



UTTARAKHAND BOARD OF TECHNICAL EDUCATION
JOINT ENTRANCE EXAMINATION AND TRAINING, RESEARCH DEVELOPMENT CELL, DEHRADUN
STUDY AND EVALUATION SCHEME FOR DIPLOMA PROGRAMME

BRANCH NAME– FASHION DESIGNING

SEMESTER – VI

Subject Code	Subject	L	T	P	T O T	EVALUATION SCHEME						Total Marks	Credit Point
						Internal		External					
		Period/Weeks				Theory	Practical	Theory		Practical			
		Max Marks	Max Marks	Max Marks	Hrs.	Max Marks	Hrs.						
106001	Management	3	-	-	3	30	-	70	2.5	-	-	100	2
106004	Fashion Retailing & Apparel Merchandising	5	-	-	5	60	-	100	2.5	-	-	160	4
106005	Port Folio Development	-	-	5	5	-	60	-	-	100	3.0	160	7
106002	Creative Pattern Making	-	-	5	5	-	60	-	-	100	3.0	160	7
106006	Major Project	-	-	5	5	-	60	-	-	75	3.0	135	5
106003	Digital Presentation Technique	-	-	4	4	-	60	-	-	100	3.0	160	7
106052	Industrial Exposure (Assessment at Inst. Level)	-	-	4	4	-	25	-	-	-	-	25	1
016054	General Proficiency (Disc/Games/SCA/NCC/NSS) #	-	-	4	4	-	25	-	-	-	-	25	1
016055	Employability Skill *	4	-	-	4	25	-	50	2.5	-	-	75	1
Total		12	-	27	39	115	290	220	-	375	-	1000	35

* Common with Garment technology, Textile design

It will co-curricular activities like games, hobby clubs, seminars, declamation contents, extension lectures, NCC, NSS and cultural activities etc.

Industrial visit compulsory at minimum 2 industry or department.

Note: 1. Each period will be of 50 minutes. 2. Each session will be of sixteen weeks. 3. Effective teaching will be at least 12.5 weeks.

Branch Code - 10



**SIXTH SEMESTER
FASHION DESIGN**

L	T	P
3	-	-

Subject Code : 106001

RATIONALE

The knowledge of this subject is required for all engineers/technicians who wish to choose industry/field as their career. This course will also help those engineers who want to open their own industrial units. This course is designed to develop understanding of various functions of Management, Marketing Techniques, Various Entrepreneurial support systems and preparation of project Report.

1. Production to Management

- Principles of management
- Functions of management
- Importance of management
- Scope of management
- Qualities of management
- Levels of management

2. Entrepreneurship And Its Support System

- Concept/Meaning/Need
- Qualities of an Entrepreneur
- Support System- DIC, Commercial Banks, SIDBI, IDBI, NABARD

3. Market Survey And opportunity Identification

- How to start a small scale industry
- Procedures for Registration of small scale industry (S.S.I)
- List of items Reserved for exclusive Manufacture in S.S.I
- Assessment of Demand And Supply in potential Areas of Growth
- Consideration in Product selection.

4. Communication

- Meaning, Need, Scope of Communication
- Importance of Communication
- Types of Communication
- Barriers of Communication

5. Environmental Consideration

- Concept of Ecology & Environment
- Types of Pollution (Air,Water,Noise)
- Factors Contributing to Air, Water & Noise Pollution.
- Measures to control Air, Water & Noise Pollution.

6. Financial management

- Introduction to Financial management
- Functions of Financial management
- Objectives
- Taxes; Income Tax, Sales, Excise Duty, Custom Duty, Value Added Tax (Vat)

7. Miscellaneous:

- Leadership
- Motivation
- Labor
- Workers participation in Management
- Structure of Industrial Organization.

RECOMMENDED BOOKS

1. Entrepreneurship development and management, A.K. Singh, 2006
2. Entrepreneurial development, Shobha Singh Khanka, 2006
3. Entrepreneur development, Satish Taneja, 2010

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Subject Code : 106004

RATIONALE:

Some diploma holders of fashion design may find employment in export houses and apparel merchandizing agencies. After studying this subject the students will understand marketing in domestic and international markets and their quota systems. It focuses attention on apparel industry giving thorough knowledge of merchandizing.

DETAILED CONTENTS

1. Concept of retailing
2. Introduction to various terms cost price, selling price, markups, markdowns
3. Introduction to retail organizations
 - Departmental Store
 - Discount Stores
 - Specialty Stores
4. Concept of wholesale merchants and agents
5. Sales promotion policies- procedures
6. Concept of visual merchandising
7. Apparel Industry Profile
 - Current Indian export and India's position in the world apparel/textile market.
 - Apparel cluster along with their specialties – Mumbai, Chennai, Ludhiana, Delhi etc.
 - Buyer classification and buying network in exports

8. Fashion merchandizing

Introduction to fashion marketing and merchandizing principles- retail, wholesale, boutique, designer – wear, couture, prêt-o-porter (ready to wear), haute couture (hi-fashion)

9. Sourcing

Assignment based on the market survey within the local market for various fabrics, trims and accessories.

RECOMMENDED BOOKS

1. Fashion from concept to consumer
2. Fashion and retail Merchandising
3. Inside the fashion Business by Joonow, Jea
4. Fashion Merchandising by Stone, Ela
5. Ready to Wear Apparel Analysis by petty and Brown

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Subject Code : 106005

RATIONALE

Portfolio provides a challenging platform for the students to demonstrate their analytical skills necessary for fashion designing. Thus the student should be able to design a catalogue depending on various design themes for boutiques and domestic markets/area of their interest for their future professional use. Here they have to summaries their whole learning of 6 semesters into one portfolio.

DETAILED CONTENTS

Practical Exercises

1. Design Collection

- a. Select a theme
- b. Design and illustrate the final garments keeping in the mind the colour, silhouette, drape / surface etc.

2. Create 2 design each for the following:

- a. Casual wear
- b. Evening wear (Party wear)
- c. Bridal wear
- d. School uniforms
- e. Sketching a figure in western wear with 2 colour medium.
- f. Sketching a figure in Indian wear using 2 colours.
- g. Sketching a composition of figure in colours.
- h. Sketching a stylized composition of figure in pencil shading.
- i. Sketching a composition of accessories with different effects.
- j. Creative sketching using any 5 themes.
- k. Logo design.
- l. Magazine cover.
- m. Digital compositions and collages.

RECOMMENDED BOOKS:

1. How to create your final collection by Mark Atkinson.
2. Fashion portfolio by Anna Kiper.
3. Design your fashion portfolio by Steven Faerm.
4. Fashion sketchpad by Tamar Daniel.
5. Fashion designers sketch books by Hywel Davies.

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Subject Code : 106002

RATIONALE:

After Mastering the basics of pattern making student need to develop pattern on various concepts & themes. Here we stress on introducing the basic pattern making techniques to creative pattern design for clothing.

DETAILED CONTENTS

1. Adaptions of different pattern for adults
2. Adaptions of different pattern for kids.
3. Selection of different pictures and making patterns for them.
4. Thematic based patterns.
5. Creative pattern making with the help of draping.

RECOMMENDED BOOKS:

6. Integrating draping drafting and drawing by Bina Abling.
7. Drawing drapery from head to toe by Cliff Young.

Subject Code : 106006

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RATIONALE:

Individual creativity is expressed in design collections. It will enable them to comprehend the relevance of class-room knowledge and skills. Therefore, a student of fashion design should be able to incorporate what she has learnt in the last five semesters through this diploma programme in the live presentation.

DETAILED CONTENTS

As far as possible students should be given live project problems with a view to:

- i. Develop understanding regarding the size and scale of operations and nature of field work in which students are going to play their role after completing the courses of study.
- ii. Develop understanding of subject based knowledge given in the classroom in the context of its application at work places.
- iii. Develop firsthand experience and confidence amongst the students to enable them to use and apply polytechnic/institute based knowledge and skills to solve practical problems of the world of work.
- iv. Develop special skills and abilities like interpersonal skills, communication skills, attitudes and values.

For the fulfillment of above objectives, polytechnic may establish close linkage with 8-10 relevant organization for providing such an experience. It is necessary that each organization is visited well in advance and activities to be performed by students are well defined. The chosen activities should be such which are of curricular interest to students and of professional value to industrial/field organizations. Each teacher is expected to supervise and guide 5-6 students.

Efforts should be made to identify actual field problems to be given as project work to the students. Project selected should not be too complex which is beyond the level of the students. The placement of the students for such a practical cum project work should match with the competency profile of students and the project work assigned to them. Students may be assessed both by industry and polytechnic faculty. The suggested performance criterion is given below:

- a) Punctuality and regularity
- b) Initiative in learning/working at site
- c) Level/proficiency of practical skills acquired
- d) Sense of responsibility
- e) Self expression/Communication skills
- f) Interpersonal skills
- g) Report writing skills
- h) Viva voice

Suggested Practical Exercises

1. Making a design collection
 - Selection of a theme
 - Finalizing five designs
 - Development of designs into garments
 - Final presentation of the garments
2. Training with a Boutique/domestic garment production house for minimum of 4 weeks/one month
 - Submission of a report at the end of training

A viva voice examination shall be conducted at the end of the project for assessing the work of the student. The examination committee for this purpose shall consist of a professional designer and the teacher who has guided the project. The project work should be properly displayed by the students.

RECOMMENDED BOOKS

1. Felt fashion: Couture projects from garments to accessories by Jenne Giles.
2. The fashion designer survival guide by Mary Gehlhar (Foreword by Fursten Berg)

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Subject Code : 106003

RATIONALE:

In today's Digital world, where everything has been digitized, it becomes essential to use the similar technique in designing to have a professional approach towards design; this course explores digital presentation media for fashion designing students and will also help them to have an open career option for fashion magazines. Student will create fashion, mood inspiration, illustrations, flats and complete design presentations while exploring the vast selections of tools and methods within these media.

ASSIGNMENTS

- I. Adobe software for creation of personal creative fashion mood boards and concept and inspirational charts in response using the contemporary examples and explore the internet, pinterest etc.

- II. Selection of the fashion charts, such as colour, fabric, production charts in order to complete the presentation of their personal fashion portfolio. They will be encouraged to include the creative & experimental approaches developed over course in the final body of work; a reflection of an exciting approach to digital presentation that meets technical accuracy that characterize a professional level digital presentation.

- III. Photography
 - Students have to train themselves to take pictures & photos of their designs and prepare their portfolio with live photoshoots.
 - Lectures from photographer
 - Preparation of slides of the outfit prepared
 - Photo shoots indoor or outdoor
 - Magazines columns

- IV. Students have to capture various live events and fashion shows

- V. Presenting your project digitally
 - a) Report presentation
 - b) Photo presentation shoots

EMPLOYABILITY SKILLS

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Subject Code : 016055

RATIONALE

Diploma holders are required to not only possess subject related knowledge but also soft skills to get good jobs and to rise steadily at their workplace. This subject is included to develop employability skills amongst the students.

DETAILED CONTENTS

Unit I: (06 periods)

- Technical Education & Industrial scenario.
- Competency required of an engineer.

Unit II: (06 periods)

- Professional Engineer desirable values and ethics and their development.
- Relation between engineering profession, society and environment

Unit III: (12 periods)

Effective Communication

- Reading & Active Listening Skills
- Speaking
- Writing
- Presentation Technique/Seminar
- Group discussion

Unit IV: (12 periods)

Managing project

- Leadership
- Motivation
- Time management
- Resource management
- Interpersonal relationship

Unit V: (10 periods)

Preparing for Employment

- Searching for job/job hunting

- Resume & CV Writing
- Interview technique in personal interview telephonic interview, panel
- Interview, group interview, video conferencing

Unit VI: (08 periods)

Self Management

- Self awareness
- Stress Management
- Conflict resolution

Unit VII: (06 periods)

- Creativity, Innovation and Intellectual property right
- Concept and need in present time for an engineer

Unit VIII: (04 periods)

Rules & Ethics

- Basic rules, laws and norms to be adhered by engineers during their working

LIST OF PRACTICAS

- Steps how to effectively write different types of Letters.
- Steps to make a Presentation in Power Point.
- Steps to make a Resume more effective.
- Steps to conduct Telephonic/On-line Interview (Through skype/Google Hangout).
- Study of Different Techniques of Stress Management.
- Study of Rules & Ethical practices to be followed at Workplace.

RECOMMENDED BOOKS

- Employability skills by Kapil Dev, Vishnu P. Singh Asian Pub. New Delhi
- Employability skills for Diploma students by Dr. S.K. Singh, Vayu Education, New Delhi

SUGGESTED DISTRIBUTION OF MARKS

Unit No.	Time Allotted (Periods)	Marks Allotted(%)
1	06	10
2	06	10
3	12	18
4	12	18
5	10	16
6	08	12
7	06	10
8	04	6
Total	64	100



LEARNING OUT COMES AND MEANS OF ASSESSMENT

BRANCH NAME – FASHION DESIGN

SEMESTER – VI

S.NO.	Title of Subject/Unit	Learning Outcomes	Means of Assessment
1	*management	To develop understanding of various management functions, marketing techniques, various Entrepreneurial support systems and preparation of project report.	Assignments based on presentation of files, /Class tests, mid-terms and end-term written tests
2	Fashion Retailing And Apparel Merchandising	To understand the marketing in domestic and international markets and their quota systems, study of apparel industry and merchandizing.	Assignments based on notebook, market survey, industrial exposure, project report Class tests, mid-terms and end-term written tests, samples and practical work, sketches, exercises and viva-voce. Report writing presentation and viva-voce s.
3	Portfolio Development	To design a design catalogue on various themes for boutiques and domestic markets /area of interest for their future professional use.	Assignments based on various themes, sketches, folders, sheet work mood boards swatches, client boards. Class tests, mid-terms and end-term written tests, samples and practical work, sketches, exercises and viva-voce. Report writing presentation and viva-voce.
4	Creative Pattern Making	To be able to use the basic pattern making techniques to create advance and new pattern for design .	Assignments of Making of patterns, layouts of different designs ,adaptations on sheetwork, drafting files. Class tests, mid-terms and end-term written tests, samples and practical work ,sketches, exercises and viva-voce. Report writing presentation and viva-voce.
5	Major Project	To show case their individual creativity in their collections and their knowledge of classroom.	Assignments based on comprehensive study and detailing put into the development of major project. Assignment based on the step by step development of five garments and end term assessment.

6	Digital Presentation Technique	To explore digital presentation media, to be able to work for fashion magazine, to explore vast tools and methods with in this media.	Assignments based on various themes, sheetwork, prototypes, photo shoots, folders, etc.
7	*employment Skill	To develop employability skills amongst the students.	Vi va , quiz, mock interviews, drafting of letters, etc. Class test , mid term and end terms test.