

Curriculum and Credit Framework for Undergraduate Programme (Single Major) as per NEP-2020

B.Sc. Fashion Design and Lifestyle Technology (*Four-Year Undergraduate Programme*)

3rd & 4th Semesters
For Batch w.e.f. Session: **2022-23**



University School for Graduate Studies,
Chaudhary Devi Lal University
Sirsa-125055, Haryana
2023

1. Exit options and Credit requirements

SINGLE-MAJOR

Exit with	Credit requirement
Certificate in Fashion Design: After successful completion of First year (Two semesters) of the Four-Year Undergraduate Degree Programme.	48 (Including Internship of 4 Credits)
Diploma in Fashion Design and Lifestyle Technology: After successful completion of Two years (Four semesters) of the Four-Year Undergraduate Degree Programme.	94 (Including Internship of 4 Credits)
Bachelor of Science in Fashion Design and Lifestyle Technology: After successful completion of Three years (Six semesters) of the Four-Year Undergraduate Degree Programme.	136
Bachelor of Science in Fashion Design and Lifestyle Technology (Honours/Honours with Research) After successful completion of Four Years (Eight semesters) of the Undergraduate Degree Programme.	184

Table: Course code and Title along with credit details

Course Category	Course Code	Course Title	Level	Credits			Marks		
				L	P	Total	Int	Ext	Total
<u>SEMESTER-III</u>									
1. DSC	BSc/FDLT/SM/3/DSC/201	Textile Studies	200	4	-	4	30	70	100
	BSc/FDLT/SM/3/DSC/202	Traditional Textiles and Embroideries of India-II	200	4	-	4	30	70	100
2. MIC	BSc/FDLT/ SM /3/MIC/201	Traditional to Contemporary Embroideries of India (Lab Work)	200	-	2	2	-	50	50
	BSc/FDLT/SM/3/MIC/202	Fashion Illustration-II (Lab Work)	200	-	2	2	-	50	50
	BSc/FDLT/ SM /3/MIC/203	Cosmetology	200	2	-	2	15	35	50
	BSc/FDLT/ SM /3/MIC/204	Cosmetology (Lab Work)	200	-	2	2	-	50	50
3. MDC	BSc/FDLT/SM/3/MDC/201	Fashion Forecasting	200	3	-	3	25	50	75
4. AEC	HINDI/AEC/101	Hindi-I	200	2	-	2	15	35	50
5. SEC	BSc/FDLT/SM/3/SEC/201	Fashion Art-I	200	-	3	3	0	75	75
6. VAC	CDLU/VAC/101	Communication Skills	200	2	-	2	15	35	50
	TOTAL					26			650

<u>SEMESTER-IV</u>									
1. DSC	BSc/FDLT/ SM /4/DSC/203	Fashion Marketing	200	2	-	2	15	35	50
	BSc/FDLT/ SM /4/DSC/204	Fashion Marketing (Lab Work)	200	-	2	2	-	50	50
	BSc/FDLT/ SM /4/DSC/205	Dyeing Printing and Finishing of Textiles	200	4	-	4	30	70	100
	BSc/FDLT/ SM /4/DSC/206	Drafting & Pattern Making	200	2	-	2	15	35	50
	BSc/FDLT/ SM /4/DSC/207	Drafting & Pattern Making (Lab Work)	200	-	2	2	-	50	50
2. MIC	BSc/FDLT/ SM /4/MIC/205	Visual Design	200	2	-	2	15	35	50
	BSc/FDLT/ SM /4/MIC/206	Visual Design (Lab Work)	200	-	2	2	-	50	50
	BSc/FDLT/SM/4/MIC/207	Product Line and Portfolio Development	200	4	-	4	30	70	100
3. MDC	x x x x	x x x x	x x x x	x x x	x x x	0	x x x	x x x	0
4. AEC	HINDI/AEC/102	Hindi-II	200	2	-	2	15	35	50
5. SEC	BSc/FDLT/SM/4/SEC/202	Fashion Art-II	200	0	3	3	0	75	75
6. VAC	CDLU/VAC/102	Professional Skills	200	2	-	2	15	35	50
	TOTAL					27			725

SEMESTER-III

BSc/FDLT/SM/3/DSC/201

TEXTILE STUDIES

Credits: 4 (Theory)

Lectures: 60

Duration of Exam.: 3 Hrs.

Max. Marks:100

Final Term Exam.:70

Internal Assessment:30

Objective: The main objective of this subject is to make the students understand the basic textile technology for the further design process.

Course Outcomes: After completion of the course, learners will be able to:

CO1: learn the historical existence of different traditional textiles of India.

CO2: Learn the proper use of fabric according to the design requirement

CO3: Study of principles of textile designing.

CO4: Learn suitable clothing according to different textiles.

***Note for the Paper Setter:** The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question** and **four more questions** selecting at least one question from each unit.*

UNIT-I

Introduction to Fabric construction – The weaving process.

Different types of weavings: Plain weaves, basket, rib, twill- broken twill, satin, sateen, dobby, jacquard and bird's eye.

UNIT-II

Study of decorative or fancy weaves and their role in fashion marketing

Introduction to woven textiles and knitted textiles

comparative study between the woven, nonwoven, and knitted textiles

UNIT-III

Introduction to dyed and printed textiles

Textile finishes

UNIT-IV

Historical existence of traditional textiles

Study of traditional textiles to contemporary textiles

Give the textile terminology and its characteristics according to the design concept

Suggested Readings:

1. Garg N., *Clothing and Textile.*
2. Gupta S., Garg N. and Saini R., *Clothing Textile and Laundry.*
3. Joseph H. and Berry B., *Draping for apparel design.*

BSc/FDLT/SM/3/DSC/202

TRADITIONAL TEXTILES AND EMBROIDERIES OF INDIA

Credits: 4 (Theory)

Max. Marks: 100

Lectures: 60

Final Term Exam: 70

Duration of Exam: 3 hrs.

Internal Assessment: 30

Course Objective: The objective of this course is to help the students to acquire conceptual knowledge about traditional textiles & embroideries of India.

Course Outcomes: After Studying this course, the students would be able to learn:

CO1: Basic introduction to traditional textiles of India.

CO2: Study of the historical existence of textiles.

CO3: Introduction to traditional embroideries of India.

CO4: To differentiate between the traditional to contemporary textiles.

***Note for the Paper Setter:** The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting at least one question from each unit.*

UNIT I

Introduction to traditional textiles of India: hand woven, dyed, printed and painted textiles. Influence of Traditional textiles in contemporary world. Regional variations in symbolic motifs

UNIT II

Woven textiles: brocades, Tancoi, Jamavar, Jamdani, Chanderi, Maheshwari, Kanjivaram, kota and Baluchari.

Printed and painted textiles: Resist printed textiles, Bandhani, patola, Ikat, pochampalli, kalamkari etc

Block printing, Batik Printing, Screen printing, and Stencil printing.

UNIT III

Introduction to Traditional embroideries of India: Kutch, Kathiawar, Sindhi, Phulkari, Kantha, Kasuti, Chamba Rumal, Manipuri, Kashida, Chikankari and Zardozi,

Techniques used in traditional embroideries: stitches, motifs, base fabrics, threads color combination and inspirations

UNIT IV

Differentiate between traditional embroideries and contemporary embroideries.

Changing trends in traditional embroideries and their contemporary application by the current Indian designers.

Suggested Readings:

1. Shailaja D. Naik. *Traditional Embroideries of India*, API Pub Corp. New Delhi. 1996
2. Sheila, Paine, *Embroidered Textiles*, Thames and Hudson Ltd. 1990
3. Usha, Srikant. *Ethnic Embroideries of India*
4. Savithri, Pandit. *Indian Embroidery*
5. Gail, Lowther, *Inspirational Ideas for Embroidery on Clothes and Accessories*, Search Press Ltd., 1993
6. Barbara, Snook, *Creative Art of Embroidery*, Numbly Pub. Group Ltd., London, 1972
7. Anne Mathew. *Vogue Dictionary of Crochet Stitches*, David and Charles, London, 1989
8. Manmeet Sodhia, *History of fashion*, Kalyani publishers

BSC/FDLT/SM/3/MIC/201

TRADITIONAL TO CONTEMPORARY EMBROIDERIES OF INDIA (LAB WORK)

Credits:2 (Practical)

Max. Marks: 50

Lectures : 4 Hrs. per week

Duration of Exam: 3Hrs.

Objective: The objective of this course is to help the students to acquire conceptual knowledge of traditional concepts of fashion and stylization. Students will also learn to depict the traditional motifs on contemporary stylization

Course outcomes: After successfully completing the course, students will be able to:

CO1: Learn the basic knowledge about the traditional Designs

CO2: Learn to evaluate the suitability of design according to the ornamentation

CO3: Learn the different kinds of basic and contemporary patterns of design.

CO4: Learn present observations, results, and analysis through the project work on the different design patterns.

List of experiments:

Sample making and articles based on the following traditional embroideries of india

- 1 Phulkari of Punjab
- 2 Kanthas of Bengal
- 3 Chickenkari of uttar Pradesh
- 4 Kathiawar of Gujrat
- 5 Kasida of Kashmir
- 6 Kasuti of south
- 7 Kutch and sawrashtra of Maharashtra
- 8 Sample collection and of traditional; textiles of india
- 9 Project making of traditional to contemporary embroideries and textiles.

Suggested Readings:

1. Shailaja D. Naik. *Traditional Embroideries of India*, API Pub Corp. New Delhi. 1996
2. Sheila, Paine, *Embroidered Textiles*, Thames and Hudson Ltd. 1990
3. Usha, Srikant. *Ethnic Embroideries of India*
4. Savithri, Pandit. *Indian Embroidery*
5. Gail, Lawther, *Inspirational Ideas for Embroidery on Clothes and Accessories*, Search Press Ltd., 1993
6. Barbara, Snook, *Creative Art of Embroidery*, Numbly Pub. Group Ltd., London, 1972
7. Anne Mathew. *Vogue Dictionary of Crochet Stitches*, David and Charles, London, 1989

BSC/FDLT/SM/3/MIC/202
FASHION ILLUSTRATION-II (Lab Work)

Credits:2 (Practical)
Lectures :4 Hrs. per week

Max. Marks:50
Duration of Exam: 3 Hrs.

Objective: The objective of this course is to help the students to acquire conceptual knowledge of illustrations regarding fashion and stylization.

Course outcomes: After successfully completing the course, students will be able to:

CO1: learn the basic knowledge about the Design communication

CO2: learn to evaluate the suitability of design according to the ornamentation

CO3: learn the different kinds of basic and contemporary patterns of design.

CO4: Learn present observations, results, and analysis through the project work on the different design patterns.

List of experiments:

- Sketching of various garment details: necklines, collars, sleeves, cuffs, gathers, pleats and folds.
- Flat-sketching of various garments: front and back,
- Rendering of pattern and fabrics.
- Designing garments for various age groups.
- Theme-based design development, mood board, theme board and spec sheets.
- Analysis of design collections of famous designers.
- Case studies of famous national and international designers.
- Draping the fashion form in color, fabric & texture.
- Figure Types ; Depicting various silhouettes on fashion figures.
- To Illustrate variations in skirts, dresses, trousers, coats, jackets etc.
- To illustrate the detailing of pleats, tucks, darts, yokes and godets
- Detailing of hemlines, edgings, pockets, fastenings, trimmings & accessories

Suggested readings:

1. Gerry, Cooklin, *Pattern grading for children*, Om Book Service, New Delhi, 1991
2. Singer, *Sewing active wear*, Cy DeCosseIncs, 1986
3. Singer, *Sewing pants that fit*, Cowles creative Pub., 1989
4. Singer, *Sewing Lingerie*, Cy DeCosseIncs, 1991
5. Anna Hagggar, *Pattern Cutting for lingerie, beachwear & leisurewear*, Blackwell Science, UK, 1990

BSC/FDLT/SM/3/MIC/203

COSMETOLOGY

Credits: 2 (Theory)

Lectures: 30

Duration of Exam: 2 hrs.

Max. Marks: 50

Final Term Exam: 35

Internal Assessment: 15

Objective: The objective of this course is to help the students to acquire conceptual knowledge of cosmetology and its impact on modern society.

Course outcomes: After successfully completing the course, students will be able to:

CO1: Learn the appropriate use of cosmetics for different age groups.

CO2: Understand the importance of dress cosmetology in beautification

CO3: Study the different techniques in self-stylization of an individual.

CO4: Know the deep understanding of basic methods of self grooming.

***Note for the Paper Setter:** The question paper will consist of **five** questions in all. The first question will be compulsory and will consist of **seven** short questions of **1** marks each covering the whole syllabus. In addition, **four** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one compulsory question and two more questions** selecting at least one question from each unit.*

UNIT-I

Introduction to cosmetology

Principles of cosmetic technology

existence of historical evidences

Developmental and role of natural products in cosmetic

Explanation of natural products used for cosmetology

Different systems of classification of natural excipients, their merits and demerits

UNIT-II

Introduction of brand awareness in cosmetics

Quality assurance in cosmetics

Product development

Storage and preparation of Herbal drugs for commercial market

Adulteration of Natural products

Safety of Cosmetics,

Quality assessment of packaging containers, closures

Suggested Readings (Books):

1. Advanced Facial Machines by Milady
2. Build the Micro-Stim: Use Microcurrent Therapy to Heal Yourself by Reginald W. Davis
3. Milady's Standard Cosmetology, by Milady
4. Make-up Artist Face Charts (The Beauty Studio Collection) by Gina M. Reyna
5. Shahnaz Husain's Beauty Book
6. The Make-up Book by Book by Joy Terri

BSC/FDLT/SM/3/MIC/204
COSMETOLOGY (LAB WORK)

Credits:2 (Practical)

Max. Marks: 50

Lectures : 4 Hrs. per week

Duration of Exam: 3 Hrs.

Objective: The objective of this course is to help the students to acquire conceptual knowledge of cosmetology and its impact on modern society.

Course outcomes: After successfully completing the course, students will be able to:

CO1: Learn the appropriate use of cosmetics for different age groups.

CO2: Understand the importance of dress cosmetology in beautification

CO3: Study the different techniques in self-stylization of an individual.

CO4: Know the deep understanding of basic methods of self grooming.

List of experiments:

- Introduction to cosmetics
- Differentiate between original and duplicate products
- Communication Skills and physical appearance
- Personality awareness
- Head Massage, Shampooing, Conditioning & Deep conditioning
- Hair Cutting & Blowdry Sterilization and Sanitization
- Temporary removal of Superfluous hair
- Threading, Tweezing and Bleaching
- Manicure and Pedicure
- Facials
- Hair
- Yogic SukshamVayayam
- Surya Namaskar
- Yogic SthoolVayayam

Suggested Readings (Books):

1. Advanced Facial Machines by Milady
2. Build the Micro-Stim: Use Microcurrent Therapy to Heal Yourself by Reginald W. Davis
3. Milady's Standard Cosmetology, by Milady
4. Make-up Artist Face Charts (The Beauty Studio Collection) by Gina M. Reyna
5. Shahnaz Husain's Beauty Book
6. The Make-up Book by Book by Joy Terri

BSc/FDLT/SM/3/MDC/201

FASHION FORECASTING

Credits: 3 (Theory)

Lectures: 45

Duration of Exam: 3 Hrs.

Max. Marks: 75

Final Term Exam: 50

Internal Assessment: 25

Objectives: The objective of this course is to help the students to acquire conceptual knowledge about the dynamics of fashion.

Course Outcomes: After completion of the course, the learners will be able to:

CO1: Introduction to fashion definitions.

CO2: Deep understanding of fashion components.

CO3: Study of fashion forecasting.

CO4: Role of designers in fashion industry.

***Note for the Paper Setter:** The question paper will consist of **seven** questions in all. The first question will be compulsory and will consist of **four** short questions of **1** marks each covering the whole syllabus. In addition, **six** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **three** units. The candidates are required to attempt **one compulsory question** and **three more questions** selecting at least one question from each unit.*

UNIT I

Introduction to Fashion forecasting: color, textile, trend, silhouettes and sales forecasting

Importance of fashion forecasting: sources of forecasting, Speed of fashion change & short-term forecasting

UNIT II

Role of fashion designers for the development of fashion industry.

Indian fashion designers and International fashion designer

Fashion Industry and its impact on human lifestyle.

UNIT III

Introduction of Fashion journalism, channels of fashion journalism. Fashion communication.
Role of clothing in human life

Importance of clothing lifestyle in the contemporary works

Inspirational concept of fashion forecasting and evaluation according to the decade

Suggested readings:

1. Diamond, J and Pinter, G. *Retail Buying*, Prentice Hall of India Pvt. Ltd., New Delhi. 1997
2. Donnellan, J., *Merchandise Buying and Management*. Fairchild Publications, New York. 1999
3. Greenwood, K.M. and Murphy, M.F., *Fashion Innovation and Marketing*. Macmillan Publishing Co. Inc., New York. 1978
4. Wgsn.com

Hindi -I
हिंदी भाषा परिचय सामान्य :
HINDI/AEC/101

Credit – 2

Duration: 2 Hours per week

परीक्षा समयघंटे 2 :

कुल अंक50 :

लिखित परीक्षा :35 अंक

आंतरिक मूल्यांकन: 15 अंक

Note for the Paper Setter: The question paper will consist of five questions in all. The first question will be compulsory and will consist of seven short questions of 1 marks each covering the whole syllabus. In addition, four more questions of 14 marks each will be set unit-wise comprising of two questions from each of the two units. The candidates are required to attempt one compulsory question and two more questions selecting one question from each unit.

पाठ्यक्रम के उद्देश्य:

हिंदी भाषा की विकास.करवाना परिचय से यात्रा-

पाठ्यक्रम के अपेक्षित परिणाम

1. हिंदी भाषा के विकास व उसकी बोलियों का ज्ञान होगा
2. हिंदी भाषा के विविध रूप व प्रयोजनमूलकता से परिचित होंगे

खंड एक—

हिंदी भाषाविकास एवं उद्भव :

हिंदी की उपभाषाएं एवं बोलियों का वर्गीकरण

ब्रज और अवधि ,खड़ी बोली का सामान्य परिचय एवं प्रवृत्तियाँ

खंड दो-

कंप्यूटर-परिभाषा, स्वरूप एवं महत्व

पारिभाषिक शब्दावली – बैंकिंग, वाणिज्य, मंत्रालय, उपक्रम, निगम, औद्योगिक क्षेत्र व मीडिया क्षेत्र

अनुवाद लेखन- अर्थ परिभाषा, स्वरूप, महत्व, प्रक्रिया प्रकार

टिप्पणी लेखन ,परिभाषा अर्थ -नियम, लेखन विधि, उदाहरण

संदर्भ सूची:

1. हिंदी भाषा का उद्भव एवं विकास तिवारी उदयनारायण ,
2. भाषा विज्ञान तिवारी भोलानाथ .डॉ. ,
3. हिंदी भाषा का इतिहास वर्मा धीरेन्द्र लेखक ,
4. समसामयिक भाषा विज्ञाननारंग वैष्णा लेखक ,
5. हिंदी हरदेव ,विकास और उद्भव :बाहरी1965 इलाहबाद ,महल किताब ,

BSc/FDLT/SM/3/SEC/201

FASHION ART-I

Credits: 3 (Practical)

Max. Marks: 75

Lectures: 45

Duration of Exam: 3 Hrs.

Objective: The main objective of this subject is to make the students understand the basic elements & principles of Design to create a new product.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Introduced with different elements of design.

CO2: Study of principles of design.

CO3: Proper use of colour and its schemes.

CO4: Suitable clothing according to different age groups.

LIST OF PRACTICALS

1. Introduction to Fashion Art
2. Introduction to Textures
3. Use of Different Textures
4. Implementation of Textures on papers and Fabrics
5. Use of different color mediums
6. Different techniques of brush strokes
7. Colour blending and merging into different forms
8. Observations on Fashion art by survey
9. Market survey
10. Visits to exhibitions related to fashion art

Suggested Readings:

1. Gupta S., Garg N. and Saini R., *Clothing Textile and Laundry*.
2. Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, Gail Greet Hannah, 2002
3. Basic Principles of Design, Manfred Maier, Vol. 1-4
4. Comdex Fashion Design, Vol I, Fashion Concepts, Navneet Kaur, Vikas Pub, 2010
5. Sodhia M., *Design Studies*, Kalyani Publishers.
6. Farem S. and Hudson T., *Fashion design course*
7. Lewis T., *Ultimate guide to become a designer*

CDLU/VAC/101 Communication Skills

Credits: 2 (Theory)

Lectures: 30

Max. Marks: 50

Final Term Exam: 35

COURSE OBJECTIVES

- Identify common communication problems that may be holding learners back
- Perceive what the non-verbal messages are communicating to others
- Understand the role of communication in the teaching-learning process

LEARNING OUTCOMES

- Get a clear understanding of good communication skills.
- Know what they can do to improve their communication skills.

Unit-1

Listening: Techniques of Effective Listening, Listening and Comprehension, Probing Questions Barriers to Listening.

Speaking: Pronunciation, Enunciation, Vocabulary, Fluency, Common Errors.

Reading: Techniques of Effective Reading, Gathering Ideas and Information from a Given Text, evaluating these Ideas and Information, Interpreting the Text.

Writing and Different Modes of Writing: The Writing Process, Effective Writing Strategies, Different Modes of Writing.

Digital Literacy and Social Media: Basic Computer Skills, Introduction to Microsoft (MS) Office Suite, Open Educational Resources, Basic Virtual Platforms, Trending Technologies, Machine Learning, Artificial Intelligence (AI), Internet of Things (IoT), Social Media, Introduction to Social Media Websites, Advantages of Social Media, Ethics and Etiquettes of Social Media, How to Use Google Search Better?, Effective Ways of Using Social Media, Digital Marketing, Introduction to Digital Marketing, Traditional Marketing versus Digital Marketing, Digital Marketing Tools, Social Media for Digital Marketing, Digital Marketing Analytics.

Unit-2

Digital Ethics and Cyber Security: Digital Ethics, Digital Literacy Skills, Digital Etiquette, Digital Life Skills, Cyber Security, Understanding and introducing the environment of security, Types of attacks and attackers, the art of protecting secrets.

Nonverbal Communication: Meaning of nonverbal communication, Advantages of using nonverbal communication, Introduction to modes of nonverbal communication, Open and Closed body language, Eye contact and Facial expression, Hand gestures, Do's and Don'ts in NVC, Learning from experts, Activities-based learning.

Suggested Readings: Follow Curriculum and Guidelines for Life Skills (Jeevan Kaushal) 2.0 at UGC website: [https://www.cdlu.ac.in/assets/admin/miscellaneous/Implementation%20of%20Curriculum%20and%20Guidelines%20on%20Life%20Skills%20\(Jeevan%20Kaushal\)%202.0.pdf](https://www.cdlu.ac.in/assets/admin/miscellaneous/Implementation%20of%20Curriculum%20and%20Guidelines%20on%20Life%20Skills%20(Jeevan%20Kaushal)%202.0.pdf)

Note for the Paper Setter: The question paper will consist of **five** questions in all. The first question will be compulsory and will consist of **seven** short questions of **1** marks each covering the whole syllabus. In addition, **four** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one compulsory question** and **two more questions** selecting at least one question from each unit.

SEMESTER-IV

BSc/FDLT/ SM /4/DSC/203

FASHION MARKETING

Credits: 2 (Theory)
Lectures: 30
Duration of Exam.: 2 Hrs.

Max. Marks: 50
Final Term Exam.:35
Internal Assessment:15

Objectives: The objective of this course is to guide the students to maintain good relationship in marketing. It is also helpful for the students to acquire the knowledge of marketing and merchandising.

Learning Outcomes: After completion of the course, the learners will be able to:

CO1: Learn the role of textile industry .

CO2: Deep understanding of fashion components.

CO3: Study of fashion forecasting.

CO4: Role of a fashion designer in the fashion industry.

***Note for the Paper Setter:** The question paper will consist of **five** questions in all. The first question will be compulsory and will consist of **seven** short questions of **1** marks each covering the whole syllabus. In addition, **four** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one compulsory question and two more questions** selecting at least one question from each unit.*

UNIT-I

Introduction to fashion marketing, concept of marketing, marketing functions, types of fashion marketing Role and importance of fashion product, price, distribution and placement.

UNIT- II

Introduction to advertisement: advantages of advertisement, principles of advertisement; Public relations, Promotions and Advertising. Fashion and entertainment industry. The fashion buying season, role of seasons in fashion forecasting, main season of fashion week, marketing fashion to retailers.

Suggested Readings:

1. SodhiaM.,*Marketing and merchandising*
2. Doris H. Kincade, *Merchandising of fashion products*
3. Clark,*Fashion Merchandising*
4. SaraJ.KadolphandAnnaL.LangfordEightedition.(1993),Catalogingpublications
5. BernardP.Corbman,TextilesFibertoFabric,McGraw,HillInternationalEdition s,(1993),CatalogingPublications.
6. Isabel,B.WingateTextileFabricsandtheirSelection,(1976)Prentice-HallInc.,EngleWoodCliffs,N.J.

BSc/FDLT/ SM /4/DSC/204

FASHION MARKETING (LAB-WORK)

Credits:2 (Practical)

Max. Marks: 50

Lectures: 4 Hrs. per week

Duration of Exam: 3Hrs.

Objectives: The objective of this course is to guide the students to maintain good relationship in marketing. It is also helpful for the students to acquire the knowledge of marketing and merchandising.

Learning Outcomes: After completion of the course, the learners will be able to:

CO1: Learn the role of textile industry.

CO2: Deep understanding of fashion components.

CO3: Study of fashion forecasting.

CO4: Role of a fashion designer in the fashion industry

List of Experiments

- Market survey on minimum of five brands.
- Prepare a Project report on these brands
- Discuss the influences of these brands
- Prepare a fashion calendar for buying season
- Prepare 5 best fashion advertising strategies to grow your brand

Suggested Readings:

1. SodhiaM.,*Marketing and merchandising*
2. Doris H. Kincade, *Merchandising of fashion products*
3. Clark,*Fashion Merchandising*
4. SaraJ.KadolphandAnnaL.LangfordEightedition.(1993),Catalogingpublications
5. BernardP.Corbman,TextilesFibertoFabric,McGraw,HillInternationalEditions,(1993),CatalogingPublications.
6. Isabel,B.WingateTextileFabricsandtheirSelection,(1976)Prentice-HallInc.,EngleWoodCliffs,N.J.

BSc/FDLT/ SM /4/DSC/205

DYEING, PRINTING AND FINISHING OF TEXTILES

Credits: 4 (Theory)

Lectures: 60

Duration of Exam: 3 hrs.

Max. Marks: 100

Final Term Exam: 70

Internal Assessment: 30

Objective: The objective of this course is to help the students to acquire the skills in terms of all kind of textile printing techniques.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Introduced with different traditional arts of dyeing.

CO2: Learn proper use of color and its schemes in dyeing and printing

CO3: Study of principles and elements of design being followed the designers of the world

CO4: Learn suitable dyeing and printing on clothing according to the influence of attire across the world.

***Note for the Paper Setter:** The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting at least one question from each unit.*

UNIT-I

Dyeing : Introduction , Classification and application of dyes- direct , basic, acid, vat, azoic ,reactive and disperse dyes; methods of dyeing stock, yarn, piece, union

UNIT-II

Preparatory processes of fabric: singeing, scouring, degumming , bleaching, mercerization
Printing methods and styles : block, screen, roller, direct, resist, discharge and transfer.

UNIT-III

Textile Finishes : Importance, Classification and application of finishes –tentering, decatizing brushing, sanforising, weighting water proof /repellent , oil and soil repellents, antimicrobial, antistatic and enzymatic finishes.

UNIT-IV

Garment finishes: softener , enzymatic and denim washes.

Laundry principles: stain removal , washing methods ; soaps and detergents ; whitening and bluing agents.

Suggested Readings:

1. Shenai V.A. *Introduction to the Chemistry Of Dye Stuffs* , Sevek Pub., Mumbai , 1991.
2. Trotman, E.R. *Dyeing & Chemical Technology of textile fibres*, Charles Griffin co., London 1993.
3. James Ronald. *Printing & Dyeing of Fabrics & Plastics*, Mahajan Book Distributors, 1996
4. Hall AJ. *Handbook of Textile Dyeing and Printing*. The National Trade Press, 1955.
5. Joyce Story, *The Thames & Hudson Manual of Textile Printing*. Thames & Hudson,1974.
6. Prayag RS. *Textile Finishing* Sri T Printers, 1988
7. Shenai, VA. *Chemistry of Textile Auxillaries*. Sevak publication 1976.

BSC/FDLT/SM/4/DSC/206

DRAFTING & PATTERN MAKING

Credits: 2 (Theory)

Lectures: 30

Duration of Exam: 2 hrs.

Max. Marks: 50

Final Term Exam: 35

Internal Assessment: 15

Objective: The objective of this course is to help the students to acquire conceptual knowledge of apparel manufacturing techniques by drafting and pattern making

Course outcomes: After successfully completing the course, students will be able to:

CO1: Learn the appropriate use of clothing for different age groups.

CO2: Understand the importance of dress designing.

CO3: Study the different techniques in pattern making.

CO4: Know the deep understanding of basic block methods of garment construction.

***Note for the Paper Setter:** The question paper will consist of **five** questions in all. The first question will be compulsory and will consist of **seven** short questions of **1** marks each covering the whole syllabus. In addition, **four** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one compulsory question** and **two more questions** selecting at least one question from each unit.*

UNIT I

Garment construction terminology. Importance of clothes. Appropriate clothing for different age groups: infants, toddlers, pre and elementary school age, teenagers, adults and old age. Wardrobe planning: Age, occupation, season, occasion etc.

UNIT II

Dress designing: Importance, scope and attributes of dress designer. Design types and use of constructional features in design. Pattern making: importance, terminology. Body measurements: importance, standardization and size charts of children and adult body measurements. Techniques of pattern making: principles, applications and limitations, pattern sizes.

Suggested Readings:

2. Goulbourn, Margarita. *Introducing Fashion Cutting, Grading & Modelling*, Botsford Pub. UK
Bane, Allynne, *Flat pattern design*, McGrawHill Pub., USA
3. Winfred, Aldrich. *Metric Pattern Cutting*, Blackwell Science, UK
4. Bane A. *Creative Clothing Construction*. MC Gawk-Hill. 1996.
5. Natalie Bray. *Dress Fitting*. Blackwell. 1994.
6. Harold C. & Barbara, L. *The Technology of Clothing manufacture*, Oxford Pub., USA, 1994

BSC/FDLT/SM/4/DSC/207

DRAFTING & PATTERN MAKING (LAB WORK)

Credits: 2 (Practical)

Max. Marks: 50

Lectures: 4 Hrs. per week

Duration of Exam: 3Hrs.

Objective: The objective of this course is to help the students to acquire conceptual knowledge of apparel manufacturing techniques by drafting and pattern making

Course outcomes: After successfully completing the course, students will be able to:

CO1: Learn the appropriate use of clothing for different age groups.

CO2 Understand the importance of dress designing.

CO3: Study the different techniques in pattern making.

CO4: Know the deep understanding of basic block methods of garment construction.

List of Experiments

1. Introduction to drafting and pattern making
2. Introduction to body forms and mannequins
3. Drafting tools and their usage
4. Introduction with the standard measurement chart
5. Preparation of basic bodice blocks
6. Drafting of Bodice block in Adults and grading techniques
7. Drafting of basic sleeves: plain, puff, flared, tulip.
8. Drafting of basic collars: flat tennis, Chinese, Chelsea, bishop, wing
9. Pattern making: Adult garments with the proper margin of seam allowances.
10. Collection of manipulation in different bodice

Suggested Readings:

1. Goulbourn, Margarita. *Introducing Fashion Cutting, Grading & Modelling*, Botsford Pub. UK Bane, Allynne, Flat pattern design, McGrawHill Pub., USA
2. Winfred, Aldrich. *Metric Pattern Cutting*, Blackwell Science, UK
3. Bane A. *Creative Clothing Construction*. MC Gawk-Hill. 1996.
4. Natalie Bray. *Dress Fitting*. Blackwell. 1994.
5. Harold C. & Barbara, L. *The Technology of Clothing manufacture*, Oxford Pub., USA, 1994
6. Gerry, Cookson, *Introduction to Clothing manufacture*, Blackwell Science, UK, 1991

BSC/FDLT/SM/4/MIC/205

VISUAL DESIGN

Credits: 2 (Theory)
Lectures: 30
Duration of Exam.: 2 Hrs.

Max. Marks: 50
Final Term Exam.:35
Internal Assessment:15

- **Objective:** The objective of this course is to understand design concepts and create balanced abstract art forms. It also helps to understand illustration techniques.

Course outcomes: After successfully completing the course, students will be able to:

CO1: learn the basic knowledge about the Design communication

CO2: learn to evaluate the suitability of design according to the ornamentation

CO3: learn the different kinds of basic and contemporary patterns of design.

CO4: Learn present observations, results, and analysis through the project work on the different design patterns.

***Note for the Paper Setter:** The question paper will consist of **five** questions in all. The first question will be compulsory and will consist of **seven** short questions of **1** marks each covering the whole syllabus. In addition, **four** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one compulsory question** and **two more questions** selecting at least one question from each unit.*

UNIT I

- Understanding the Elements and Principles of Visual Design.
- Meaning and importance of visual art forms.
- Utility and function of art in modern day lifestyle as in: corporate world, home interiors, and hospitality environment.
- Understanding textures such as spontaneous, decorative, mechanical using various methods of drawing, painting, printing, bleaching, rubbing, spraying, staining, dyeing, burning etc.
- Understanding the importance of inspiration in creating motifs – naturalized, stylized, geometrical, and abstract.

UNIT-II

- Colour Theory: Colour wheel - primary, secondary, complimentary; transparency, opacity; hue, value - intensity, brightness ; chroma - saturation, purity; temperature – warm, cold; retinal fusion or intermingling, harmony, contrast, simultaneous contrast , contrast of complimentary, colour sensibility .

- Colour Contrast and Attributes: interaction, harmony, psychology, mood, culture and expression
- Composition: Colour, space, movement, balance, asymmetry, rhythm, shapes, proportion and lighting

Suggested Reading:

1. Goldstein, Herriet ,Art in Everyday Life. (1964) , Studio Vista Limited.
2. Bride M Whelan, Colour Harmony”, 1992, Rockfort Publishers.
3. Stockton and James, “Designers Guide to Colour”, 1984, Chronicle Books, San Francisco,.
4. Chijiwa, Hideaki, Colour Harmony”, (10th ed.), 1992, Rockfort Publishers, USA.
5. Herber Read ,The meaning of Art, (1951) Feber and Feber Limited.
6. Maith and Graves ,The art of Colour and Design. (1952), McGraw-Hill Book Company Inc.
7. Maith & Graves ,Colour Fundamentals, (1952) McGraw-Hill Book Co., Inc.
8. Louis Walehonok ,The Art of Three Dimensional Design, (1959) Harper and Bros.

BSC/FDLT/SM/4/MIC/206
VISUAL DESIGN (LAB WORK)

Credits: 2(Practical)

Max. Marks:50

Lectures :4 Hrs. per week

Duration of Exam: 3Hrs.

- **Objective:** The objective of this course is to understand design concepts and create balanced abstract art forms. It also helps to understand illustration techniques.

Course outcomes: After successfully completing the course, students will be able to:

CO1: learn the basic knowledge about the Design communication

CO2: learn to evaluate the suitability of design according to the ornamentation

CO3: learn the different kinds of basic and contemporary patterns of design.

CO4: Learn present observations, results, and analysis through the project work on the different design patterns.

List of experiments:

- Experiments with the usage of different types of lines
- Effect of different textures
- Color schemes and depiction of different schemes
- Product development
- Design process
- Design analysis
- Color theories
- Impact of graphic designs and experiments in visualization
- Portfolio folder for visual design process

Suggested Reading:

1. Goldstein, Herriet ,Art in Everyday Life. (1964) , Studio Vista Limited.
2. Bride M Whelan, Colour Harmony”, 1992,Rockfort Publishers.
3. Stockton and James, “Designers Guide to Colour”, 1984,Chronicle Books, San Francisco,.
4. Chijiwa, Hideaki, Colour Harmony”, (10th ed.), 1992, Rockfort Publishers, USA.
5. Herber Read ,The meaning of Art, (1951) Feber and Feber Limited.
6. Maith and Graves ,The art of Colour and Design. (1952),McGraw-Hill Book Company Inc.
7. Maith & Graves ,Colour Fundamentals, (1952) McGraw-Hill Book Co., Inc.
8. Louis Walehonok ,The Art of Three Dimensional Design, (1959) Harper and Bros.

BSc/FDLT/SM/4/MIC/207

Product Line and Portfolio Development

Credits: 4 (Theory)

Lectures: 60

Duration of Exam.: 3 Hrs.

Max. Marks:100

Final Term Exam.:70

Internal Assessment:30

Objective: The main objective of this subject is to make the students understand the product development and the portfolio design.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Learn the design process according to the elements of the design.

CO2: Learn the proper use of color schemes.

CO3: Learn the conceptual knowledge of the portfolio design.

CO4: Learn suitable visualization according to the requirements.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The first question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one compulsory question and four more questions** selecting at least one question from each unit.

UNIT-I

Product: Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labelling; Product-Support Services; Product life-cycle.

UNIT-II

Process of Strategic Product Creation and Innovation; New Product Development Process; Product testing.

UNIT-III

Introduction to brand and brand management-brand as a genetic programme, the product and the brand, strategic brand management process, concept of brand equity.

UNIT-IV

Designing and implementing brand marketing- using brand elements and brand associations to build equity, brand extension, brand architecture and multi brand portfolios.

Suggested readings:

1. Diamond, J and Pinter, G. *Retail Buying*, Prentice Hall of India Pvt. Ltd., New Delhi. 1997
2. Donnellan, J., *Merchandise Buying and Management*. Fairchild Publications, New York. 1999
3. Greenwood, K.M. and Murphy, M.F., *Fashion Innovation and Marketing*. Macmillan Publishing Co. Inc., New York. 1978

Hindi -II
कार्यालयी हिन्दी
HINDI/AEC/102

Credit – 2

Duration: 2 Hours per week

परीक्षा समयघटे 2 :

कुल अंक50 :

लिखित परीक्षा :35 अंक

आंतरिक मूल्यांकन: 15 अंक

Note for the Paper Setter: The question paper will consist of five questions in all. The first question will be compulsory and will consist of seven short questions of 1 marks each covering the whole syllabus. In addition, four more questions of 14 marks each will be set unit-wise comprising of two questions from each of the two units. The candidates are required to attempt one compulsory question and two more questions selecting one question from each unit.

पाठ्यक्रम के उद्देश्य:

कार्यालयों में हिंदी के प्रयोग को बढ़ाना

पाठ्यक्रम के उपेक्षित परिणाम:

1. कार्यालयों में हिंदी की उपयोगिता बढ़ेगी
2. मातृभाषा को बढ़ावा मिलेगा
3. हिंदी का व्यावहारिक प्रयोग बढ़ेगा

खंड एक-

कार्यालयी हिंदी का उद्देश्य

कार्यालयी हिंदीसंभावनाएं एवं स्थिति :

खंड दो-

कार्यालयी पत्राचार के प्रकार परिपत्र), ज्ञापन और सूचना आदेश(

कार्यालयी पत्राचारपत्र सरकारी-अर्द्ध एवं सरकारी :

पत्र-लेखन-सरकारी पत्र ,पावती ,पत्रोत्तर उत्तर ,पत्र मूल ,पत्र आवेदन ,पत्र शिकायत ,आदेश कार्यालय ,परिपत्र , संक्षेपण ,विज्ञप्ति प्रेस ,पृष्ठकन ,अधिसूचना ,आदेश शासकीय ,लेखन-ईमेल ,पत्र सरकारी ,अनुस्मारकलेखन अर्थ-विधि लेखन ,नियम ,प्रक्रिया परिभाषा

संदर्भ सूची:

1. प्रयोजनमूलक हिंदी—विनोद गोदरे, वाणी प्रकाशन, दिल्ली
2. प्रयोजनमूलक हिंदी सिद्धांत और प्रयुक्ति—जितेन्द्र कुमार सिंह,
3. राजभाषा सहायिका—अवधेश मोहन गुप्त,
4. पत्रकारिता हेतु लेखन—डॉ निशान सिंह, रचना पब्लिकेशन, दिल्ली
5. प्रालेखन प्रारूप—शिव नारायण चतुर्वेदी, वाणी प्रकाशन, दिल्ली

BSC/FDLT/SM/4/SEC/202

FASHION ART-II

Credits: 3 (Practical)

Lectures: 45

Max. Marks: 75

Duration of Exam: 3 Hrs.

Objective: The main objective of this subject is to make the students understand the basic elements & principles of Design to create a new product.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Introduced with different elements of design.

CO2: Study of principles of design.

CO3: Proper use of colour and its schemes.

CO4: Suitable clothing according to different age groups.

LIST OF PRACTICALS

- Introduction to different Fabrics
- Preparation of the fabric for cutting and stitching
- Garment Construction of the kids
- Bloomer and panty
- Romper
- A line frock
- Gathered Frock
- Night Suit
- Use of different collars and sleeves in garments

Suggested Readings:

1. Gupta S., Garg N. and Saini R., *Clothing Textile and Laundry*.
2. Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, Gail Greet Hannah, 2002
3. Basic Principles of Design, Manfred Maier, Vol. 1-4
4. Comdex Fashion Design, Vol I, Fashion Concepts, Navneet Kaur, Vikas Pub, 2010
5. Sodhia M., *Design Studies*, Kalyani Publishers.
6. Farem S. and Hudson T., *Fashion design course*
7. Lewis T., *Ultimate guide to become a designer*

CDLU/VAC/102 Professional Skills

Credits: 2 (Theory)

Lectures: 30

Max. Marks: 50

Final Term Exam: 35

COURSE OBJECTIVES

- Acquire career skills and fully pursue to partake in a successful career path
- Prepare a good resume
- Prepare for interviews and group discussions

LEARNING OUTCOMES

- Participate in a simulated interview.
- Actively participate in group discussions towards gainful employment.
- Capture a self-interview simulation video regarding the job role concerned.

Unit-1

Résumé Skills: Preparation and Presentation, Introduction of Résumé and Related Terms, Importance of Preparing a Good Résumé, Difference between a CV, Résumé, and Biodata, Essential Components of a Good Résumé, Résumé Skills: Common Errors, Common Errors, Guidelines for Résumé Preparation.

Interview Skills: Preparation and Presentation, Meaning of Interview, Types of Interview, STAR Approach for Facing an Interview, Interview Procedure, Do's and Don'ts, Important Questions Generally Asked in a Job Interview, Interview Skills: Common Errors, Common Errors, Interview Questions for Assessing Strengths and Weaknesses, Simulation, Job Simulation Formats, Comment Critically on Simulated Interviews, Demonstrate an Ideal Interview.

Group Discussion: Meaning of a Group Discussion, Importance of a Group Discussion, Types of Group Discussions, Procedure of a Group Discussion, Methodology, Ground Rules, Stages of group formations, Evaluation of Group Discussion, Common Errors, Simulation.

Process of Career Exploration: Knowing Yourself, Personal Characteristics, Knowledge about the World of Work, Requirements of Jobs Including Self-employment, Sources of Career Information, preparing for a Career Based on Potentials of Learners and Availability of Opportunities.

Cognitive Skills: Meaning, types of cognitive skills, and strategies, Critical Thinking Skills, Problem-solving Skills, Ability to Learn.

Non-cognitive Skills: Meaning, Types of Non-Cognitive skills and Strategies, Empathy, Teamwork, Creativity, Collaboration, Resilience, Interpersonal Skills, Perseverance, Self-Control, Social Skill, Peer Pressure, Stress and Stress Management.

Unit-2

Presentation Skills: Meaning and Types, Meaning of Presentation, Types of Presentations, Presentation for Internal and External Communication, Presentation Strategies, Ways to Improve Presentation Skills over Time.

Trust and Collaboration: Explain the importance of trust in creating a collaborative team, Definition of Trust, Importance of Trust in Creating a Collaborative Team, Strategies to Build Trust with Employees, Criteria for Evaluation of Trust and Collaboration in Teams, Agree to Disagree and Disagree to Agree– Spirit of Teamwork, Understanding Fear of Being Judged and Strategies to Overcome Fear, Understanding the Fear of Being Judged, Signs and Symptoms of Social Anxiety Disorder, Strategies to Overcome Fear or Social Anxiety.

Listening as a Team Skill: Listening Skill, Advantages of Effective Listening Skills, Types of Listening, Listening as a Team Member and Team Leader, Listening as a Team Leader, Listening as a Team Member, Improving Listening Skills, Uses of Active Listening Strategies to Encourage Sharing of Ideas, The Importance of Active Listening in the Workplace, Strategies for Improving Active Listening Skills to Encourage Sharing of Ideas.

Brainstorming: The Meaning and Process, Procedure for Conducting Brainstorming, Importance of Using the Brainstorming Technique, Types of Brainstorming, Learning and Showcasing the Principles of Documentation

of Team Session Outcomes.

Social and Cultural Etiquettes: Meaning, Need for Effective Interpersonal Relationships, Aspects of Social and Cultural/Corporate Etiquette in Promoting Teamwork, Social Etiquette, Cultural Etiquette and its role in promoting teamwork, Corporate/Professional Etiquette.

Internal Communication: Meaning, Need for Internal Communication, Use of Various Channels of Transmitting Information to Team Members including Digital and Physical.

Suggested Readings: Follow Curriculum and Guidelines for Life Skills (Jeevan Kaushal) 2.0 at UGC website: [https://www.cdlu.ac.in/assets/admin/miscellaneous/Implementation%20of%20Curriculum%20and%20Guidelines%20on%20Life%20Skills%20\(Jeevan%20Kaushal\)%202.0.pdf](https://www.cdlu.ac.in/assets/admin/miscellaneous/Implementation%20of%20Curriculum%20and%20Guidelines%20on%20Life%20Skills%20(Jeevan%20Kaushal)%202.0.pdf)

***Note for the Paper Setter:** The question paper will consist of **five** questions in all. The first question will be compulsory and will consist of **seven** short questions of **1** marks each covering the whole syllabus. In addition, **four** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one compulsory question** and **two more questions** selecting at least one question from each unit.*