2.7 Other Design variations in Bodice 1.3 Designing of skirts and Trousers 1.3.1 Different types of skirts 1.3.2 Different types of trousers 1.4. Designing of one- piece dresses and gowns 2. Introduction Ly Draping 2.1. Basic Terminology related to Draping 2.2. Tools 2.3. Dress form 2.4. Preparation of muslin for draping	5

III	Evaluation of Workmanship ducat/or 1. Visual Evidence- 1.1 Appropriate size construction procedure 1.2 Accuracy 1.3 Neatness 1.4 Attention details 1.5 Over all finishing of the product.	5
	Keywords/Tags: Product Development, Product Idea Development, Customer Needs. Concept, Product Processing, Product Prototype, Flat Paper Pattern Method, Draping. Workmanship	

PART A- Introduction				
Program: Certificate Course		Class: B.A	Year: II	Session : 2023-24
Subject: Fashion Design				
1	Course Code		A3-FASH2Q	
2	Course Title		Product Development – (Group A paper II)	
3	Course Type (Core course/Elective/Generic Elective/Vocational/...)		Discipline specific elective (DSE)	
4	Pre-requisite(if any)		To study this course, a student must have had Diploma second year	
5	Course learning outcomes(CLO)		After successful completion of this course, student will be able to: 1. Research and analyze market trends, using a variety of sources 2. Incorporate creative apparel design as per market trends targeted for the specific group of consumers 3. Gain experience in designing garments from design concept to final product. 4. Evaluate product prototype for its workmanship	
6	Credit Value		4	
7	Total marks: 100		Max. Marks: 30+70	Min. Passing Marks: 35
PART B- Content of the course				
Total number of lectures :2 hrs/week				

Unit	Topics
I	<p>Product Design Development: Market Survey and documentation of trend analysis to identify customer needs, current trends, new products and competitive brands in the form of pictorial report/ scrap book / power point presentation 2. Product concept development on the basis of above findings - 2.1 Sketching of design details 2.2 Developing design specification sheet for production 3. Product processing - Designing and sketching of five fashion illustrations to portray its feasibility to meet the requirement of the target customers. 4. Sourcing- according to apparel specifications and illustrations prepare swatch board and trim board using- Fabric, trims, threads, closures and other materials.</p>
II	<p>Product prototype development 1. Designing through Flat paper pattern method: 1.1 Designing of the Bodice by using slash and pivot method 1.1.1 Dart Variations 1.1.2 Princess Lines 1.1.3 Added Fullness 1.1.4 Necklines including cowl neckline 1.1.5 The Midriff 1.1.6 Yokes 1.1.7 Other Design variations in Bodice 1.2 Designing of Skirts and Trousers 1.2.1 Pattern Making and construction of different types of skirts 1.2.2 Pattern making of different styles of Trousers. 1.3 Pattern making of different styles of Gowns and one - piece dress. Designing through Draping 2.1 Basic Patterns 2.1.1 Basic Bodice 2.1.2 Basic Skirt 2.1.3 Basic sheath dress 2.2 Design variations in bodice 2.2.1 Princess line 2.2.2 Yokes 2.2.3 Necklines 2.3 Design variations in one-piece dress and skirts</p>

	Note: 1. Construction of upper and lower garment (one cache) for a targeted customer using flat pattern method 2, Construction of any one- piece garment / Gown for a targeted customer using draping technique.
III	Evaluation of Workmanship of Prepared products 10
	Keywords/Tags: Product Development, Product Idea Development, Customer Needs, Product Concept, Product Processing, Product Prototype. Flat Paper Pattern Method, Draping. Workmanship

PART A- Introduction				
Program: Certificate Course		Class: B.A	Year: III	Session : 2023-24
Subject: Fashion Design				
1	Course Code		A3-FASH2T	
2	Course Title		Fashion Event Management	
3	Course Type (Core course/Elective/Generic Elective/Vocational/...)		Minor/Elective	
4	Pre-requisite(if any)		To study this course, a student must have had this subject hi Diploma. (Second Year)	
5	Course learning outcomes(CLO)		On successful completion of this course, the students will be able to define fashion events, their planning and management needs. 2. Explain the principles of event management. 3. Plan strategies in marketing and managing fashion events. 4. Design and execute fashion events.	
6	Credit Value		04	

7	Total marks: 100	Max. Marks: 30+70	Min. Marks: 35	Passing
PART B- Content of the course				
Total number of lectures :2 hrs/week L-T-P: 30-0-0				
Unit	Topics	No. of lectures		
I	1. Introduction to Event Management: 1.1 Definition and Classification of event 1.2 Process of event management - analyzing, planning, marketing, producing and evaluating 1.3 Type and categories of fashion event.	10		
	1.4 Functions of event management 1.5 Benefits of event management 2. Introduction to Fashion Event Management: 2.1 Meaning and purpose of fashion events. 2.2 Types and characteristics of fashion events - fashion show, fairs and trade show, exhibition, product launch and others. 2.3 Role of a Fashion event co-nominator. 3. Creating a Fashion Event Plan 3.1. Initial Planning Requirements 3.1.1 Creating themes forth fashion event 3.1.2. Targeting the audience /vendors 3.1.3. Timing the fashion event and finding a venue 3.1.4. Guest's list and Invitations 3.1.5. Organizing the required production team and preparing duty charts 3.1.6. Budget estimation 3.1.7. Sacking sponsorships - writing of sponger ship letters.	20		
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<p>III</p>	<p>Designing and executing Fashion Show:</p> <ul style="list-style-type: none"> 3.1. Venue requirements <ul style="list-style-type: none"> 3.1.1. Stage/ booth design 3.1.2. Seating patterns and plan 3.1.3. Lighting and allied audio-visual effects 3.1.4. Preparation of Programme Booklet 3.1.5. Catering arrangements. 3.1.6. Progress monitoring through checklists 3.2. Catwalk Presentation Requirements <ul style="list-style-type: none"> 3.2.1. Merchandise selection 3.2.2. Model's selection 3.2.3. Music and choreography 3.2.4. Final show sequence and rehearsals 3.2.5. Fitting sessions 3.2.6. Dressing area arrangements 	<p>15</p>
<p>IV</p>	<p>4. Marketing and managing fashion events:</p> <ul style="list-style-type: none"> 4.1. Pre-Show Marketing and post show follow up <ul style="list-style-type: none"> 4.1.1. Creating a pre and post-event promotion plan 4.1.2. Building media relations, preparing press release and media 4.1.3. Post Show Evaluation 4.2. Ensuring Legal Compliance, safety and security <ul style="list-style-type: none"> 4.2.1. Licenses and permissions to be obtained 4.2.2. Risk Management for prevention of hazards 4.2.3. Security for people and merchandise 	<p>15</p>

	<p>Keywords/Tags: Fashion Event, Marketing. Fashion Event Planning, Event Management, Role and Types of fashion events, Event co-coordinator, Theme for an event, Budget estimation, Sponsorship, Fashion show, Stage design, Audio visual effects, Programme booklet, Catering arrangement.</p> <p>Checklist, Catwalk presentation, Merchandise.</p> <p>Choreography. Fitting- sessions. Pre-show</p>	
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Syllabus of Theory Paper

Program: Degree		Part A Introduction	
		Class: B.A.	Year: III
		Session: 2023-2024	
1	Course Code	Subject: Fashion Design	
2	Course Title	A3-FASH4D	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.)	Apparel Industry and Quality Assessment (Group B Paper II)	
4	Pre-requisite (if any)	Discipline Specific Elective (DSE)	
5	Course Learning outcomes (CLO)	To study this course, a student must have had this subject in Diploma (Second Year)	
6	Course Learning outcomes (CLO)	On successful completion of this course, students will be able to: 1. define the industrial profile, infrastructure and process of mass production in apparels. 2. depict the production process of ready-to-wear garments. 3. recognise the need of production planning for optimum utilization of resources. 4. describe the quality control and quality inspection procedures in apparel production. 5. develop employability skill in apparel industry.	
7	Credit Value	4	
8	Total Marks: 100	Max. Marks: 30+70	Min. Passing Marks: 35
Part B- Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week): 4 Hours/Week			
L-T-P: 60-0-0			
Unit	Topics	No. of Lectures (1 Hour Each)	
I	Indian Apparel Industry 1. Introduction and History of Apparel Industry 2. Structure of Apparel Industry 3. Planning and Implementation of Production- 3.1. Production Planning - 3.1.1 Evaluation of the previous line and trend analysis 3.1.2 Pre-production process.	10	
II	Production Process 1. Marker Making - 1.1 Marker planning 1.2 Types of markers 1.3 Methods of marker planning 2. Spreading - 2.1 Requirements of spreading, methods of spreading, nature of fabric packages and spreading machines.	15	

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	3. Cutting – 3.1 Objectives and systems of cutting. 3.2 Bundling, ticketing.	
III	Garment Assembling 1. Sewing – 1.1 Types of sewing needles 1.2 Types of sewing threads 1.3 Types of sewing machines 1.4 Types of sewing defects and its remedies 2. Alternate method of joining materials – 2.1 Fusing- requirements, methods and advantages. 2.2 Welding and adhesives 2.3. Moulding	10
IV	Post production Process 1. Wet processing (in brief) – 1.1 Garment softening, colour removal, colour addition, wrinkle prevention, and others. 2. Garment finishing 2.1 Final inspection – 2.1.1. Stain removal 2.1.2. Repairing 2.1.3. Pressing 2.1.4. Folding 2.1.5. Packaging 3. Technological advancements - Introduction to CAD and CAM (Computer Aided Designing and Computer Aided Manufacturing).	10
V	Quality Assessment: 1. Introduction to Quality Control – 1.1 Definition, Concept. 1.2 Terminology related to Quality Control. 1.3 Importance of Quality Control. 2. Quality Inspection – 2.1 Objectives of inspection 2.2 Stages of Quality Check – 2.2.1 Raw material inspection 2.2.2 In process Inspection 2.2.3 Final Inspection	15
Keywords/Tags: Apparel Industry, Production Planning, Marker Making, Marker Planning, Types of Markers, Methods of Marker Planning, Production Process, Garment assembly, Fusing, Welding, Adhesives, Moulding, CAD and CAM Systems in Apparel Industry, Quality Control, Quality Inspection.		
Part C-Learning Resources		
Text Books, Reference Books, Other resources		
Suggested Readings:		