

SYLLABUS

One Year Diploma Course

Fashion Merchandizing and Readymade Garments



DEPARTMENT OF FASHION TECHNOLOGY AND DESIGNING

**UNIVERSITY COLLEGE OF SOCIAL SCIENCES AND HUMANITIES
MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR**

- Course level** : Diploma
- Course title** : **Diploma in Fashion Merchandizing and Readymade Garments**
- Course duration** : One year (Full time course)
- Strength** : 30
- Eligibility** : 12th pass from any discipline (Arts/Science/Commerce)
- Medium of Instructions:** Bilingual (Hindi/ English)
- Course curriculum** : 2 theory papers + 5 practical papers
- Total marks** : 1000 marks; each theory paper is of 100 marks and Practical paper is of 100 marks and 200 marks mentioned below.

General Instructions:

- 1) The course will comprise of 2 theory papers each of 100 marks and five practical papers. Two practical papers will be of 100 marks and three practical papers will be of 200 marks.
- 2) Evaluation of Practical Papers:
 - Department level evaluation: Practical Paper III and Paper IV by departmental faculty
 - External Evaluation: Paper V, VI, VII will be evaluated by external examiner.
- 3) Internal assessment for practical papers V, VI, VII will be of 30 percent and remaining 70 percent will be evaluated by external examiner.
- 4) Exam Duration: Three hours for each theory paper and four hours for practical papers.
- 5) The candidates will require to pass separately in theory and practical examinations.
- 6) The syllabus allows to be flexible in their approach to the coursework in Practical work, using creative, design-and-make, practical application and investigative methods as per current fashion trends.
- 7) **Admission:** Admission will be given as per University norms.

8) Paper Scheme:

Papers	Nature	Min. Pass Marks	Max. Marks
Paper I	Theory	36	100
Paper II	Theory	36	100
Paper III	Practical	36	100
Paper IV	Practical	36	100
Paper V	Practical	72	200
Paper VI	Practical	72	200
Paper VII	Practical	72	200

9) Nomenclature:

A. Theory Paper

Paper	Nomenclature	Code
Paper I	Fashion Studies and Merchandising	DFM 001T
Paper II	Apparel Construction Management	DFM 002T

B. Practical Paper

Paper	Nomenclature	Code
Paper III	Fabric Study and its Applications	DFM 003P
Paper IV	Basics of Apparel Construction	DFM 004P
Paper V	Surface Ornamentation	DFM 005P
Paper VI	Fashion Merchandising Craft Project	DFM 006P
Paper VII	Special Project	DFM 007P

Objectives:

- To develop students' aesthetic, intellectual and technological abilities through programs that integrates theory and practice.
- To promote students' growth and self-development through internships, guest lectures, industry sponsored projects, and opportunities for experiential learning.
- To understand terminology related to fashion, marketing, merchandising.
- To acquaint students with basics of fashion business plan.
- To acquaint the students with the basic factors influencing fashion, marketing and merchandising.
- To enable the students to draft basic bodice block, skirt block and sleeve block.
- To enable students to develop skills in constructing garments and surface ornamentation techniques.
- To make them understand the importance of fashion forecasting.
- To acquaint students of the different trims, components, accessories and embellishments used as fashion accessories.
- To develop creative designing sensibilities among students for developing ensembles through thematic presentations and interpretations.
- To introduce the students as fashion designers, textile designers, merchandisers and entrepreneur.

PAPER VI: FASHION MERCHANDISING CRAFT PROJECT

Objectives

- To learn basic local traditional crafts, artisans and promotional schemes for crafts related to fashion.
- The subject also helps in identifying the crafts which are to be revived and preserved.
- It will also impart the knowledge to update artist's, with technologies and creative inputs.
- To awaken the creativity of a community, to create a sustainable product line for the recent fashion scenario.

Craft Project Contents:

Step-1

- 1) Selection of the Craft
- 2) Research on the Craft: History, Origin, Manufacturing process, Product range
- 3) Search for the "Artisans" working for the craft
- 4) Initial approach to the "Artisans" for explaining the Project and its importance
- 5) Telephonic interaction with the Artisan regarding the current problems associated with the promotion and development of the craft.
- 6) Search information for the various Organizations working to preserve the craft: NGO, Government Organization, Local Outlets
- 7) Application of the Craft in recent Fashion Scenario: Designer collection, Retail collection

STEP- 2

- 1) List down the challenges related to the craft.
- 2) Selection of the Product Category (any one): Apparel, Corporate Gifts or Stationary, Accessories, Home/ corporate Decor
- 3) Students contribution in Product Identification & Development in terms of: Motif Development, Print Development, Color Variations, Fabric Development, Design Development
- 4) Interpretation of ideas on paper: Pencil sketches, Color Sketches
- 5) Approval from the concerned Faculty.
- 6) Approval and discussion with the Artisans regarding the changes.
- 7) Production

STEP- 3

- 1) Implementation and application of the Products in Fashion: Display, Show, presentation

Assignments-

- Application of Indian Traditional Crafts for making Women's apparel, accessories, stationary, life style products etc.
- Students are expected to make one woman's apparel products such as dresses, waist coats, tops, jackets, skirts, Indian ethnic etc
- Students are expected to make accessories for Women such as, Jewellery, bags, foot wear, stoles, belts etc.
- Students are expected to make corporate stationary product such as Table stand, diaries, folders, pen stand, tea coasters etc.
- Students are expected to make home decor products such as Table cloth, wall hangings, flower pots, cushion covers, bed sheets etc.

Recommended Books

- Annual reports of Textile Ministry
- Crafts of India - Handmade in India – Aditi Ranjan & MP Ranjan, Council of Handicraft Development Corporations

E BOOKS

- Craft traditions of India - <http://www.ncert.nic.in/NCERTS/l/lehc1ps.pdf>
- <https://www.mooc-list.com/course/recovering-humankinds-past-and-saving-universal-heritagecoursera>

PAPER VII- SPECIAL PROJECT

Objectives

- To provide students a sound foundation for any design work based on creativity and technical knowledge.
- To create a conscious awareness with regard to each step in the design process.
- To develop the ability to understand a particular theme and demonstrate this understanding in the form of three dimensional theme board, initial concepts and a final print design of a garment.
- To use a surface design skills like weaves, dyes, embroidery etc. for creating fabric ideas for the product.
 - (1) Theme based Apparel Designing and Construction with accessories
 - (2) Organize an Exhibition/ Fashion Show
 - (3) Exposure cum Educational Visit
 - (4) Extension Lecture
 - (5) Visit to established designer house

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, Individuality In

Clothing & Personal Appearance, 6th Edition, Pearson Education, USA, 2009

- 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 Academy, 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

E BOOKS

- The Fashion Sketch Book -
<https://www.google.co.in/search?q=historic+textiles+book+pdf&oq=historic+textiles+book+pdf&aqs=chrome..69i57.9805j0j8&sourceid=chrome&ie=UTF-8#>
- <http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/pattern-cutting-course/> <http://mooc.live/fashion-design-through-patternmaking-the-sloper-online-course/>