

Name of Programme : Dress Designing and Garment Manufacturing

Programme Code : 01/21/15/08

Name of Course : Mini Project

Course Code : DD381

Teaching Scheme:

	Hours / Week	Total Hours
Theory	1	16
Term work / Practical	1	16

Evaluation:

	Progressive Assessment	Semester End Examination			
		Theory	Practical	Oral	Term work
Marks	--	--	--	25	25

Course Aim:

The Mini Project work is included in the curriculum to encourage the students to undertake and tackle an independent problem related to Dress Designing and Garment Manufacturing field. The project also comprises of literature survey of a problem assigned.

Course Objectives:

Students will be acquainted with the skill required for independent thinking and applications to a problem where he can develop in himself, self reliance. After completing the project work.

The student will be able to:

- Work independently as a leader as well as member of a team.
- Collect data and prepare a report of these activities.
- Use and integrate knowledge of different Courses to prepare working Samples
- Make simple designs according to data collected with the help of handbooks, standard data books, etc.

Course Content: (A) Mini Project

Sr.No	Topic / Subtopic	Practical
1	Mini Project	The students will select a topic related to any course in the curriculum and submit a report of the work done. The Project work will be done by a group of 4 to 6 students. Oral will be based on term-work.

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Name of Programme : Dress Designing and Garment Manufacturing
Programme Code : 01/02/03/04/05/06/07/08
Name of Course : Graphic Design.
Course Code : DD382

Teaching Scheme –

	Hours / Week	Total Hours
Theory	1	16
Term Work / Practical	3	48

Evaluation –

	Progressive Assessment	Theory	Practical	Oral	Term work
Duration	-	-	03	-	-
Marks	-	-	50	-	50

Course Aim –

The course provides the use and discussion of the values of Computer Aided Designing. As clothing & designing is an inseparable part of any current course, which is preparing student for a career in fashion industry & in the designing market. This gives the knowledge in achieving skills for applying Computer Aided Designing in the field of Designing & manufacturing.

Course objective – Student will be able to –

- Explore their ideas for stylized drawing with the application of different tools of Corel-Draw & Photoshop.
- Suggest modification to existing manual system & develop alternative System through advance technology to improve performance.
- Know integrated fashion & information technology in a meaningful way to cope up with the competitive nature of global market.
- .Knowledge of different Corel Draw Tools
- Knowledge of different Photo Shop Tools
- Effective presentation by using Power Point

Course Contents-

Sr. No.	Topic / Subtopic	Hour	Weight age	Practical
1.	<p>Introduction to Corel – Draw</p> <p>A) Different types of Tools</p> <p>B) Introduction to Menu bar Property bar & Standard bar.</p> <p>C) Tools – Pick tool, Brush, Zoom, Hand tool, Bezier tool, Pen tool, Rectangle tool, Ellipse tool, Graph paper, Basic shapes, Text tool, Blend tool, Eyedropper tool, Paint bucket, Outline pen, Dialog fill tool, Interactive fill tool, Mesh fill tool etc.</p>	08		<p>Introduction to different Tools used in Corel – Draw</p> <p>A) Drawing Different Types of Collars.</p> <p>B) Drawing Different Types of Sleeves.</p> <p>C) Drawing Different Types of Tops.</p> <p>D) Drawing Different Types of Skirts & Trousers</p> <p>E) Drawing Accessories</p> <p>F) Drawing Figure Models & Draping with Textures.</p>
2.	<p>Introduction to Photoshop</p> <p>A) Explanation of different tool used in Photoshop.</p> <p>B) Tools – Move tool, Marquee, Lasso tool, Magic wound, Crop, Slice, Paintbrush, Airbrush, Pattern stamp / Clone stamp, Eraser, Gradient, Dodge, Blur, Path Component, Pen tool, Rectangle, Notes, Eyedropper tool, Hand tool, Zoom tool etc.</p>	08		<p>Introduction to Different Tools used in Photoshop.</p> <p>A) Designing Brochure for Boutiques.</p> <p>B) Boutiques.</p> <p>C) Applying background effects which are prepared in Corel – Draw.</p> <p>D) Making Leaf lets</p> <p>E) Designing Advertisement for Apparel Show Room.</p> <p>F) Designing front page of magazine (Related to Fashion Designing)</p> <p>Present any two Assignments through Power Point.</p>

Reference Books

Author	Title	Publisher
Beazley Allson	Computer Aided pattern design & production	Blackwell
McKelvey & Munslow	Illustrating Fashion	Blackwell
Aldrch Winifred	CAD in Clothing	Anneces Plus Lonon

Learning Resources – Computer, LCD etc.

Instructional Strategy

Sr. No.	Topic	Instructional Strategy
1.	Introduction to Corel-Draw	Theoretical + Practical treatment
2.	Introduction to Photoshop	Theoretical + Practical treatment

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Name of Programme : Dress Designing and Garment Manufacturing
Programme Code : 01/02/03/04/05/06/07/08
Name of Course : Surface Ornamentation Techniques
Course Code : DD383

Teaching Scheme –

	Hours / Week	Total Hours
Theory	02	32
Term Work / Practical	04	64

Evaluation –

	Progressive Assessment	Theory	Practical	Oral	Term work
Duration	-	-	04	-	-
Marks	-	-	100	-	50

Course Aim –

The course explores the knowledge in rapidly growing field of arts and crafts, which embraces various methods of ornamentation of a woven fabric. Each chapter in the course deals with various techniques, which presents different method of applying a design or pattern to a piece of cloth.

Course objective – Student will be able to –

- Learn the ancient art of surface adornment and incorporate functional elements in strengthening and repairing fabric by patchwork, quilting and appliqué.
- Make attractive and delicate hems using latest and fancy trimmings such as crochet.
- Know how to develop fabric texture through smocking.
- Make use of various techniques to prepare articles by using techniques like macramé, crochet, quilting etc.
- Adorn garments with the techniques of dying & printing.
- Knowledge of Yarn Craft
- Technigue of embellishing dull Texture to the bright one

Course Content –

Sr. No.	Topic / Subtopic	Hours	Weight age	Practical
1.	Patch – work a) Introduction to patch – work b) Patch – work basics c) Types of patch – work d) Fabrics and equipments, e) Influence of color and texture on patchwork.	05		Patchwork a) Making different types of Patchwork. b) Making Templates, Layout. c) Choosing joining sequence. d) Using Block unit Patchwork.
2.	Applique a) Introduction to Applique b) Types of Applique <ul style="list-style-type: none"> • Applique by hand • Applique by machine Reverse Applique (sun blas applique)	04		Applique a) Making Templates b) Cutting Appliques c) Applique by hand d) Reverse Applique (sun blasé applique)
3.	Quilting A) Introduction to Basic Hand and Machine Quilting techniques B) Tools and Equipments C) Types of Quilting <ul style="list-style-type: none"> a) Padded Quilting b) Corded Quilts c) Finishing edges 	04		Quilting a) Quilting by Hand & by Machine b) Padded Quilting c) Corded Quilting
4.	Smocking a) Introduction to Smocking b) Types of Smocking	03		Smocking a) Different Smocking Stitches

5.	<p>Introduction to Dyes</p> <p>A) Tie & Dye</p> <ul style="list-style-type: none"> a) History of Tie & Dye b) Introduction to Dyes c) Types of Dyes d) Preparation of Dyeing e) Different methods of Tying, Dyeing (Single, Double & Triple color) <p>B) Batik</p> <ul style="list-style-type: none"> a) History of Batik b) Materials required c) Preparation before d) Dying e) Dyeing Procedure (Single, Double & Triple color) 	08		<p>Preparing samples of Tie & Dye</p>
6.	<p>Crochet</p> <p>A) Introduction to Crochet</p> <p>B) Crochet Basics</p> <ul style="list-style-type: none"> a) Crochet Terminology b) Basic Crochet Rules, c) Different Crochet Stitches. d) Shaping – Increasing , Decreasing 	05		<p>Crochet</p> <p>A) Forming Elementary Stitches</p> <ul style="list-style-type: none"> a) Chain, Turning Chains Single Crochet, Half Double Crochet, Double Crochet, Triple Crochet, Double Triple Crochet, Slip Stitch. b) Working Geometrical Shapes like, Circle, Square, Octagon
7.	Macrame	03		Macrame

	A) History of Macrame B) Terms & Abbreviations C) Larks Head Knot D) Double Half Stitch E) Shaping with Double F) Half Stitch			Larks Head Knot, Double Half Stitch, Shaping with Double Half Stitch, Square Knot, Gathering Square Knot Fringing
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Reference Books

Author	Title	Publisher
	Complete Guide to Needle Work	Readers Digest
McCalls	McCalls Needle Work Treasury learn & Make book	Random House
Amanda O' Neil	Needle Work & Sewing Technique (The Complete Encyclopedia)	London Crange Books
Georges A.S.	Patchwork, quilting & Applique	
Singer	Quilted Project & Garment	Singer
Rsall Cavendish	Stitch by Stitch	N. Y. Torstar Books
Dittrick Mark	Designs Crochet	N. York Hawthon
Roopen	Batik design	
K Prakash	Patchwork & Applique	
Corwin Judith Hopmgn	Easy to make Applique Quilts for Children	
Dawason Pam	Complete Guide to Crochet	London Marshall
Shenal	Technology of Dying	Ambedkar Road Bombay

Learning Resources- Magzines,Articles and images from internet

Instructional Strategy

Sr. No.	Topic	Instructional Strategy
1.	Patch – work	Theoretical + Practical treatment
2.	Applique	Theoretical + Practical treatment
3.	Quilting	Theoretical + Practical treatment
4.	Smocking	Theoretical + Practical treatment
5.	Introduction to Dyes	Theoretical + Practical treatment

6.	Crochet	Theoretical + Practical treatment
7.	Macrame	Theoretical + Practical treatment

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Name of Programme : Dress Designing and Garment Manufacturing
Programme Code : 01/02/03/04/05/06/07/08
Name of Course : Pattern Making & Apparel Construction – I
Course Code : DD384

Teaching Scheme –

	Hours / Week	Total Hours
Theory	2	32
Term Work / Practical	7	112

Evaluation –

	Progressive Assessment	Theory	Practical	Oral	Term Work
Duration	-	-	06	-	-
Marks	-	-	100	-	100

Course Aim –

This course provides the different structural techniques for various indo western fashion patterns. It also gives the knowledge & skills for apparel construction by using different techniques, to evaluate fitting appearance of garment with correct notions and supplies.

Course Objective – Students will be able to –

- Adapt changes on basic patterns and develop various stylized paper pattern.
- Develop good judgments for advanced patterns with respect to cutting paper pattern.
- Draft Indian as well as Western garments such as Blouse, Shirt, Culottes, Kurta etc.

Course Content -

Sr. No.	Topic / Subtopic	Hour	Weight age	Practical
1.	Drafting of Shirt Block A) Ladies Shirt B) Gents Shirt	10		Cutting & Stitching of following patterns (Any One) A) Ladies Shirt

				B) Gents Shirt
2.	Drafting of Culottes. A) Plain Culottes B) Flared Culottes C) c) Pleated Culottes	06		Cutting & Stitching of following patterns (Any One) A) Plain Culottes B) Flared Culottes C) Pleated Culottes
3.	Drafting of Sari Blouse	05		Cutting & Stitching of Sari Blouse
4.	Drafting of Kurta A) Kalidar Kurta – Square gusset, placket & pocket B) Gored Kameez- with panels	05		Cutting & Stitching of following patterns (Any One) A) Kalidar Kurta B) Gored Kameez- with panels
5.	Pattern Alteration A) Introduction of Alteration a) Method for Advance Alteration b) Make a Shell c) Judging the Fit B) Neck Line Alterations a) Tight & too Loose b) Necking c) Large Necking d) Gaping Necking e) Large Neckline f) Gaping Neckline C) Shoulder Alterations a) Sloping b) Square c) Narrow d) Broad Shoulders	06		1.4 Scale size actual alterations should be experimented for A) Neck line alterations B) Shoulder alterations C) Bust alterations D) Back alteration E) Armhole & sleeve alterations, F) Protruding hip bones. G) Derriere alterations H) Pant adjustments (Basic pattern set).

D) Bust Alterations

- a) Hollow
- b) Pigeon Bust
- c) High Bust
- d) Low Bust
- e) Large Cup
- f) Small Cup

E) Back Alterations

- a) Broad
- b) Narrow
- c) Round
- d) Erect Back

F) Armhole & Sleeve Alterations

- a) High or Tight Armholes
- b) Gaping Armhole
- c) Sleeve too Tight (Large
- d) Elbows)
- e) Too Loose (Heavy
- f) Upper Arm)
- g) Sleeve Cap Rise

G) Protruding Hip Bones

(For Skirts Only)

- a) One High Hip
- b) Sway Back

H) Derriere Alterations

- a) Round or Flat Derriere
- b) Sway Back

I) Pant Adjustments

- a) Basic Alterations for Length

	and Depth of Crotch b) Round or Flat Derriere c) Smiles and Frowns on pants Large Abdomen.			
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Reference Books

Author	Title	Publisher
Winifred Aldrich	Metric pattern Cutting for Women's Wear	Blackwell
Armstrong	Pattern Making	
Mactaggart Ann	Dress Making Skills	London Batsford
Heinemmm Gisella	Skirts Sew your Own	Willow Books
Natalie Bray	Dress Fitting	Blackwell
Hilman G	Fashion Cutting Made Easy	Om Book
	Complete Guide to Swing	Reader's Digest
Anna Jacob Thomas	Art Of Sewing	UBSPD

Learning Resources – Machines, Size Chart, Dress Forms, and Books etc.

Instructional Strategy

Sr. No.	Topic	Instructional Strategy
1.	Drafting of Shirt Block	Theoretical + Practical Treatment
2.	Drafting of Culottes	Theoretical + Practical Treatment
3.	Drafting of Sari Blouse	Theoretical + Practical Treatment
4.	Drafting of Kurta	Theoretical + Practical Treatment
5.	Pattern Alteration	Theoretical + Practical Treatment

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Name of Programme : Dress Designing and Garment Manufacturing
Programme Code : 01/02/03/04/05/06/07/08
Name of Course : Pattern Making & Apparel Construction – II
Course Code : DD385

Teaching Scheme –

	Hours / Week	Total Hours
Theory	02	32
Term Work / Practical	07	112

Evaluation –

	Progressive Assessment	Theory	Practical	Oral	Term Work
Duration	-	-	06	-	-
Marks	-	-	100	-	100

Course Aim – This course provides the students to dare for most exciting changes in shapes & lines which will lead to creative decision allied to sound reasoning of stylized western line garments especially for men & Women.

As well as for garment construction by using different techniques to evaluate fitting appearance of garment with correct notions and supplies.

Course Objective – The students will be able to –

- Select appropriate materials suitable for the garment.
- Know how to cut garment by doing economical layout.
- Incorporate special seams and seam finishes in an outfit.
- Add finishing touch and estimate the price of garment.

Course content –

Sr. No.	Topic / Subtopic	Hours	Weight age	Practical
1	Drafting of Lingerie Block	08		Cut & Stitch following patterns(Any One) a) Camisole Top b) Strapless Top

				c) Halter Top
2	Drafting of Trouser /Jeans Block Ladies Block	08		Cut & Stitch following patterns(Any One) a) Trouser Block b) Jeans Block
3	Drafting of T-shirt Block a) Drafting of T-shirt with Raglan Sleeve & Polo collar. b) Casual T-shirt Drafting of Cowl Top	08		Cut & Stitch following patterns(Any One) a) T-shirt with Raglan Sleeve & Polo Collar b) Casual T-shirt c) Cowl Top
4	Drafting of Traditional Outfit a) Indian Outfit b) Western Outfit	08		Cut & Stitch following (Any One) a) Indian Outfit b) Western Outfit

Note-Couture Finishing shall be used

Reference Books

Author	Title	Publisher
Anna Jacob Thomas	Art of Sewing	UBSPD
Aldrich W	Metric Pattern Cutting	Blackwell
Agnes Warburton	Dress Making in Picture	Batsford London
Jan eaten	Encycolopedia of Sewing Techniques	
Reader's Digest	Complete guide to Sewing	Reader's Digest
Bray N	Dress Fitting Basic Principles & Practice	Blackwell

Learning Resources – Books, Dress Forms, Magazines, Size chart etc.

Instructional Strategy –

Sr. No.	Topic	Instructional Strategy
1.	Drafting of Lingerie Block	Theoretical + Practical treatment
2.	Drafting of Trouser /Jeans Block	Theoretical + Practical treatment
3.	Drafting of T-shirt Block and Cowl Top	Theoretical + Practical treatment
4.	Drafting of Traditional Outfit	Theoretical + Practical treatment

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Name of Programme : Dress Designing and Garment Manufacturing
Programme Code : 01/02/03/04/05/06/07/08
Name of Course : Fashion Illustration- I
Course Code : DD386

Teaching Scheme –

	Hours / Week	Total Hours
Theory	01	16
Term Work / Practical	04	64

Evaluation –

	Progressive Assessment	Theory	Practical	Oral	Term work
Duration	-	-	04	-	-
Marks	-	-	100	-	100

Course Aim –

This course explores the creativity by manually drawing different poses with proportion and show how to draw the figure from different angles with live draping including many stylized poses and to produce working drawing suitable for pattern development and illustration. It explores the use of templates, sources in developing the composition of an illustration.

It also provides glamorize elongation of proportion, which will serve as a guide when designing & positioning relative details.

Course Objective – The student will able to –

- Sketch body details in stylized and realistic ways.
- Draw a human body proportionately with the help of proper aid of measuring i.e. multiples of head length.
- Experimenting with new material to achieve different Draping effects
- Build up Confidence by studying shade light effects for different Angles
- Produce quick sketches when developing new ideas
- Built up the ability of designing outfit as per theme and presenting a wardrobe collection with accessories

Course Content

Sr. No.	Topic / Subtopic	Hours	Weight age	Practical
01	Human Anatomy a) Difference Between Human Figure and Fashion Figure Developing own Style	06		Human Anatomy a) Croquis Manipulation 10 Head to 12 Head b) 12 Head Mechanical Croquis, Fleshing of Croquis Developing own Style a) Fashion/Stylized Figure
02	Live Human Sketching	02		Live Human Sketching a) Depiction of 3D and shadows in Different Angles
03	Draping	03		Draping on to Dummies – Live Drawing a) Fabric study of different materials on dummy to understand draping of different fabrics. (Woven, Knit, Non Woven, Printed, Plain) B) Clothing Composition on Figure – Combining various garment detail like Silhouette, length,

				drapes, fold , motion and shadow etc. For various fabric detailing and understand the way fabric fall onto the body.
04	Wardrobe Planning	05		Design and Render Wardrobe Collection with Accessories (Any one) <ol style="list-style-type: none"> 1. Men 2. Women 3. kids Technical drawing or Flat Sketches of pattern Showing Construction Details

Reference Books

Author	Title	Publisher
Kojiro Kuma Gai	Fashion Illustration	Japan Cnophic
Anne Allen, Julian Seaman	Fashion Drawing	Om Book
Patrick John Ireland	Fashion Design Illustration	Thomas Hudson London
Drake. H	Fashion Illustration Today	Edgalgotia & Sons
Patrick John Ireland	Fashion Designing Drawing & Presentation	A Pergie
Mckel	Illustration Fashion	Blackwell

Learning Resources – Chalk, Board, Books, Charts, Photographs, Colors, PPT, Sketch Book etc.

Instructional Strategy

Sr. No.	Topic	Instructional Strategy
1.	Human Anatomy	Theoretical + Practical treatment
2.	Live Human Sketching	Theoretical + Practical treatment
3.	Draping	Theoretical + Practical treatment
4.	Wardrobe Planning	Theoretical + Practical treatment

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Name of Programme : Dress Designing and Garment Manufacturing
Programme Code : 01/02/03/04/05/06/07/08
Name of Course : Fashion Illustration – II
Course Code : DD387

Teaching Scheme –

	Hours / Week	Total Hours
Theory	01	16
Term Work / Practical	04	64

Evaluation :

	Progressive Assessment	Theory	Practical	Oral	Term Work
Duration	-	-	04	-	-
Marks	-	-	100	-	100

Course Aim –

This course explores the creativity by manually drawing different poses with proportion and show how to draw the figure from different angles including many stylized poses, which provides the knowledge of presenting the ideas through different Medias such as pencil, charcoal, ink, collage etc. Students are taught different ways of presenting ideas with sketching and to produce working drawing suitable for pattern development and illustration. It explores the use of templates, sources in developing the composition of an illustration.

Course Objective – Students will be able to –

- Know relation between proportion and costume while doing designing.
- Produce quick sketches when developing new ideas and when presenting a collection.
- Build up the ability of designing outfit as per the theme & profession giving suitable accessories.
- Apply the knowledge of visual illusion ,using cuts in clothing by using color and Texture
- Knowledge of Developing stylized figure

Course Content –

Sr. No.	Topic / Subtopic	Hours	Weight age	Practical
1.	Constructing Figure	04		Constructing Figure- a)Rapid Sketch/Free Hand Sketch b)Stick Figure(Using Stick) c)One Stoke Painting Figure
2.	Visual Illusion	06		a) Visual illusion b) Render suitable designs for different figure types to overcome abnormalities. c) Dos & Don'ts for Design Application to all types of figure, such as Tall & Thin, Tall & Stout, Short & Stout, Short & Slim etc. d) Creating illusion by using Color & Texture
3.	Relation between Proportion and Costume.	06		Design and render the following nine wears with accessories by using different media and Background (Page Composition, Optical illusion) Lingerie, Casual Wear, Evening Wear, Bridal Wear, Sports Wear, Beach Wear, Office Wear Media Techniques – Pencil, Ink, Charcoal, Water color, Pastel, Gouache Ink, Oil Colors, Mixed techniques etc.

Reference Books

Author	Title	Publisher
Patrick John Ireland	Fashion design Illustration Women	Om Book International
Patrick John Ireland	Fashion Design Illustration Children	Om Book International
Patrick John Ireland	Introduction to Fashion Design	
Allen A	Fashion Drawing	Om Book
John Ireland	Fashion Design Drawing and Presentation	Om Book
Kojiro Kumagai	Children's Fashion Illustration	
	www.fashion_templates.com/about/technical	
MCKEL	Illustration Fashion	Black Well
Nancy Rielgelman	9 heads	9 heads Media
Kinnidy	Pucci Renaissance in Fashion	Kennedy

Learning Resources – Books, Magazines, Photographs, LCD etc.

Instructional Strategy

Sr. No.	Topic	Instructional Strategy
1	Constructing Figure	Practical treatment
2	Visual Illusion	Practical treatment
3	Relation between Proportion and Costume.	Practical treatment

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Name of Programme : Dress Designing and Garment Manufacturing
Programme Code : 01/02/03/04/05/06/07/08
Name of Course : Fashion Studies
Course Code : DD388

Teaching Scheme –

	Hours / Week	Total Hours
Theory	03	48
Term Work / Practical	-	-

Evaluation –

	Progressive Assessment	Theory	Practical	Oral	Term Work
Duration	-	-	-	-	-
Marks	10	40	-	-	50

Course Aim –

The course fashion merchandizing practice gives information about the responsibilities of fashion buying and merchandizing & also provides guidelines for effective fashion buying and merchandizing practice. The course stimulates the interest and encourage regarding the profession in order to obtain broader point of view.

Course Objective – Student will be able to –

- Introduce various fashion terminologies, examine the components of fashion and explain why fashion is always subject to change.
- Explore the manner in which economic, sociological, and psychological factors influence fashion demand.
- Understand the rhythmic changes in silhouette, the cyclical movement of fashion and predict the fashion trends with relative accuracy.
- Explain how fashion starts the role and responsibility of designer's, manufacturers and retailers the major theories in relation to fashion adaptation.

Course Content –

Sr. No.	Topic / Subtopic	Hours	Weight age	Practical
1.	<p>The Nature of Fashion</p> <p>a) Definition of Fashion</p> <p>b) The terminology of fashion- Fad, Style, Design, Classic,Trend,Brand,Knock- off,Details,Fashion Image,Fashion Innovators,Fashion Co- ordinator,Boutique,Pret-à-Porter,Haute Couture,Apparel,Buyers,Chic,Collection, Consumer, Custome Made,Enterprenuer, Fashiobn Merchandizing,Sample Garment,Warranty,Guarantee.</p> <p>c) Components of fashion</p> <p>d) Principles of fashion</p>	10	10	
2.	<p>The Movement of Fashion</p> <p>a) The fashion cycle</p> <p>b) Length of Fashion Cycle</p> <p>c) Breaks in the Fashion Cycle</p> <p>d) Long and Short run fashion</p> <p>e) Intangibles of fashion</p>	10	10	
3.	<p>The environment of Fashion</p> <p>a) Market segmentation by Geographic's, de-mographics , psychographics and behavior.</p> <p>b) The degree of economic development and well-being of a country of society.</p> <p>c) The sociological characteristics of the class structure.</p> <p>d) The psychological attitudes of consumers.</p>	10	08	
4.	<p>1)Theories of Fashion adoption</p>	08	06	

	a) Upward b) Downwards c) Horizontal 2) Fashion Leaders 3) Fashion followers 4) Leaders of Fashion a) Birth of Fashion b) The Designers Role c) Manufacturers Role d) Retailers Role			
5.	a) Fashion centers b) Fashion studios Designer c) Study of Indian Designer d) Study of International Designer	10	06	Study and collection of National and International Designer with PowerPoint Presentation(Any Ten)

Author	Title	Publisher
Sidney Packard	Fashion Buying and Merchandizing	
Diamond J.	Retail Buying	
Calasibetta C.	Fairchild Dictionary of Fashion	Om Book
Frings Gini Stephens	Fashion from Concept to Consumer	Worth N.J.
Elaine Stone	The Dynamics of Fashion	Fairchild

Learning Resources: - Books, Magazines, Journals LCD, etc.

Reference Book

Specification Table –

Sr. No.	Topic	Knowledge	Comprehension	Application	Total
1.	The Nature of Fashion	04	02	04	10
2.	The Movement of Fashion	04	02	04	10
3.	The environment of Fashion	02	02	04	08
4.	Theories of Fashion adoption	02	02	02	06
5.	Fashion centers	02	02	02	06

Instructional Strategy

Sr. No.	Topic	Instructional Strategy
1	The Nature of Fashion	Theoretical
2	The Movement of Fashion	Theoretical
3	The environment of Fashion	Theoretical
4	Theories of Fashion adoption	Theoretical
5	Fashion centers	Theoretical + Practical treatment

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