

2015-  
16

# Multani Mal Modi College, Patiala

Unit Planning B.Sc Fashion technology

Department of Fashion  
design and technology



**B.Sc-I(SEMESTER-Ist)**

**Paper: BFT-101**

**(2015-16)**

**Subject: PUNJABI COMPULSORY (ELEMENTARY KNOWLEDGE)**

**Max Marks: 75**

**Maximum Time: 3 Hrs.**

<b>TILLMST-I</b>	
<p><b>ਭਾਗ-ੳ</b> (1). ਗੁਰਮੁਖੀ ਵਰਣਮਾਲਾ ਤੇ ਲੇਖਣ-ਪ੍ਰਬੰਧ</p> <p>(ੳ) ਅੱਖਰ ਸਿੱਖਿਆ: ਤਰਤੀਬਵਾਰ ਤੇ ਭੁਲਾਵੇਂ ਅੱਖਰ।                      (ਅ) ਅੱਖਰ ਬਣਤਰ: ਅੱਖਰ ਰੂਪ ਤੇ ਲੇਖਣ ਦੇ ਨਿਯਮ</p> <p>(2). ਗੁਰਮੁਖੀ ਅੱਖਰ ਤੇ ਪੰਜਾਬੀ ਧੁਨੀਆਂ ਦਾ ਪ੍ਰਬੰਧ</p> <p>(ੳ) ਸਵਰ ਤੇ ਵਿਅੰਜਨ: ਵਰਗੀਕਰਨ ਦੇ ਸਿਧਾਂਤ ਤੇ ਉਚਾਰਨ।                      (ਅ) ਸਵਰ ਸੂਚਕ ਅੱਖਰਾਂ ਤੇ ਧੁਨੀਆਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।                      (ੲ) ਵਿਅੰਜਨ ਸੂਚਕ ਅੱਖਰਾਂ ਤੇ ਧੁਨੀਆਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।                      (ਸ) ਲਗਾਂ-ਮਾਤਰਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।                      (ਹ) ਲਗਾਖਰਾਂ ਦੀ ਪਛਾਣ।</p>	
<b>TILLMST-II</b>	
<p><b>ਭਾਗ- ਅ</b> (1). ਲਿਪੀ ਦੇ ਅੱਖਰਾਂ ਦੀ ਵਰਤੋਂ ਦੇ ਨਿਯਮ</p> <p>(ੳ) ਪੂਰੇ ਤੇ ਅੱਧੇ ਅੱਖਰਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।                      (ਅ) ਸਵਰ ਸੂਚਕ ਅੱਖਰਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।                      (ੲ) ਸਵਰ ਵਾਹਕਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।                      (ਸ) ਮਾਤਰਾ ਤੇ ਸਵਰ ਵਾਹਕਾਂ ਦੀ ਸਾਂਝੀ ਵਰਤੋਂ।                      (ਹ) ਮਾਤਰਾ ਦੀ ਵਿਅੰਜਨ ਸੂਚਕਾਂ ਨਾਲ ਵਰਤੋਂ।</p>	
<b>TILLFINAL EXAM</b>	
<p>ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ ਨਾਲ ਜਾਣ ਪਛਾਣ</p> <p>(ੳ) ਗਿਣਤੀ                      (ਅ) ਹਫ਼ਤੇ ਦੇ ਦਿਨ                      (ੲ) ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ                      (ਸ) ਰੰਗਾਂ ਦੇ ਨਾਂ                      (ਹ) ਫਲਾਂ-ਸਬਜ਼ੀਆਂ ਦੇ ਨਾਂ                      (ਕ) ਪਸ਼ੂ-ਛਪੰਛੀਆਂ ਦੇ ਨਾਂ                      (ਖ) ਪੰਜਾਬੀ ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਦੀ ਸ਼ਬਦਾਵਲੀ                      (ਗ) ਘਰੇਲੂ ਵਸਤਾਂ ਦੀ ਸ਼ਬਦਾਵਲੀ</p>	

**Mode of Assessment**

<b>Mode of Assessment</b>		
<b>Sr. No.</b>	<b>Component</b>	<b>Weightage</b>
1	Mid Semester Test (MST)	40% (Average of 2 MST)
2	Written Assignments	40%
3	Attendance	20%

**B.Sc-I(SEMESTER-Ist)**

**Paper: BFT-102**

**(2015-16)**

**Subject: Elements of Design**

**Max Marks: 74**

**Maximum Time: 3 Hrs.**

**TILLMST-I**

**UNIT-I**

Design concept- Definition and understanding aspects of design

Classification of design:

Applied-Painting, Embroidery, Dyeing, Printing and Finishing

Structural-Through variation in fiber, yarn, fabric formation and development

Elements of design-

Line- Different types of line, application of line in designing( effect of length and thickness to create illusion)

Texture- Factors affecting textures,

Form-Shape/space , form, silhouettes,

Color- Color Dimensions of color- hue, Intensity, value, Aspects of color-warm cool, Advancing, receding, dark, pale and bright.

Color wheel-Primary colors, secondary colors, and tertiary colors.

Basic color schemes- achromatic, analogues, monochromatic, complimentary, and neutral.

Designs in Fabric-

Motifs and patterns

Types of motifs

Understanding layouts and repeats of patterns in garments

Importance of fabric design in garment construction

Effect of fabric design on body appearance

**TILLMST-II**

**UNIT-II**

Principles of design-Balance, Rhythm, Emphasis, Harmony/ unity, proportion,

## UNIT PLANNING (SESSION 2015-16)

Selection of clothing according to the Element and Principal of design. Define collage- types of collage. Designing of clothes for different age group Concept of design process- Research in relation to design Exploration and Conceptualization of design Design development and design worksheet
<b>TILL FINAL EXAM</b>
Factors affecting the choice of Clothing for Different age groups (infant, creeper, School child, pre-adolescence, adolescents, adults, old-age group), occasions, personality and Seasons.  Various types of figures, selecting and designing clothing according to figure types

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**Class – B.Sc-Part 1 (Semester-I)**  
**Paper: BFT-103**  
**Subject: Drafting & Pattern Making – I**

Max Marks: 74

Maximum Time: 3 Hrs.

**TILLMST-I**

**UNIT-I**

A study of tools and equipments:

- Measuring tools
- Marking tools
- Cutting tools
- Finishing tools

Introduction to sewing, sewing equipments and supplies.

Introduction and handling of sewing machines, its parts, their working and maintenance.

Different types of sewing machines.

Sewing problems and their solutions.

Introduction to threads and needles, their numbers and sizes in relation to different types of fabrics.

A study of anthropometric :

- List of measurements
- Locating landmarks
- Taking body measurements
- Standard size charts.

Pattern Development: Drafting, Flat Pattern, Slash and Spread and Pivot methods.

Importance of Drafting & Pattern Making and their scope

Terminology used in Drafting & Pattern Making:

Flat pattern making, template working pattern, production pattern, design specification sheet, pattern chart, cost-sheet, grain, dart, dart legs, dart intake, trueing and blending, vertical lines, horizontal lines, perpendicular lines, symmetric and asymmetric lines, style number, pattern size, Pivotal point.

**TILLMST-II**

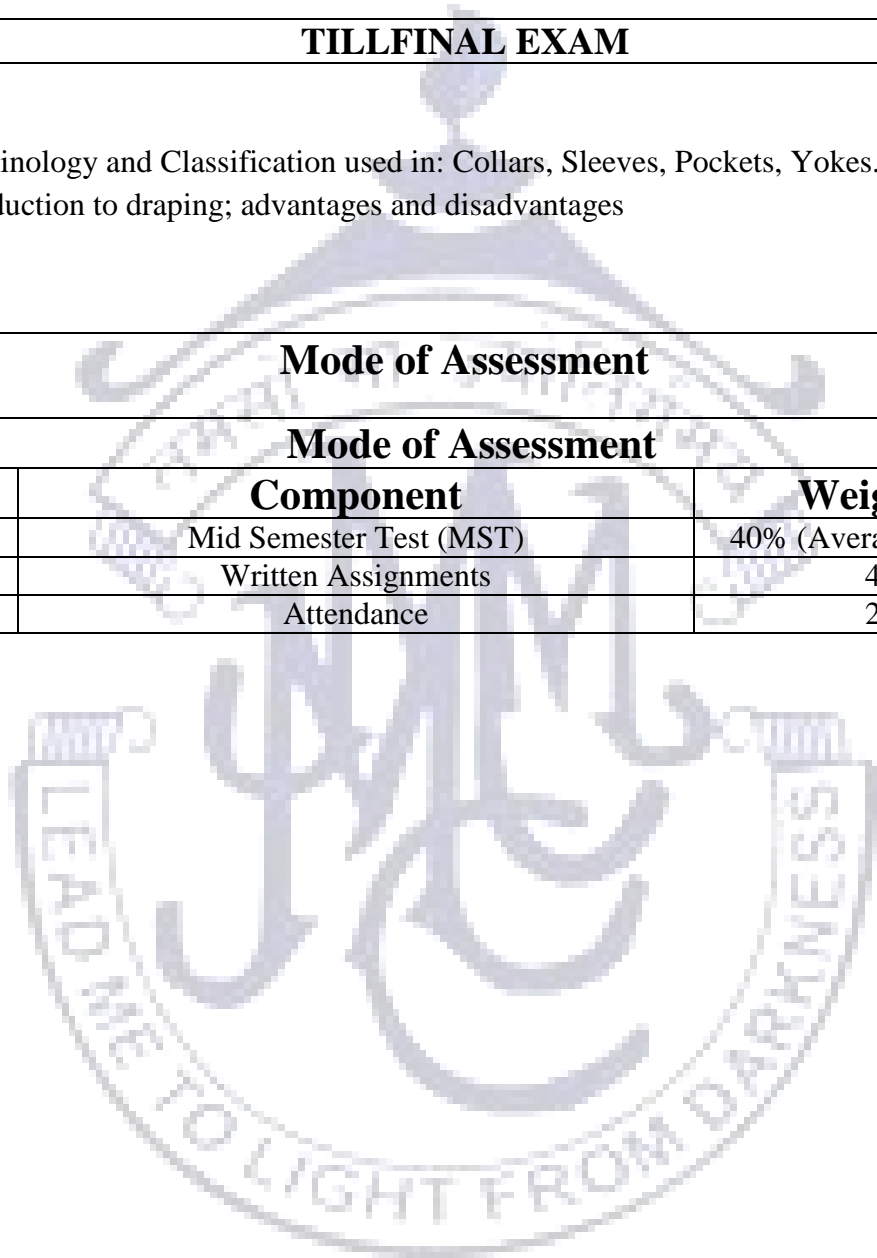
Basics of Commercial paper pattern.

- Pattern Envelope
- Pattern Marking

<p>Pattern Layout                  Fabric preparation for garment construction-Principles of layout, correct method of laying pattern on the material, Handling special fabrics                  Fabric estimation and its importance.                  Fitting: Good fitting, Fitting problems and their solution.</p>
<b>TILLFINAL EXAM</b>
<p>Terminology and Classification used in: Collars, Sleeves, Pockets, Yokes.                  Introduction to draping; advantages and disadvantages</p>

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**Class – B.Sc Part 1 (Semester-1)**

**Subject: BFt 104: Fundamentals of Computer**

**Max Marks: 75**

**Maximum Time: 3 Hrs.**

<b>TILLMST-I</b>
<b>UNIT-I</b>
<p>Introduction to Computer:-Definition, Characteristics of computer, Generation of Computers, Capabilities and Limitations. Introduction to Operating System. Concept of Bios.</p> <p>Basic Components of a Computer System-Control Unit, ALU, Input/output functions and characteristics.</p> <p>Hardware: CPU, Primary and Secondary storage, I/O devices, Bus structure, Computer Peripherals - VDU, Keyboard, Mouse, Printer.</p> <p>Programming Languages: Machine Language, Assembly Language, High Level Language, Object Oriented Language</p>
<b>TILLMST-II</b>
<p>Tools of PowerPoint, word, excel. Spreadsheet programs and their uses. Types of network-LAN,WAN,MAN Using internet.</p> <p>Detail study of different tools of coral draw. Introduction to graphic and devices. Introduction to color theories.</p>
<b>TILLFINAL EXAM</b>
<p>Introduction to color Modes. Introduction to coral draw and basic tools.</p>

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3	Attendance	20%

**Class – B.Sc Part 1 (Semester-II)**

**Subject: 202 : Punjabi**

**Max Marks: 75**

**Maximum Time: 3 Hrs.**

<b>TILLMST-I</b>	
<p><b>ਭਾਗ-ੳ</b></p> <p>(1). ਸ਼ਬਦ ਪ੍ਰਬੰਧ: ਸ਼ਬਦ ਜੋੜਾਂ ਦੀ ਵਰਤੋਂ</p> <p>(ੳ) ਦੋ ਅੱਖਰੀ ਸ਼ਬਦਾਂ ਦੇ ਸ਼ਬਦ-ਜੋੜ                      (ਅ) ਤਿੰਨ ਅੱਖਰੀ ਸ਼ਬਦਾਂ ਦੇ ਸ਼ਬਦ-ਜੋੜ                      (ੲ) ਬਹੁ ਅੱਖਰੀ ਸ਼ਬਦਾਂ ਦੇ ਸ਼ਬਦ-ਜੋੜ</p> <p>(2). ਸ਼ਬਦਾਂ ਦੀਆਂ ਸ਼ਰੇਣੀਆਂ ਤੇ ਵਿਆਕਰਨਕ ਵਰਗਾਂ ਦੀ ਪਛਾਣ</p>	
<b>TILLMST-II</b>	
<p>(ੳ) ਸ਼ਬਦਾਂ ਦੀਆਂ ਸ਼ਰੇਣੀਆਂ ਦਾ ਸਿਧਾਂਤ, ਪਛਾਣ ਤੇ ਵਰਤੋਂ (ਨਾਂਵ, ਪੜਨਾਂਵ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ ਆਦਿ) (ਅ) ਵਿਆਕਰਨਕ ਵਰਗਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ (ਲਿੰਗ, ਵਚਨ, ਪੁਰਖ, ਕਾਲ ਆਦਿ)</p> <p>(1). ਸ਼ਬਦ ਬਣਤਰਾਂ ਤੇ ਵਿਆਕਰਨਕ ਇਕਾਈਆਂ ਦਾ ਸਿਧਾਂਤ ਤੇ ਵਰਤੋਂ                      (ੳ) ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰਾਂ ਦਾ ਸਿਧਾਂਤ, ਪਛਾਣ ਤੇ ਵਰਤੋਂ (ਅਗੇਤਰ, ਪਿਛੇਤਰ, ਸਮਾਸ, ਦੁਹਰੁਕਤੀ)</p>	
<b>TILLFINAL EXAM</b>	
<p>(ਅ) ਵਿਆਕਰਨਕ ਇਕਾਈਆਂ ਦਾ ਸਿਧਾਂਤ, ਪਛਾਣ ਤੇ ਵਰਤੋਂ (ਵਾਕੰਸ਼, ਉਪ-ਵਾਕ ਤੇ ਵਾਕ)                      (ੲ) ਸ਼ਬਦਾਂ ਦਾ ਵਿਆਕਰਨਕ ਮੇਲ: ਸਿਧਾਂਤ ਤੇ ਵਿਹਾਰ                      (2). ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ</p>	

**Mode of Assessment**

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**Class – B.Sc Part 1 (Semester-II)**

**Subject: BFT 201: COMMUNICATION SKILLS ENGLISH**

**Max Marks: 100**

**Maximum Time: 3 Hrs.**

<b>TILLMST-I</b>
<p>Communication its meaning and importance.                      One way and two way communication.                      Essentials of Good communications.                      Methods of communication, Oral, Written and Non-verbal.                      Barriers of communication, Techniques of overcoming Barriers.                      Concept of effective communication.                      Importance of non-verbal communication – Positive gestures, symbols and signs.                      All forms of written communication including – Drafting reports, notices, agenda notes, business correspondence, preparation of summaries and précis, circulars, representations, press release and advertisements.</p>
<b>TILLMST-II</b>
<p>Communication its meaning and importance.                      One way and two way communication.                      Essentials of Good communications.                      Methods of communication, Oral, Written and Non-verbal.                      Barriers of communication, Techniques of overcoming Barriers.                      Concept of effective communication.                      Importance of non-verbal communication – Positive gestures, symbols and signs.                      All forms of written communication including – Drafting reports, notices, agenda notes, business correspondence, preparation of summaries and précis, circulars, representations, press release and advertisements.</p>
<b>TILLFINAL EXAM</b>
<p>Writing applications –For business (e.g. applying for a loan, salary advance, refund etc), Job application</p>

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1	Mid Semester Test (MST)	40% (Average of 2 MST)
2	Written Assignments	40%
3	Attendance	20%

**Class – B.Sc Part 1 (Semester-II)**

**Subject: BFT203: FASHION STUDIES**

**Max Marks: 75**

**Maximum Time: 3 Hrs.**

<b>TILLMST-I</b>	
	<p>Fashion definition and its importance. Fashion evolution. Sources of fashion and fashion services. Classifications of fashion. Factors affecting fashion. Fashion cycle and length of fashion cycle. Fashion theory-trickle down, -trickle across, bottom-up theory.</p> <p>Fashion terminology – style, change, Trend, fashion cycle, fad classic, fashion trend, silhouette, texture, color, design, croqui, couture. Inspiration of Fashion Forecasting fashion-fabric, trend, style, color Brands and their influence on Forecasting</p>
<b>TILLMST-II</b>	
	<p>Fashion Shows</p> <p>Fashion weeks Development of Fashion stores in Indian market Career in fashion industry International Fashion centers- Paris, Milan, London, New-York Brief introduction to International Fashion Designers and their style statement- Versace, Giorgio Armani, Coco-Chanel, Paul Poiret, Christian –Dior, Indian Fashion Centers- Mumbai, Kolkata, Delhi</p>
<b>TILLFINAL EXAM</b>	

Sabyasachi Mukhrjee, Tarun Tahilliani, Ritu Kumar, Ritu Beri, Raghvendra Rathore

### Mode of Assessment

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1	Mid Semester Test (MST)	40% (Average of 2 MST)
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**Class – B.Sc Part 1 (Semester-II)**

**Subject: 204: TEXTILE SCIENCE– I**

**Max Marks: 74**

**Maximum Time: 3 Hrs.**

<b>TILLMST-I</b>
<p>Introduction to textile fiber,                      Classification of fibers based on their source and origin.                      Primary and secondary properties of textile fibers.                      Terminology - staple, filament, ginning, carding, combing, roving, drawing, lapping, slivering, wool, worsted and spinning                      Manufacturing and properties (Physical and Chemical) of natural fibers- cotton, linen, silk, wool                      Manufacturing and properties (Physical and Chemical) of manmade fibers- Cellulose Acetate, Nylon 6 &amp; 66, Polyester, Viscous Rayon, Acrylics and spandex</p>
<b>TILLMST-II</b>
<p>Introduction to Yarn-                      Classification of yarns.                      Simple yarns- single, multiply and cord yarns                      Novelty yarns- slub, spiral, boucle, grenalelle, nub, chennile                      Textured yarns- stretch yarns, bulk yarns                      Blended yarns</p> <p>Different types of Yarn spinning (mechanical spinning and chemical spinning – wet, dry and melt spinning)</p> <p>Yarn properties to fabric performance- yarn liner density, twist in yarn, twist direction and strength, Yarn count and yarn numbering system</p> <p>Introduction to fabric-                      Introduction of loom, parts &amp; its basic operations &amp; classification                      and Physical properties of fabric ( Fabric strength, abrasion resistance crease recovery, stiffness, drapability, static electricity, Thermal conductivity, air permeability, waterrepellency, thickness, shrink resistance, pilling resistance)</p>
<b>TILLFINAL EXAM</b>
<p>Fabric count                      Weaves                      Weaving terminology</p>

**Mode of Assessment**

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1	Mid Semester Test (MST)	40% (Average of 2 MST)
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3	Attendance	20%



**B.Sc-II(SEMESTER-III)**

**Paper: BFT 301**

**(2015-16)**

**Subject:: Textile Science-II**

**Max Marks: 74**

**Maximum Time: 3 Hrs.**

**TILLMST-I**

Weaves: Classification of weaves,  
Plain weave- Rib weave, Basket ,  
Twill- right handed twill, left handed twill, even & uneven twill  
Satin, Sateen  
Decorative weaves- Pile, Double cloth weave, leno, Swivel, Tapestry, Dobby and  
Jacquard weave, Backed fabrics

Introduction to knitting:  
Construction & properties of warp and weft knits  
Introduction to basic Knitting Machines  
Classification of knitted fabric-  
Study of rib, single jersey fabrics, interlock and purl fabrics

Other methods of fabric formation- Felting, knotting, Lace making and braiding

**TILLMST-II**

Blends- Definition, properties & blending process  
Processing, Properties and uses of Leather.  
Introduction to Technical Textiles

Preliminary treatments to fabric- Bleaching, Scouring, Desizing, Singeing and  
Degumming

Introduction to dyes and printing-  
Classification of dyes- Natural and Synthetic dyes.  
Methods of dyeing and printing- Direct, Discharge, Resist.

**TILLFINAL EXAM**

Finishes- Objective of finishes

Mechanical finishes- Shearing, Calendering, Tentering, Embossing, Napping, Weighting,  
Sizing.  
Chemical finish- Mercerizing, Crease resistant, water proof and water repellent, Flame  
proof.

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### Mode of Assessment

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1	Mid Semester Test (MST)	40% (Average of 2 MST)
2	Written Assignments	40%
3	Attendance	20%



**Class – B.Sc-Part II (Semester-III)**

**Subject: BFT302: Indian Textiles**

**Max Marks: 74**

**Maximum Time: 3 Hrs.**

<b>TILLMST-I</b>	
Tie and Dye- raw materials, major centers of tie and dye, design and patterns, color used, preparation and process	
Batik- raw materials, equipments required, design and patterns, color used, preparation and process	
Block printing- equipments required, design and patterns, color used, preparation and process	
Sanganeri Prints- raw materials, design and patterns, color used, preparation and process	
Styles and methods of painting - Madhubani, Parchitra & Pichwai	
Woven textiles of India-	
<ul style="list-style-type: none"> <li>i. Jamewar of Bengal</li> <li>ii. Patola of Gujarat</li> <li>iii. Brocade of Banaras</li> <li>iv. Chamba rumal of Himachal Pradesh</li> </ul>	
<b>TILLMST-II</b>	
Traditional embroideries of different regions of India with emphasis on texture, motifs, design and colors of the following-Phulkari of Punjab	
Kantha of Bangal	
Chikankari of Lucknow	
Sindhi of Gujarat	
Kasuti of Karnataka	
<b>TILLFINAL EXAM</b>	
Kashida of Kashmir	
Kantha of Bengal	

**Mode of Assessment**

<b>Mode of Assessment</b>		
<b>Sr. No.</b>	<b>Component</b>	<b>Weightage</b>
1	Mid Semester Test (MST)	40% (Average of 2 MST)
2	Written Assignments	40%
3	Attendance	20%



**Class – B.ScII (Semester-III)**

**Subject: BFT303: History of Indian Costumes**

**Max Marks: 74**

**Maximum Time: 3 Hrs.**

<b>TILLMST-I</b>	
<p>Ancient Indian civilization:</p> <ul style="list-style-type: none"> <li>• Indus valley.</li> <li>• Vedic period.</li> <li>• Gupta period.</li> <li>• Mughal period: - Costumes of Pre-Mughal, Mughal and Post-Mughal period.</li> <li>• British period: - Costumes of Pre-independence and Post-independence period.</li> </ul> <p>Evolution of Khadi movement</p>	
<b>TILLMST-II</b>	
<p>Traditional costumes of India:</p> <p>Costumes of Jammu &amp; Kashmir</p> <p>Costumes of Punjab</p> <p>Costumes of Haryana</p> <p>Costumes of Rajasthan</p> <p>Costumes of Madhya-Pradesh</p> <p>Costumes of West Bengal</p> <p>Costumes of Assam</p> <p>Costumes of Maharashtra</p>	
<b>TILLFINAL EXAM</b>	
<p>Costumes of Tamil Nadu</p> <p>Costumes of Kerala</p> <p>Costumes of Karnataka</p>	

**Mode of Assessment**

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1	Mid Semester Test (MST)	40% (Average of 2 MST)
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**Subject: BFT401: Environmental and Road Safety Awareness****Max Marks: 100****Maximum Time: 3 Hrs.****TILLMST-I**

The multidisciplinary nature of environmental studies. Definition, scope and importance

- Concept of Biosphere – Lithosphere, Hydrosphere, Atmosphere.

Need for public awareness

Natural Resources – Renewable and non-renewable resources.

- Natural resources and associated problems.
  - a) Forest resources: use and over exploitation, deforestation and its impact.
  - b) Water resources: use and overutilization of surface and ground water and its impact.
  - c) Mineral resources: use and effects on environment on over exploitation.
  - d) Food resources: Effects modern agriculture, fertilizer-pesticide problem, water logging and salinity.
  - e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy resources.
  - f) Role of an individual in conservation of natural resources for sustainable development.

Ecosystems

- Ecosystem and its components: Definition, structure and function; producer, consumer and decomposer.
- Types of Ecosystem (Introduction only)
- Food Chains, food web and ecological pyramids
- Biodiversity and conservation
- Introduction – Definition: genetic, species and ecosystem diversity, value of biodiversity.
- Hot spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India.

Conservation of Biodiversity

**TILLMST-II**

Environmental Pollution

- Definition, causes, effects and control measures of
  - a) Air pollution
  - b) Water pollution
  - c) Soil pollution
  - d) Marine pollution
  - e) Noise pollution
  - f) Thermal pollution
  - g) Nuclear hazard
  
- Role of an individual in prevention of pollution.
- Solid waste management: vermin-composting.
- Disaster management : Floods, earthquake, cyclone and landslides and the Environment Social Issues
- Urban problems related to energy.
- Water conservation rain water harvesting, water shed management.
- Resettlement and rehabilitation of people: its problems and concerns.
- Climate changes, global warming, acid rain, ozone layer depletion.
- Consumerism and waste products.
- Population explosion – Family welfare programme
- Introduction to Environmental Protection Laws in India
- Environmental Protection Act.
- Air (Prevention and control of pollution) Act.
- Water (Prevention and Control of pollution) Act.
- Wild life Protection Act.
- Forest Conservation Act.

Issues involved in the enforcement of environmental legislation.

**TILL FINAL EXAM**

Road safety Awareness

- Concept and significance of Road safety.
- Traffic signs.
- Traffic rules.
- Traffic Offences and penalties.
- How to obtain license.

**Mode of Assessment**

<b>Mode of Assessment</b>		
<b>Sr. No.</b>	<b>Component</b>	<b>Weightage</b>
1	Mid Semester Test (MST)	40% (Average of 2 MST)
2	Written Assignments	40%
3	Attendance	20%



**Max Marks: 74**

**Maximum Time: 3 Hrs.**

<b>TILLMST-I</b>
<p><b>Costumes of the Ancient World (300 B.C.-300A.D.)</b> Mesopotamia, Egypt, Greece &amp; Rome</p> <p><b>Costumes of the Middle Ages (300 A.D.-1500 A.D.)</b> Byzantine</p> <p><b>English Costumes:</b> English costumes during middle ages: Early middle ages. Late middle ages.</p> <p><b>Renaissance in Italy</b> Mannerism — 16th century. Baroque — 17th century to 18th century. Rococo — mid-18th century.</p>
<b>TILLMST-II</b>
<p><b>The French costume</b> Renaissance in France(1500 A D) Renaissance in France(1600 A D) Renaissance in France(1700 A D)</p> <p><b>The French revolution and thereafter (1790 A.D.-1900 A.D.)</b> The Directoire and Empire period (1790 A.D.-1820 A.D.) The Romantic period (1820 A.D.-1850 A.D.)</p>
<b>TILLFINAL EXAM</b>
<p>The Crinoline period (1850 A.D.-1869 A.D.) The Bustle period (1870 A.D.-1900 A.D.)</p>

**Mode of Assessment**

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1	Mid Semester Test (MST)	40% (Average of 2 MST)
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3	Attendance	20%

**Subject: BFT403: Apparel Manufacturing Technology****Max Marks: 74****Maximum Time: 3 Hrs.**

<b>TILLMST-I</b>
<p>Organization of Apparel industry. Structure and sectors of Apparel industry. Factors affecting the structure</p> <p>Design department-forecasting, designing, collection planning. Sampling department- Pattern making, grading and sampling technology, construction of sample garment.</p>
<b>TILLMST-II</b>
<p>Marketing department- calendar, pricing, product planning, costumer, merchandising and sale.</p> <p>Purchase department- supplies, prices, store keeping, inventory management.</p> <p>Finance department- Information management, administration, costing, budgeting.</p> <p>Dispatch department</p>
<b>TILLFINAL EXAM</b>
<p>Garment Inspection using different methods.</p> <p>Applying quality assurance programmers in fabric department, cutting, production and finishing department</p>

**Mode of Assessment**

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3	Attendance	20%

**Subject: BFT 404: Computer Aided Fashion Design-I****Max Marks: 74****Maximum Time: 3 Hrs.**

<b>TILLMST-I</b>	
Introduction to Corel draw and tools. Importance and Uses of Corel Draw for Designers.	
Bitmap and Vector Images	
Application of various textures and Patterns.	
Drawing of fashion figure using different tools.	
Knowledge of export/save graphics.	
Create textures, prints design in Corel.	
Colour Palette and printing	
<b>TILLMST-II</b>	
Introduction to Photoshop and its importance	
Tools of Photoshop	
Opening the Photoshop	
<b>TILLFINAL EXAM</b>	
Concept of Path, layers	
Creating logos, collage, brochures, fliers, story board, mood board, labels, visiting cards.	

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1	Mid Semester Test (MST)	40% (Average of 2 MST)
2	Written Assignments	40%
3	Attendance	20%

**B.Sc-III(SEMESTER-V)**

**Paper: BFT-501**

**(2015-16)**

**Subject: FASHION MARKETING**

**Max Marks: 100**

**Maximum Time: 3**

**Hrs.**

<b>TILLMST-I</b>	
<ul style="list-style-type: none"> <li>• Introduction to marketing: its nature, scope and importance in garments industry.</li> <li>• Meaning of fashion market.</li> <li>• Marketing planning and processes.</li> <li>• Marketing terminology: Market, niche market, target customer, vendor, supplier, Franchise, market research, sales, brand equity, market share etc.</li> <li>• Fashion market and marketing environment.</li> <li>• Factors affecting fashion industry.</li> <li>• Basic theories of fashion.</li> </ul>	
<b>TILLMST-II</b>	
<ul style="list-style-type: none"> <li>• Product mix</li> <li>• Pricing –Economic concepts and objectives of pricing</li> <li>• Target market.</li> <li>• Trend reports-bloc note, Tobe report.</li> <li>• Lying buying v/s trend buying.</li> <li>• 4 P's for marketing.</li> <li>• Market plan, purpose and product feature.</li> </ul>	
<b>TILLFINAL EXAM</b>	
<ul style="list-style-type: none"> <li>• Market research.</li> <li>• User's buying behavior.</li> <li>• Marketing communication.</li> <li>• Technological influence on fashion marketing.</li> <li>• Distribution System: channels and choice of distribution system</li> </ul>	

**Mode of Assessment**

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<b>TILLMST-I</b>
<b>UNIT-I</b>
<ul style="list-style-type: none"> <li>• Describe basic fashion industry terms like retail, buyer, merchandise, merchant etc.</li> <li>• Work flow in a fashion industry through different departments.</li> <li>• Describe and compare classifications of fashion.</li> <li>• Segments of fashion industry.</li> <li>• Apparel: Women's Men's and Children's.</li> <li>• Women's wear markets, history and growth, classifications, price points, size specialization - selling seasons - promoting women's wear.</li> <li>• Men's wear markets, classifications, size specialization - selling men's wear.</li> <li>• Children's wear-classifications, size classifications, price lines - promoting children's wear.</li> <li>• Fashion accessories and intimate apparel.</li> </ul>
<b>TILLMST-II</b>
<ul style="list-style-type: none"> <li>• Retail operations.</li> <li>• Compare the following retail operations:             <ul style="list-style-type: none"> <li>· Department stores</li> <li>· Describe operational store policies</li> <li>· Customer service.</li> <li>· Selling services</li> </ul> </li> </ul>
<b>TILLFINAL EXAM</b>
<ul style="list-style-type: none"> <li>• Promotional activities.</li> <li>• Compare operational store policies of various selected retail operations. Describe the importance of location, exterior and interior</li> </ul>

**Mode of Assessment**

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**Subject: BFT 601: FASHION MERCHANDISING**

**Max Marks: 100**

**Maximum Time: 3**

**Hrs.**

<b>TILLMST-I</b>	
<ul style="list-style-type: none"> <li>• Define merchandising and its application to the Fashion industry.</li> <li>• Explain target market and describe in terms of fashion market.</li> <li>• Demographics and psychographics.</li> </ul> <p>Describe merchandising policies according to:</p> <ul style="list-style-type: none"> <li>• Fashion cycle.</li> <li>• Quality of product.</li> <li>• Price of product.</li> </ul>	
<b>TILLMST-II</b>	
<ul style="list-style-type: none"> <li>• Depth and breadth of brand.</li> <li>• Demographics, psychographics and global impacts.</li> <li>• Merchandising policies.</li> <li>• Planning and Preparation</li> </ul>	
<b>TILLFINAL EXAM</b>	
<ul style="list-style-type: none"> <li>• Strategies &amp; terminology.</li> <li>• Describe a specific target market.</li> </ul> <p>Outline and plan a merchandising policy for the target market</p>	

**Mode of Assessment**

<b>Mode of Assessment</b>		
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1	Mid Semester Test (MST)	40% (Average of 2 MST)
2	Written Assignments	40%
3	Attendance	20%

**SUBJECT: BFT-602: PERSONALITY & CLOTHING****Max Marks: 100****Maximum Time: 3 Hrs.**

<b>TILLMST-I</b>
<ul style="list-style-type: none"> <li>• Definition of Personality.</li> <li>• History and theories of clothing</li> <li>• Factors affecting selection of clothing-age, season, income, fashion, occasion, culture, religion, Figure, Profession.</li> <li>• Clothing psychology-sloppy, Designer, Skimpy, Business, Flashy, Drab, Athletic, Goth, Casual.</li> </ul>
<b>TILLMST-II</b>
Clothing according to personality-Dainty, Sturdy Dramatic, Demure, Dignified, vivacious.
<b>TILLFINAL EXAM</b>
<ul style="list-style-type: none"> <li>• Relation of clothing to physical and mental health of wearer.</li> <li>• Personality make over and clothing.</li> </ul>

**Mode of Assessment**

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2	Written Assignments	40%
3	Attendance	20%

