

Devi Ahilya Vishwavidyalaya, Indore

देवी अहिल्या विश्वविद्यालय, इंदौर

Session/ सत्र 2019 - 2020

Fashion Technology Six Semester Syllabus

फैशन टेक्नोलॉजी छः सेमेस्टर पाठ्यक्रम योजना

Semester I

Paper No.	Name of Subject	Marks Division							
		Practical		Theory		Internal		Total	
		Max. Marks	Passing Marks	Max. Marks	Passing Marks	Max. Marks	Passing Marks	Max. Marks	Passing Marks
1	Hindi Language	-	-	80	27	20	07	100	33
2	Fashion Merchandising &	-	-	40	14	10	03	50	17
	Pattern Making	80	27	-	-	20	07	100	33
3	History of Fashion &	-	-	40	14	10	03	50	17
	Design Idea	80	27	-	-	20	07	100	33
4	Principles of Management &	-	-	80	27	20	07	100	33
	Fashion Survey	40	10	-	-	10	03	50	17
5	Project Work	40	10	-	-	10	03	50	17
	Total							600	

May 2020

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13/3/2020

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Session/ सत्र 2019 – 2020

Class / कक्षा	: B.Voc 1 st semester
Subject / विषय	: Fashion Technology
Title of Paper	: Hindi Language
Paper No. / प्रश्न पत्र क्रमांक	: 1 st
Compulsory / अनिवार्य	: Compulsory / अनिवार्य
Max. Marks / अधिकतम अंक	: 80 + 20 (Theory + Internal)
Subject Code / विषय क्रमांक	: BVF 101

Particulars / विवरण

Unit I

हिंदी भाषा का स्वरूप -

1. हिन्दी साहित्य का इतिहास
2. मानक भाषा, अमानक भाषा

निबन्ध -

3. मित्रता (रामचन्द्र शुकला)
4. अध्ययन (मिश्रबंधु)
5. उद्देश्य और लक्ष्य (रामचंद्र वर्मा)

Unit II

कविता

6. हिमालय के प्रति (रामधारी सिंह दिनकर)
7. मोचीराम (धूमिल)

Unit III

नाटक

8. कर्मभूमि (रामचंद्र)
9. आनंदमठ (बंकिमचंद्र चटोपाध्याय)
10. राम दरबारी (श्रीलाल शुक्ल)

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Unit IV

व्याकरण

11. संक्षेप
12. पल्लवन या विस्तारण
13. समाचार लेखन
14. समास, सन्धि

Unit V

पत्र लेखन एवं संछेपीका

15. अलंकार
16. छन्द
17. शब्द एवं वाक्य रचना प्रकार
18. अशुद्धि संशोधन
19. शैली एवं प्रकार
20. व्यवसायिक पत्र लेखन

Reference Books:

- Bhushan Publication

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Class / कक्षा	: B.Voc 1 st semester
Subject / विषय	: Fashion Technology
Title of Paper	: Fashion Merchandising & Pattern Making
Paper No. / प्रश्न पत्र क्रमांक	: 2 nd
Compulsory / अनिवार्य	: Compulsory
Max. Marks / अधिकतम अंक	: 40 + 10 (Theory + Internal)
Subject Code / विषय क्रमांक	: BVF 102

Particulars / विवरण

Unit I

- Introduction to Marketing
- 4 P's of Marketing
- Developing Marketing Strategy & Tactics
- Planning The Line
- Time & Action Plan

Unit II

- Introduction to Merchandising
- Types of Merchandiser
- Role & Responsibilities Of Merchandiser
- Merchandising Terminology & Concepts
- Garment Costing

Unit III

- Place of Marketing & Merchandising in Fashion Industry
- Fashion Cycle & Fashion Adaptation Theories
- Sample Approvals
- Merchandising Planning Tools & Techniques
- Merchandising Calendar
- Fashion Retail Business

Unit IV

- Introduction of International Marketing

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- International Marketing Channels
- Market Selection & Market Profiling
- Product Strategies
- Promotion Strategies
- Export Pricing
- Export Finance
- Export Risk Insurance
- Export Packaging & Labelling
- Quality Control & per Shipment inspection

Unit V

- Foreign Trade
- Foreign Trade Control & Exim Policy
- Export Promotions
- Export Procedures & Document
- Major problem of India's Exports Sector

Reference Books:

- Fashion Merchandising by Virginia Grose,
- Fashion buying & merchandising b Hemanta sundaray,
- Fashion marketing & merchandising by Mary G. Wolfe,
- Fashion Retailing by Bloomsbury.

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Paper No. / प्रश्न पत्र क्रमांक	: 2 nd
Compulsory / अनिवार्य	: Compulsory
Max. Marks / अधिकतम अंक	: 80 + 20 (Practical + Internal)
Subject Code / विषय क्रमांक	: BVF 102

Particulars / विवरण

Activity I

- Draw sheets of types of Pattern Block

Activity II

- Learn Drafting of Garments On brown papers.

Activity III

- Draw Basic Sleeve Block on a Brown Paper.

Activity IV

- Draw different types of Sleeves on designer sheet with the help of stedleres & Black pen. Add this on Portfolio file.
 - Raglan
 - Kimono
 - Dolman
 - Leg - O – Mutton
 - Petals
 - Bell Sleeve
 - Puff Sleeve & Its Variation

Activity V

- Draw Collars & its variations on designer sheet with the help of stedleres & Black pen. Add this on Portfolio file.
 - Peter pan collar

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- ii) Cap collar
- iii) Sailor
- iv) Shawl collar
- v) Mandarin collar
- vi) Chinese collar
- vii) Shirt collar

Activity VI

- Draw Skirts & its variations on designer sheet with the help of stedleres & Black pen. Add this on Portfolio file.
 - i) Basic one dart skirt

Activity VII

- Draw Skirts & its variations on designer sheet with the help of stedleres & Black pen. Add this on Portfolio file.
 - ii) Two dart Skirt

Activity VIII

- Draw Skirts & its variations on designer sheet with the help of stedleres & Black pen. Add this on Portfolio file.
 - iii) Circular skirt

Activity IX

- Draw Skirts & its variations on designer sheet with the help of stedleres & Black pen. Add this on Portfolio file.
 - iv) Pleated Skirt

Activity X

- Draw Skirts & its variations on designer sheet with the help of stedleres & Black pen. Add this on Portfolio file.
 - v) Designer Skirt

Reference Books:

- Patten Making for fashion design by Helen Joseph-Armstrong,
- Techniques of drafting & Pattern making By Padmavati. B,
- Pattern- Drafting for fashion By Teresa Gilewska,
- Pattern Drafting for Dressmaking by Pamela Stringer.

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Session/ सत्र 2019 – 2020

Class / कक्षा	: B.Voc 1 st semester
Subject / विषय	: Fashion Technology
Title of Paper	: History of Fashion Design & Design Idea
Paper No. / प्रश्न पत्र क्रमांक	: 3 rd / तृतीय प्रश्न पत्र
Compulsory / अनिवार्य	: Compulsory
Max. Marks / अधिकतम अंक	: 40 + 10 (Theory + Internal)
Subject Code / विषय क्रमांक	: BVF 103

Particulars / विवरण

Unit I

- Costumes of Ancient Civilization
 - i) Egyptian
 - ii) Greek
 - iii) Roman
 - iv) Byzantine

Unit II

- Egyptian Costumes 12th to 21st century

Unit III

History of Indian costume

- Pre Historic era
- Vedic period
- Maurya & Sunga period
- Satvahana Period
- Kushan period
- Gupta period
- Mughal period
- British

Unit IV

Costumes of North & East States

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- Kashmir
- Punjab
- Manipur
- Nagaland
- Arunachal Pradesh
- West Bengal
- Sikkim

Unit V

Costumes of south & West States

- Uttar Pradesh
- Rajasthan
- Haryana
- Tamilnadu
- Andhra Pradesh
- Maharashtra
- Kerala

Reference Books:

- Ancient Egyptian fashion by Tom Tierney,
- Greek & Roman fashion by Tom Tierney,
- Byzantine Fashion by Tom Tierney,
- Fashion from ancient Egypt to the present day by Mila Contini,
- Ancient Greek, Roman & Byzantine costume by Mary G. Houston,
- Byzantine Fashion by Tom Tierney,
- Ancient Indian Costume by Roshen Alkazi,
- Costumes and Textiles of Royal India by Ritu Kumar,
- Traditional Indian Costumes & Textiles by Parul Bhatnagar,
- A History of Costume by Carl Kohler,
- Traditional costumes of India by Ramanjit Kaur Bajwa,
- Indian Costumes by A. Biswas.

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Session/ सत्र 2019 – 2020

Class / कक्षा	: B.Voc 1 st semester
Subject / विषय	: Fashion Technology
Title of Paper	: History of Fashion Design & Design Idea
Paper No. / प्रश्न पत्र क्रमांक	: 3 rd
Compulsory / अनिवार्य	: Compulsory
Max. Marks / अधिकतम अंक	: 80 + 20 (Practical + Internal)
Subject Code / विषय क्रमांक	: BVF 103

Particulars / विवरण

Activity I

- Draw Particular sheets of VII Elements of arts
 - Line
 - Colour
 - Size
 - Space
 - Shape
 - Value
 - texture

Activity II

- Drawn particular sheets of Principles of design
 - Balance
 - Unity
 - Proportion
 - Emphasis
 - Rhythm

Activity III

- Make Colour Wheel Sheet.
- Make a sheet contain primary & secondary colours.

Activity IV

- Make a sheet contain tertiary colours.
- Make a sheet contain VIBGYOR colours.

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Activity V

- v) Make a sheet contain Complementary colours.
- vi) Make a sheet contain Split Complimentary colours.

Activity VI

- vii) Make a sheet contain Cool & Warm colours.
- viii) Make a sheet contain Analogous colours.

Activity VII

- Make Sheet of below:-
 - I. Hue
 - II. Shade
 - III. Tint
 - IV. Tone

Activity VIII

Make file which contain detail & photographs of all Top 10 Fashion designers: Indian & International (Elaborate).

Activity IX

Make file which contain detail & photographs of all Top 10 Major Fashion Centre's of World (Elaborate).

Activity X

Make file which contain detail & photographs of all Top 10 Major fashion shows, Exhibitions (Elaborate).

Reference Books:

- Elements of fashion & Apparel Design by G.J. Sumathi,
- Elements & Principles of Fashion Design by Vaibhav Dhange,
- Colour Theory by Patti Mollica,
- The Art of colour by Johannes Itten,

Rhane
Majumdar

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Class / कक्षा	: B.Voc 1 st semester
Subject / विषय	: Fashion Technology
Title of Paper	: Principles of Management & Fashion Survey
Paper No. / प्रश्न पत्र क्रमांक	: 4 th
Compulsory / अनिवार्य	: Compulsory
Max. Marks / अधिकतम अंक	: 80 + 20 (Theory + Internal)
Subject Code / विषय क्रमांक	: BVF 104

Particulars / विवरण

Unit I

- Introduction & definition of management
- Significance & Scope of management
- Purpose of management
- Factors influencing management
- Obstacles to the improvement of management
- Misconception about management
- Misconception of management

Unit II

Factors motivating management:

- Values : Importance, meaning & types
- Goals : Definition, types & Utility
- Standards : importance, meaning & types

Decision Making:

- Meaning, Importance
- Steps of decision making process
- Types of decisions
- Factors influencing decision

Unit III

Process of management: - various steps of management process - major steps
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- Planning
 - Controlling
 - Evaluation
- organization*

Unit IV

Resources of the family:

- Meaning, definition, importance
- Characteristics & classification of resources
- Management of specific resources
- Money management : meaning, source of income, Budget making

Unit V

Time management:

- Meaning, importance & tools of time management
- Process of time management

Energy management:

- Concept & importance of energy management
- Process of Energy management
- Fatigue : types of fatigue, measure to relieve fatigue

Reference Books:

- Principles of Management by Neeru & Vibhuti Vasishth

Neeru Vasishth
Vibhuti

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Subject / विषय	: Fashion Technology
Title of Paper	: Principles of Management & Fashion Survey
Paper No. / प्रश्न पत्र क्रमांक	: 4 th
Compulsory / अनिवार्य	: Compulsory
Max. Marks / अधिकतम अंक	: 40 + 10 (Practical + Internal)
Subject Code / विषय क्रमांक	: BVF 104

Particulars / विवरण

Unit I

- Conducting surveys to find out current fashion awareness among students.
वर्तमान समय में छात्र छात्राओं में फैशन जागरूकता ज्ञात करने हेतु सर्वेक्षण करना
- Survey for selection of apparel accessories according to fashion.
फैशन के अनुसार परिधानो उपसाधनों का चुनाव हेतु सर्वेक्षण

Unit II

- To conduct survey regarding regional apparel of India for different occasion.
सामाजिक मूल्यों के आधार पर विभिन्न राज्यों में पहने जाने वाले परिधान हेतु सर्वेक्षण करना
- Decision making process for selection of costumes for different occasions.
विभिन्न अवसरों में विभिन्न परिधानों का चुनाव हेतु निर्णय लेना

Unit III

- Making a plan for Organizing fashion show / exhibition at college and inter-college level.
महाविद्यालयीन एवं अन्तर्महाविद्यालयीन स्तर पर फैशन शो / प्रदर्शनी का आयोजन करना
- Project report for visiting the exhibition / fair held in the city.
शहर में आयोजित प्रदर्शनी / मेला को विजिट करना

Unit IV

Majid Hussain

Preparation of budget in the family of middle class income for the costumes of main festivals and events.

मुख्य त्योहार एवं विभिन्न प्रसंग (इवेंट्स) के परिधान हेतु मध्यम वर्गीय आय के परिवार में बजट तैयार करना

- Market Survey for purchase of occasion specific garment as per budget.
सरकारी विद्यालय के छात्र हेतु गणवेश तैयार करने हेतु वार्षिक बजट तैयार करना

Unit V

- Prepare a one-week schedule for working women regarding use of different colours in apparel and apparel accessories.

कार्यकारी महिला हेतु परिधान एवं परिधान से सम्बंधित उपसाधनों में रंगों का उपयोग करने हेतु एक सप्ताह की कार्य योजना तैयार कीजिये

- Find the time norm for a student to press one week's costumes.
एक छात्रा हेतु एक सप्ताह के परिधानों पर प्रेस करने की क्रिया का समय मानक ज्ञान कीजिये

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Class / कक्षा	: B.Voc 1 st semester
Subject / विषय	: Fashion Technology
Title of Paper	: Project Work
Paper No. / प्रश्न पत्र क्रमांक	: 5 th
Compulsory / अनिवार्य	: Compulsory
Max. Marks / अधिकतम अंक	: 40 + 10 (Practical + Interview)
Subject Code / विषय क्रमांक	: BVF 105

Particulars / विवरण

Activity 1

- Make a file of Costumes of Ancient Civilization. Draw or Stick pictures of the costumes below:
 1. Egyptian
 2. Greek
 3. Roman
 4. Byzantine

Activity 2

Make a file of History of Indian costume. Draw or Stick pictures of the costumes below:

- Vedic period
- Maurya & sunga period
- Satvahana Period
- Kushan period
- Gupta period
- Mugal period
- British

Activity 3

Make a file of Costumes of North & East States. Draw or Stick pictures of the costumes below:

- Kashmir

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- Punjab
- Manipur
- Nagaland
- Arunachal Pradesh
- West Bengal
- Sikkim

Activity 4

Make a file of Costumes of south & West States. Draw or Stick pictures of the costumes below:

- Uttar Pradesh
- Rajasthan
- Haryana
- Tamilnadu
- Andhra Pradesh
- Maharashtra
- Kerala

Activity 5

- Make sheets of compositions of line.
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