

Diploma in Fashion Merchandizing and Readymade Garments

The nomenclature of the course will be as follows: Diploma in Fashion Merchandizing and Readymade Garments

DURATION: The duration of the course will be one year.

ELIGIBILITY FOR ADMISSION: Those who have passed the Sr. or Higher Secondary or equivalent examination (10+2) from statutory Board recognized by the University will be eligible for admission.

Marks Distribution:

Total marks of the paper = 400 marks

1. Theory:

Paper I: Theory of Fundamental of Clothing- 50 Marks

Paper II: Theory of Pattern Making and Grading- 50 Marks

2. Practical: Total Practical Marks= 200 marks

i. Internal Assessment – 100 marks

ii. Final Practical Exam-100 marks

3. Special Project= 100

Objective:

- To Enable Students to Develop Skill in Constructing Garments
- To understand the concept related to elements and principles of design.
- To understand terminology related to fashion.
- To acquaint the students with the basic factors influencing fashion.
- To acquaint students with basics of merchandising.
- To acquaint students of the different trims, components, accessories and embellishments used as fashion accessories

SYLLABUS OF THEORY

Paper I: Theory of Fundamental of Clothing

Unit I

1. Sewing Common terms:
Armsyce, Bias, Binding, Casing, Dart, Darning, Dressmaker, Facing, Fusible, Interfacing, Gathers, Godet, Gore, Grain, Gusset, Hem, Interfacing, lining, muslin, Notches, Patchwork, Pattern, Piping, Plackets
2. Types of sewing machine:
Manual, Motor operated, Digital, Lock stitch machine, Chain stitch machine
3. Parts of sewing machine:
Spool pin, Thread guide, Tension disc, Take up lever, Needle bar, Bobbin case, Presser foot, Presser foot lifter, Stitch regulator, Bobbin winder, Fly Wheel, Clutch or Thumb Screw, Slide Plate, Needle Plate or Throat Plate, Feed dog, Face plate, Spool pin for bobbin winding
4. Care and maintenance of sewing machine
5. Problems related to sewing machine causes and remedies

Unit II

Equipments for tailoring

1. Measuring tool
2. Marking tool
3. Cutting tool
4. Stitching tool

Unit III

1. Body Measurements: Importance of taking body measurements, Points to be considered while taking body measurements
2. Silhouettes – Definition and its types-A-line, V-line/ chemise, Trapezoid, Tent, Empire, Low waist, I- Line/ Shift, Sheath, Pegged, Bell, Princess, Balloon.
3. Types of dresses- One piece and Two Piece

Unit IV

1. Design – Definition, Types - Structural and decorative design.
2. Elements of design – line, shape, form, colour & texture.
3. Lines – varieties and their application in a design.
4. Shapes - Types – Natural, stylized, geometrical, and abstract.
5. Colour – Definition and origin – Characteristics (hue, value and intensity) - colour schemes.
6. Texture – types of texture and its application in clothing.

Unit V

Selection of clothing for different age groups

1. Infants
2. Preschool children
3. School going children
4. Adolescents
5. Adults
6. Old age

Paper II: Theory of Pattern making and Grading

Unit I

1. Introduction to Fashion – definition , reasons for change in fashion ,
2. classification of fashion – Style, classic, FAD, Trend
3. fashion Theory- Trickle up, Trickle down, trickle across
4. Fashion designing - designers" role in styling and production of costumes.

Unit II

1. Drafting – Meaning , advantages and disadvantages
2. Draping- Meaning , advantages and disadvantages
3. Flat pattern method – Slash and pivot method
4. Combining and shifting of darts to waist line

Unit III

Sketching of different types of following patterns

1. Collar- Shawl, Peter pan, Chinese, Tie, Shirt, Cowl, Sailors

2. Yokes- Round, V, Square, Fancy
3. Sleeves- Plain, Puff, Reglan , Kimono, Petal, Bell, Cap, Leg-o-mutton
4. Necklines- Round, V, Square, Key hole, Haulter, Fancy
5. Skirts- Peg, pleated, Circular, Gored, Accordion

Unit IV

1. Grading – meaning and importance
2. Merits of grading
3. Layout – meaning and types (open, single fold, double fold ,bias, combination)

Unit V

1. Channel of distribution
 - Middle Men- Advantages and disadvantages
 - Wholesaler- Advantages and disadvantages
 - Retailer- Advantages and disadvantages
2. Price determination of apparel

PRACTICAL

1. Seams and Stitches

- Temporary stitches - even, uneven, pin, machine and diagonal basting.
- Permanent stitches –hemming, blind hemming, back stitch, fine stitch, running stitch, slip stitch
- Plain seam and seam finishes – Pinking, Turned and Stitched, Edge stitched, overcast finish, overlock, piped finish
- French seam, run-n-fell seam, lapped seam, top stitching, piped seam

2. Fasteners: button, buttonholes, press buttons, hook-n-eye etc.

3. Basic Drafting:

- Child's basic bodice block
- Child's basic sleeve block
- Adult Basic Bodice block
- Adult Basic Sleeve block
- Adult basic skirt block
- Adaptation of drafts:
 - Basic sleeve adaptation to flared, puff sleeve
 - Drafting of collars on basic neck line - Peter pan, Shirt collar

4. Basic Construction Details of

- Samples of pleats, tucks, gathers

- Necklines and their finishing: bias binding, bias facing, shaped facing with fusing
- Types of Sleeve
- Types of Collars
- Types of Skirts
- Types of Pockets
- 5. **Apparel Construction:**
 - Children Garment- types of frocks, Night dress, Party wear dresses
 - Ladies Garment- Salwar suits and its variation, Blouse and its variation, Lower Garments, Night dress, party wear dress
 - Men's Garment- shirt, kurta, pyjama, Pant, Jacket
- 6. **Embroidery:**
 - Chain, herringbone, stem, running, lazy-daisy, satin, French knot, bullion stitch, buttonhole and other Fancy Stitches
- 7. **Sketching and Portfolio:**
 - Geometric Croqui
 - Muscle figure development of geometric croqui
 - Draping of garments on croqui
 - Different silhouettes: necklines, sleeves, tops and collars, skirts, trousers
 - Concepts of color: Color wheel, Value and Intensity
 - Full rendering of dresses on croqui along with swatches
 - Preparation of a portfolio of any 3 themes with one sketch each

SPECIAL PROJECT

- Theme based Apparel Designing and Construction with accessories
- Organize an Exhibition/ Fashion Show
- Exposure cum Educational Visit
- Extension Lecture

Recommended Readings

- The Dynamics Of Fashion, Elaine Stone, Fairchild Publication, 2008
- Frings Gini, Fashion-From Concept To Consumer, (5th Edition), Prentice Hall Publications, 1996
- Marshall S G, Jackson H O, Stanley Ms, Kefgen M & Specht T, (2009), Individuality In Clothing & Personal Appearance, 6th Edition, Pearson Education, Usa.
- Shorie, G.P., Vastra Vigyan Ke Mool Sidhant, Vinod Pustak Mandir, Hospital Road, Agra, 2007. (Hindi Book)
- Verma, Promila., Vastra Vigyan Avam Paridhan, Madhya Pradesh Hindi Granth Akademy, Bhopal, 2003 (Hindi Book)
- Jarnow, Jand Judelle, B., Inside Fashion Business, Merill Prentice Hall, New Jersey, 1987
- Wood, D. The Practical Encyclopedia of Sewing, Anness Publishing Ltd, USA

- Readers Digest. Complete Guide to Needle Work, The Readers Digest Association Inc. Pleasantville, New York
- Rosenau, J. A., Wilson David L. David., Apparel Merchandising-The Line Starts Here, Fairchild Publications, New York,2006

