### CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

**DIPLOMA PROGRAMME IN COSTUME DESIGN AND DRESS MAKING**

**SEMESTER—III**

**COURSE OF STUDY AND SCHEME OF EXAMINATION**

<table>
<thead>
<tr>
<th>S. N.</th>
<th>BOARD OF STUDY</th>
<th>SUBJECT CODE</th>
<th>SUBJECT</th>
<th>PERIODS/WEEK INHOURS</th>
<th>SCHEME OF EXAMINATION</th>
<th>CREDIT L+(T+P)/2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>L T P ESE CT TA ESE TA TOTAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Comp. Scien. Engg.</td>
<td>223311 (22)</td>
<td>Fundamentals of Computers</td>
<td>2 1 - 100 20 20 -- -- 140</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>C.D. D.M</td>
<td>223312 (23)</td>
<td>Men’s Wear</td>
<td>4 1 - 100 20 20 - - 140</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>C.D. D.M</td>
<td>223313 (23)</td>
<td>Design Ideas in Garment-I</td>
<td>2 1 - 100 20 20 - - 140</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>C.D. D.M</td>
<td>223314 (23)</td>
<td>Textile Economics</td>
<td>4 1 - 100 20 20 - - 140</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>C.D. D.M</td>
<td>223315 (23)</td>
<td>Fashion technology</td>
<td>3 1 - 100 20 20 - - 140</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Comp. Scien. Engg.</td>
<td>223321 (22)</td>
<td>Fundamentals of Computer (Lab)</td>
<td>- - 2 - - - 50 20 70</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>C.D. D.M</td>
<td>223322 (23)</td>
<td>Men’s Wear (Lab)</td>
<td>- - 4 - - - 50 20 70</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>C.D. D.M</td>
<td>223323 (23)</td>
<td>Designs Ideas in Garment—I (Lab)</td>
<td>- - 6 - - - 70 20 90</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>C.D. D.M</td>
<td>223324 (23)</td>
<td>Flat Pattern Making (Lab)</td>
<td>- - 4 - - - 50 20 70</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td>1 5 16 500 10 10 22 80 1000</td>
<td>28</td>
<td></td>
</tr>
</tbody>
</table>

**NOTE:** Duration of practical exam. for S.NO.7is of four hours & rest are of three hours.

L; LECTURE HOURS, T: TUTORIAL, P PRACTICAL
ESE – END OF SEMESTER EXAMINATION, CT-CLASS TEST, TA-TEACHER’S S ASSESSMENT
CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

A. SEMESTER : III  
B. SUBJECT : FUNDAMENTALS OF COMPUTERS  
C. CODE : 223311 (22)  
D. BRANCH/DISCIPLINE: C.D.D.M.T.  
E. RATIONALE :

Career opportunities are limited for those who are qualified and willing to accept the challenge offered by the exciting field of fashion world especially related to computer. in this field there is an acute shortage of professional. We know that opportunities favour only the mind that is prepared. Further education with training makes one’s better qualified to complete. Study of computers and its application has come to stay as an integral part of studies. A student who is not computer literate and cannot interact with computers is deemed imperfect under present day context, which is related to fashion technology.

Keeping this view we have planned to include computers and their applications in the syllabus of our Costume Design and Dress Making course. The course will be undertaken keeping in mind usefulness of computers and its applications in Costume design and dress Making so that the students can cope up with the present technological advances.

F) TEACHING AND EXAMINATION SCHEME: -

<table>
<thead>
<tr>
<th>Course code</th>
<th>Periods/week (in hour) (Teaching Scheme)</th>
<th>Scheme of examination</th>
<th>Credit L+(T+P)/2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>L</td>
<td>T</td>
<td>P</td>
</tr>
<tr>
<td>223311 (22)</td>
<td>2</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>223321 (22)</td>
<td>-</td>
<td>-</td>
<td>2</td>
</tr>
</tbody>
</table>

G) DISTRIBUTION OF MARKS AND HOURS

<table>
<thead>
<tr>
<th>S.NO.</th>
<th>CHAPTER NO.</th>
<th>CHAPTER NAME</th>
<th>HOURS</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>UNIT-1</td>
<td>Introduction</td>
<td>04</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>UNIT-2</td>
<td>Basic Computer Organization</td>
<td>04</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>UNIT-3</td>
<td>Computer Software</td>
<td>04</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>UNIT-4</td>
<td>Computer Languages</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>UNIT-5</td>
<td>Planning A Computer Programming</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>UNIT-6</td>
<td>Disk Operating System</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>7</td>
<td>UNIT-7</td>
<td>Window Operating System</td>
<td>06</td>
<td>10</td>
</tr>
<tr>
<td>8</td>
<td>UNIT-8</td>
<td>Computer Viruses</td>
<td>04</td>
<td>10</td>
</tr>
<tr>
<td>9</td>
<td>UNIT-9</td>
<td>Internet Application</td>
<td>04</td>
<td>10</td>
</tr>
<tr>
<td>10</td>
<td>UNIT-10</td>
<td>Internet Connectivity</td>
<td>04</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>48</td>
<td>100</td>
</tr>
</tbody>
</table>
DETAILED COURSE CONTENTS:-

UNIT-1 Introduction: -
1. History of computer
2. Characteristics.
3. Generation of Computers
4. Classification & Application of Computer

UNIT 2. Basic Computer Organization:-
1. Block Diagram of Computers
2. Computer Hardware
3. Storage Devices
4. Input/Output devices.

UNIT 3. Computer software: -

UNIT 4. Computer Language: -
2. Assembly Language.
3. High level Language
4. Compilers
5. Interprefes.

UNIT 5. Planning a computer Programming:-
1. Purpose of programming Planning
2. Algorithm.
3. Flow Charts
4. Decision Tables
5. Pseudopodia.
6. Introduction to a Basic Programming

UNIT 6: Disk Operating System:-
1. MS-DOS- System File-Bios, Command-Com, MS-DOS Commands-Internal & External Commands-

UNIT:-7 Window Operating System:-
1.Concept of Windows
2.Folder/file Management.
3.Windows Accessories S/W, Notepad, WordPad Point

UNIT-8 Computer Viruses: -
1. Introduction Virus/Antivirus.
2. What is the Virus Does/How
3. Removal of Anti Virus.

UNIT-9 Internet Applications:-
1. Introduction to Internet.
2. Different Services Of Internet.

UNIT-10 Internet Connectivity: -
1. Internet Service Provider (ICP)
2. Internet Account, Shell Account TCP/IP ISDN & Leased Line.
3. Hard Work required-Modem & Terminal Adapter-system software.

1. SUGGESTED INSTRUCTIONAL STRATEGIES:-
1. Lecture Method
2. Expert Lecturer
3. Demonstration.

J. SUGGESTED LEARNING RESOURCES:-
F. REFERENCE BOOKS: -

<table>
<thead>
<tr>
<th>S.NO.</th>
<th>TITLE</th>
<th>AUTHOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction To Computers</td>
<td>ARCHANA GOGTE</td>
</tr>
<tr>
<td>2</td>
<td>Computer Graphics Goes To Work</td>
<td>Schaffer</td>
</tr>
<tr>
<td>3</td>
<td>Using Turnkey Graphics System In Computer Integrated Manufacture</td>
<td>Zimmers,Ew Junior &amp; Plebant</td>
</tr>
</tbody>
</table>

G. OTHERS: -
   A. VCD’S
   B. Learning Packages.

SUBJECT: FUNDAMENTALS OF COMPUTERS LAB
Practical Code: 223321 (22)
Hours: 32

LIST OF PRACTICALS/TUTORIEALS:-
According to unit practical work will be carried on.

1. MS-DOS-Commands
   A. Internal Commands: - Date, Time, Dir, Copy, Del, CD, MD
      CLS Rename etc.
   B. External Command- Format, X-Copy, Tree, Print, Disk-Copy.


RESOURCES REQUIRED: -
1. Computer System
2. Colour Printer
3. Scammer

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

A) SEMESTER : III
B) SUBJECT : MEN’S WEAR
C) CODE : 223312 (23)
D) BRANCH /DISCIPLINE : C.D.D.M.T.
F) RATIONALE :
This is a practical course for developing stitching and designing skill for men’s wear. It is clear that service jobs for all is not at all possible, scheme for self-employment. This course includes topics on developments of entrepreneurship & quality, personality development and design consultancy for men’s wear. By this skill develop for men’s problem solving.

A) TEACHING AND EXAMINATION SCHEME:
<table>
<thead>
<tr>
<th>Course code</th>
<th>Periods/week (in hours) (teaching scheme)</th>
<th>Scheme of examination</th>
<th>Credit L+(T+P)/2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>THEORY</td>
<td>PRACTICAL</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ESE</td>
<td>CT</td>
</tr>
<tr>
<td>223312</td>
<td></td>
<td>100</td>
<td>20</td>
</tr>
<tr>
<td>(23)</td>
<td></td>
<td>140</td>
<td>-</td>
</tr>
<tr>
<td>223322</td>
<td></td>
<td>50</td>
<td>20</td>
</tr>
<tr>
<td>(23)</td>
<td></td>
<td>70</td>
<td>-</td>
</tr>
</tbody>
</table>

H) DISTRIBUTION OF MARKS AND HOURS

<table>
<thead>
<tr>
<th>S.NO.</th>
<th>CHAPTER NO</th>
<th>CHAPTER NAME</th>
<th>HOURS</th>
<th>MARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>UNIT-I</td>
<td>Technical terms</td>
<td>02</td>
<td>03</td>
</tr>
<tr>
<td>2</td>
<td>UNIT-II</td>
<td>Measurement system</td>
<td>7</td>
<td>06</td>
</tr>
<tr>
<td>3</td>
<td>UNIT-III</td>
<td>Male figure</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>4.</td>
<td>UNIT-IV</td>
<td>Principles of balance</td>
<td>7</td>
<td>04</td>
</tr>
<tr>
<td>5</td>
<td>UNIT-V</td>
<td>Drafting</td>
<td>15</td>
<td>24</td>
</tr>
<tr>
<td>6</td>
<td>UNIT-VI</td>
<td>Drafting</td>
<td>15</td>
<td>26</td>
</tr>
<tr>
<td>7</td>
<td>UNIT-VII</td>
<td>Lay-out</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>8</td>
<td>UNIT-VIII</td>
<td>Alteration</td>
<td>8</td>
<td>06</td>
</tr>
<tr>
<td>9</td>
<td>UNIT-IX</td>
<td>Theory of well-finished garment</td>
<td>8</td>
<td>06</td>
</tr>
<tr>
<td>10</td>
<td>UNIT-X</td>
<td>Try-on</td>
<td>03</td>
<td>03</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>80</td>
<td>100</td>
</tr>
</tbody>
</table>

J) DETAILED COURSE CONTENTS:

UNIT-I
TECHNICAL TERMS:
Technical terms used in gent’s garment.

UNIT-II
MEASUREMENT SYSTEM:
VARIOUS METHODS OF TAKING MEASUREMENTS:
  i) Direct system measurement from stitched garments.
  ii) Chest measurements.
  iii) Correct method of taking measurement for kurta, shirt, pant, jacket etc.

UNIT-III
MALE FIGURES:
DIFFERENT TYPES OF MALE FIGURES:
  i) Normal figure.
  ii) Proportionate figure.
  iii) Abnormal figure.
  iv) Disproportionate figure.

UNIT-IV
PRINCIPLES OF BALANCE:
IMPORTANCE OF BALANCE:
Principles of balancing garments:
  i) Correct balance.
  ii) Incorrect balance.

UNIT-V
DRAFTING:
Drafting of: -
   i) Sada kurta
   ii) Sada pyjama.
   iii) Jacket.

UNIT –VI
DRAFTING: -
Drafting of: -
   i) Full sleeve shirt.
   ii) Trouser.
   iii) Night suit.

UNIT-VII
LAY-OUT: -
Make economic lay-out for various gents garments as pyjama, kurta, full sleeve shirt, pant & jacket.

UNIT-VIII
ALTERATION: -
Causes of alteration and remedies of alterations. Different types of alteration in trousers and other garments.

UNIT –IX
THEORY OF WELL FINISHED GARMENT:-
   ✈ ✈ Stitching and fitting.
   ✈ ✈ Folding and packing.

UNIT-X
TRY-ON:- IMPORTANCE OF TRY-ON :-
   ✈ ✈ Uses of try-on.
   ✈ ✈ Try-on on dummies & figure.

I) SUGGESTED INSTRUCTIONAL STRATEGIES:-
   ✈ ✈ Lecture method -yes
   ✈ ✈ Industrial visits -yes
   ✈ ✈ Expert lecture -yes
   ✈ ✈ Demonstration -yes

J) SUGGESTED LEARNING RESOURCES:-
   a) Reference books

<table>
<thead>
<tr>
<th>S.NO.</th>
<th>TITLE</th>
<th>AUTHOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pattern drafting for dress making</td>
<td>Pamelle C. Lee</td>
</tr>
<tr>
<td>2</td>
<td>Pattern, cutting making up</td>
<td>Jenny &amp; Nick</td>
</tr>
<tr>
<td>3</td>
<td>Metric pattern cutting for men’s wear</td>
<td>Winefred Aldrich</td>
</tr>
<tr>
<td>4</td>
<td>Fashion design illustration (men)</td>
<td>Patrick john Ireland</td>
</tr>
</tbody>
</table>

   b) Others
   ✈ ✈ VCDS -yes
   ✈ ✈ Learning packages
   ✈ ✈ Lab manuals
   ✈ ✈ Charts -yes

SUBJECT: MEN’S WEAR LAB

PRACTICAL CODE: 223322 (23)
Total Hours: 64

LIST OF PRACTICALS / TUTORIALS:-
1. Practice of taking measurement for different figures.
2. Drafting, cutting, stitching of all the garments listed in theory paper.
3. Lay out of all the above garments.
4. Try on of all the above garments on dummies.

**RESOURCES REQUIRED:**

1. 10-12 mt of suiting and shirting.
2. 5-10 mt of white cotton.
3. 2 mt of khadi fabric.
4. Scissor
5. Scale
6. L-shape curve, hip curve.
7. Franch courve, curve stick.
8. Tailoring chalk.
9. Inch-tape
A) SEMESTER: III
B) SUBJECT: DESIGN IDEAS IN GARMENT-I
C) CODE: 223313 (23)
D) BRANCH : C.D.D.M.T.
E) RATIONALE:

Drawing a figure and dresses is an essential part of this course. The course contents will support the student to acquire the skill in designing. One should have a knowledge about design details so that she can use this ideas on figure drawing.

F) TEACHING AND EXAMINATION SCHEME:

<table>
<thead>
<tr>
<th>Course code</th>
<th>Periods/week (in hours) (teaching scheme)</th>
<th>Scheme of examination</th>
<th>Credit L+(T+P)/2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>THEOREY PRACTICAL</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ESE CT TA ESE TA</td>
<td>TOTAL MARKS</td>
</tr>
<tr>
<td>223313 (23)</td>
<td>2 1 -</td>
<td>100 20 20 - -</td>
<td>140 3</td>
</tr>
<tr>
<td>223323 (23)</td>
<td>- - 6</td>
<td>- - - 70 20 90</td>
<td>3</td>
</tr>
</tbody>
</table>

G) DISTRIBUTION OF MARKS AND HOURS

<table>
<thead>
<tr>
<th>S.NO.</th>
<th>CHAPTER NO</th>
<th>CHAPTER NAME</th>
<th>HOURS</th>
<th>MARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>UNIT-I</td>
<td>Introduction</td>
<td>03</td>
<td>06</td>
</tr>
<tr>
<td>2</td>
<td>UNITS-II</td>
<td>Necklines</td>
<td>03</td>
<td>09</td>
</tr>
<tr>
<td>3</td>
<td>UNIT-III</td>
<td>Collars</td>
<td>03</td>
<td>09</td>
</tr>
<tr>
<td>4</td>
<td>UNIT-IV</td>
<td>Tucks</td>
<td>03</td>
<td>09</td>
</tr>
<tr>
<td>5</td>
<td>UNIT-V</td>
<td>Yokes</td>
<td>06</td>
<td>09</td>
</tr>
<tr>
<td>6</td>
<td>UNIT-VI</td>
<td>Pleats, gathers</td>
<td>06</td>
<td>09</td>
</tr>
<tr>
<td>7</td>
<td>UNIT-VII</td>
<td>Frill/ flounces</td>
<td>06</td>
<td>09</td>
</tr>
<tr>
<td>8</td>
<td>UNIT-VIII</td>
<td>Drapes</td>
<td>06</td>
<td>12</td>
</tr>
<tr>
<td>9</td>
<td>UNIT-IX</td>
<td>Sketching fabric</td>
<td>06</td>
<td>12</td>
</tr>
<tr>
<td>10</td>
<td>UNIT-X</td>
<td>Combination</td>
<td>06</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>48</td>
<td>100</td>
</tr>
</tbody>
</table>

H) DETAILED COURSE CONTENTS:-

UNIT-I
INTRODUCTION TO DESIGN DETAILS:-

UNIT-II
NECKLINES:-
- Basic bodice drawing
- Basic necklines.
- Variations on above necklines.

UNIT-III
COLLARS
- Collars above the necklines (bend collars)
- Collars below the necklines (flair collars)

UNIT-IV
TUCKS:
Pin tucks, box tucks, diagonal tucks blind tucks, graduated tucks, spaced tucks, diamond tucks, cross tucks, released tucks.

UNIT –V
YOKE:-
Body yoke, waist yoke, hip yoke, and its shapes.

UNIT –VI
Pleats and gathers.

PLEATS:-
Simple pleats, knife pleats, box pleats, inverted pleats, accordion pleats, katized pleats, kick pleat, sun-burst pleats, reverse pleat, meet pleat.

GATHERS-
Gathers & shemings.

UNIT-VII
FRILL AND FLOUNCES –
For different garments.

UNIT-VIII
DRAPES AND DRAW STRINGS-
Draping the fabric on dummy and sketch its effect.

UNIT –IX
FABRIC AND THEIR EFFECTS:-
Sketching effects of different types of fabric on garment.

UNIT-X
Sketching above design details and its combination on different garment.

I) SUGGESTED INSTRUCTIONAL STRATEGIES:-
- Lecture method-yes
- Industrial visit.
- Expert lecturer-yes
- Demonstration

J) SUGGESTED LEARNING RESOURCES :-

2. Reference books

<table>
<thead>
<tr>
<th>S.NO.</th>
<th>TITLE</th>
<th>AUTHOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Encyclopedia of fashion details</td>
<td>Patric John Ireland</td>
</tr>
<tr>
<td>2</td>
<td>Fashion sketch book</td>
<td>Bina Abling</td>
</tr>
<tr>
<td>3</td>
<td>Illustrating Fashion.</td>
<td>Kathryn Mckelvey &amp; Janine Munslove</td>
</tr>
</tbody>
</table>

B) OTHERS
3. VCDS - yes
- Learning packages
- Lab manuals
- Charts - yes
LIST OF PRACTICALS/TUTORIALS:-

1. Sketching different types of dresses for –
   - Men’s wear,
   - Ladies wear
   - Children’s wear

2. Application of design details on dresses, which are listed in theory

3. Sketching different types of fabric;-
   - With different mediums.
   - With different motives

RESOURCES REQUIRED:-

1. Drawing sheets
2. Dress form.
A) SEMESTER : III
B) SUBJECT : TEXTILE ECONOMICS
C) CODE : 223314 (23)
D) BRANCH : C.D.D.M.T.
E) RATIONALE :
The study of textile economics gives knowledge to the students related to textile industries, costing, consumption, production, market conditions, purchasing power, publicity, quality control & inspection and of course, management through standardization by I.S.I. and also certification marks. It also enables students to equip themselves with important aspects of khadi and handloom industry.

F) TEACHING AND EXAMINATION SCHEME:

G) DISTRIBUTION OF MARKS AND HOURS

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Periods/week(in hours)(teaching scheme)</th>
<th>Scheme of examination</th>
<th>Credit L+(T+P)/2</th>
</tr>
</thead>
<tbody>
<tr>
<td>223314 (23)</td>
<td>L 4 T 1 P -</td>
<td>ESE 100 CT 20 TA 20 ESE TA -</td>
<td>140 5</td>
</tr>
</tbody>
</table>

H) DETAILED COURSE CONTENTS:

<table>
<thead>
<tr>
<th>S.NO.</th>
<th>CHAPTER NO</th>
<th>CHAPTER NAME</th>
<th>HOURS</th>
<th>MARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>UNIT-I</td>
<td>Development of handloom industries</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>2</td>
<td>UNIT-II</td>
<td>Study of textile industries</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>3</td>
<td>UNIT-III</td>
<td>Cost of textiles</td>
<td>05</td>
<td>07</td>
</tr>
<tr>
<td>4</td>
<td>UNIT-IV</td>
<td>Consumption of textiles</td>
<td>05</td>
<td>07</td>
</tr>
<tr>
<td>5</td>
<td>UNIT-V</td>
<td>Consumer problems</td>
<td>06</td>
<td>08</td>
</tr>
<tr>
<td>6</td>
<td>UNIT-VI</td>
<td>Solution of problems</td>
<td>06</td>
<td>10</td>
</tr>
<tr>
<td>7</td>
<td>UNIT-VII</td>
<td>Standardization</td>
<td>06</td>
<td>10</td>
</tr>
<tr>
<td>8</td>
<td>UNIT-VIII</td>
<td>Advertisement</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>9</td>
<td>UNIT-IX</td>
<td>Labeling</td>
<td>08</td>
<td>09</td>
</tr>
<tr>
<td>10</td>
<td>UNIT-X</td>
<td>Quality control</td>
<td>10</td>
<td>11</td>
</tr>
</tbody>
</table>

UNIT-I
HANDELLOOM INDUSTRY:-
A) Importance given by govt. under industrial development
b) Khadi handloom, silk handloom.
c) Establishment of corporations such as :-
   i) All India Khadi Board.
   ii) All India Handicraft Board.

UNIT-II
COTTON TEXTILE INDUSTRY:-
A) History, modern development, program during five yr plans, National textile corporation (NTC)
B) 1) localization of cotton textile industry in India.
    2) Causes of localization such as availability of :-
       (i) Raw material (ii) Power resources (iii) labour
       (iv) Advantage of early start (v) demand of cloth (vi) climate
       (vii) facility of transport.
C) Problems of industry:-
   i) Lack of Raw material
   ii) Problem of decreasing export.
   iii) Modernization of renewal.
   iv) Co-ordination between mills and handloom sector.
   v) Problems of rationalization.
   vi) Problems of rising expenditure.
   vii) Lack of essential chemicals.
   viii) Quality control.
   ix) Rising tax burden etc.

UNIT-III
COST OF TEXTILES:-
Factors affecting cost of textiles such as :-
   i) Special finishing (ii) Use of chemicals (iii) Labour
   (iv) Climate (v) Transport (vi) Method of display. (vii)
   Method of sale,

UNIT-IV
CONSUMPTION OF TEXTILES
Factors affecting consumption of textiles such as:-
   I) Mode of living
   II) Purchasing power (iii) availability (iv) Price (v) Fashion.

UNIT –V
CONSUMER PROBLEMS:-
Consumer problems such as: - (i) Ignorance (ii) Non-availability of suitable fabrics.
(iii) Poverty (iv) customs.

UNIT –VI
SOLUTION FOR CONSUMER PROBLEMS
Solutions for consumer problems such as:-
   (i) Educating consumers. (ii) Honest advertising
(iii) Standards and Certification marks. (iv) Informative labeling (v) Consumer Association of India.

UNIT-VII
STANDARDIZATION:-
I.S.I. –its origin and objectives standards.

UNIT-VIII
ADVERTISEMENT:-
(i) Its objectives, definition (ii) Advantages of advertisement, media of advertisement (iii) Merits & demerits of advertisement.

UNIT –IX
LABELLING:-
(I) Informative labeling (ii) Brand name (iii) Certification mark (IV) Grade labeling.

UNIT-X
QUALITY CONTROL:-
(I) Quality control:-Quality control- Meaning, advantage, disadvantage, kinds, risks, stages, phases.
(II) Quality inspection –
   i) Raw purchase material inspection. (ii) Pre-process inspection (iii) Finished good inspection
(III) Quality standards.

I) SUGGESTED INSTRUCTIONAL STRATEGIES:-
   Lecture method-yes
   Industrial visit.
   Expert lecture-yes
   Demonstration

J) SUGGESTED LEARNING RESOURCES:-
   B) Reference books

<table>
<thead>
<tr>
<th>S.NO.</th>
<th>TITLE</th>
<th>AUTHOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Indian textiles</td>
<td>Vinod shanbhag &amp; S.S. Mehata</td>
</tr>
<tr>
<td>2</td>
<td>The textiles Industry</td>
<td>Judy Slim</td>
</tr>
<tr>
<td>3</td>
<td>Khadi &amp; village industry</td>
<td>Hanganbhal P. Desai</td>
</tr>
</tbody>
</table>

B) Others
   VCDS - yes
   Learning packages
   Lab manuals
   Charts - yes
This subject is added in this course to give the knowledge regarding fashion. This will tell the student that how fashion be gives, how it prorogates and how it comes in costume. What the student understands by fashion trend, it also tells about the fashion in national & international market.

### F) TEACHING AND EXAMINATION SCHEME:

<table>
<thead>
<tr>
<th>Course code</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Scheme of examination</th>
<th>Credit L+(T+P)/2</th>
</tr>
</thead>
<tbody>
<tr>
<td>223315 (23)</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

### G) DISTRIBUTION OF MARKS AND HOURS

<table>
<thead>
<tr>
<th>S.NO.</th>
<th>CHAPTER NO.</th>
<th>CHAPTER NAME</th>
<th>HOURS</th>
<th>MARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>UNIT-1</td>
<td>Introduction to fashion</td>
<td>06</td>
<td>10</td>
</tr>
<tr>
<td>2.</td>
<td>UNIT-2</td>
<td>Fashion terminology</td>
<td>06</td>
<td>10</td>
</tr>
<tr>
<td>3.</td>
<td>UNIT-3</td>
<td>Theory &amp; Cycle</td>
<td>06</td>
<td>10</td>
</tr>
<tr>
<td>4.</td>
<td>UNIT-4</td>
<td>Trend</td>
<td>06</td>
<td>10</td>
</tr>
<tr>
<td>5.</td>
<td>UNIT-5</td>
<td>Industrial revolution</td>
<td>06</td>
<td>10</td>
</tr>
<tr>
<td>6.</td>
<td>UNIT-6</td>
<td>Dimensions</td>
<td>05</td>
<td>10</td>
</tr>
<tr>
<td>7.</td>
<td>UNIT-7</td>
<td>Fashion Marketing</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td>8.</td>
<td>UNIT-8</td>
<td>Marketing research</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td>9.</td>
<td>UNIT-9</td>
<td>Marketing planning</td>
<td>08</td>
<td>10</td>
</tr>
<tr>
<td>10.</td>
<td>UNIT-10</td>
<td>Role of Designs</td>
<td>07</td>
<td>10</td>
</tr>
<tr>
<td>11.</td>
<td></td>
<td></td>
<td>64</td>
<td>100</td>
</tr>
</tbody>
</table>
UNIT-1
1. Introduction
2. Definitions of fashion
4. Factors influencing fashion:
   A. Psychological factor
   B. Sociological factor
   C. Role of designers
   D. News working event & personalities
   E. Social values and attitude
   F. Technological developments.
   G. All fashion end in excess.

UNIT-2
1. Fashion terminology:
   A. Accessories
   B. Apparel Industry
   C. Boutique
   D. Brand name
   E. Classic
   F. Designer
   G. Display
   H. Fad
   I. Fashion forecast
   J. Fashion retailing
   K. Fashion I
   L. Fashion innovation
   M. Fashion trend
   N. High fashion
   O. Price range
   P. Promotional stores
   Q. Receiving
   R. Retailing
   S. Stylist
   T. Universal product codes (upc)

2. HISTORY OF FASHION: -
   A. Origin of fashion
   B. Fashion different centuries
   C. Fashion prorogation
   D. Different style of fashion

UNIT-3
1. Theoris of fashion
   A. Trickle down theory
   B. Trickle across theory
   C. Bottom up theory

2. Fashion Cycle:-
   A. Introduction of popularity.
UNIT-IV
Fashion Trend:-
A. Original fashion/high fashion.
B. Popular fashion/mars fashion.
C. Fad.
D. Classic Fashion

UNIT-V
1. Effect of Industrial Revolution on Fashion:-
A. Growth of the middle class.
B. Establishment of the business suit.
C. Growth of the textile Industries.
D. Effect of world war I & II on the status of women and on fashion.
E. Effects of depression.

2. International Fashion Centres:-
A. Paris
B. Landon
C. Germany
D. Tokyo
E. Hong Kong
F. Canada
G. New York

3. Regional Fashion Centre:-
A. California
B. Other Regional Centre

4. Fashion retailer:-
A. Specialty Store
B. Department Store
C. Price, Directed Retailer
D. ivRetail sales.
E. V Multiple-Unit Stores.

UNIT-VI
FASHION DIMENSIONS:-
A. Fashion
B. style
C. acceptance
D. timeliness
E. fashion evolution
F. fashion leaders
G. fashion followers

UNIT-VII
FASHION MARKETING:-
A. Fashion
B. Marketing
C. Fashion Marketing
D. Development of Fashion Market.
E. Size & structure of Fashion Market.

UNIT-VIII
Fashion Marking Research:-
A. Introduction
B. Purpose of Marketing Research.
C. Forecasting Fashion.
D. Internet as a Research Tool.

UNIT-IX
FASHION MARKETING PLANNING:-
A. Introduction.
B. Planning Process & Objectives
C. Fashion Marketing Plan.

UNIT-X
Role of Fashion Designer & Importance of Fashion in the field of apparel.
CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

A) SEMESTER : III
B) SUBJECT : FLAT PATTERN MAKING LAB
C) CODE : 223324 (23)
D) BRANCH /DISCIPLINE : C.D.D.M.T.
E) RATIONALE :
This course contents deals with understanding the design details and planning pattern for the garment design. The pattern can be graded for various sizes. The course is very useful for initial manipulating process.

F) TEACHING AND EXAMINATION SCHEME:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Periods/week (In hours)</th>
<th>Scheme of examination</th>
<th>Credit L+(T+P)/2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>L.</td>
<td>T.</td>
<td>P</td>
</tr>
<tr>
<td></td>
<td>ESE</td>
<td>CT</td>
<td>TA</td>
</tr>
<tr>
<td>223324 (23)</td>
<td>-</td>
<td>-</td>
<td>4</td>
</tr>
</tbody>
</table>

F) LIST OF PRACTICALS/TUTORIALS:-
I) INTRODUCTION: - methods of pattern making
II. Block pattern, paper pattern and its advantage pattern grading.
III Measurements, standard & Average.
   1. standard measurement.
   2. Average measurement
IV. Making bodice blocks for different sizes
V. Making bodice block for different sizes for ladies.
VI. Making bodice block for different sizes for men.
VII. Pattern alteration :-
   i) Length and width adjustments .
   ii) Bust line, waist line & hip line adjustments.
   iii) Armhole, shoulder & sleeve adjustments.
   iv) Princess line.
VIII. Pattern adaptation for different garment:
   i) Different types of frocks
   ii) Different types of skirts
   iii) Salwar-Kameez
IX Pattern adaptation for different garments :-
   i) Dungries or capris
   ii) Qullottes or shorts.
   iii) Pinafore dress.
X Pattern adaptation for different garments :-
   i) Tops
ii) Jackets
iii) Night wear.

H) RESOURCES REQUIRED:-
   Brown paper /glaze paper.
   Scissors
   Pencil
   Scale
   Cello tape
   Gum/fevicol
   Measuring tape
   L-scale
   All types of measuring tools.

I) SUGGESTED LEARNING RESOURCES:-
   A) Reference books

<table>
<thead>
<tr>
<th>S.NO.</th>
<th>TITLE</th>
<th>AUTHOR</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pattern drafting for dress making</td>
<td>Pamela C. Stringer</td>
<td>B.T. Bats fond ltd bondon</td>
</tr>
<tr>
<td>2</td>
<td>Pattern making for fashion design</td>
<td>Lelon joseph Armstrong</td>
<td>Harpa colling publishers New York 10022</td>
</tr>
<tr>
<td>3</td>
<td>Pattern drafting for dressmaking</td>
<td>Pamela C. stringer</td>
<td>B.T. Batsford. Ltd London</td>
</tr>
<tr>
<td>4</td>
<td>Pattern cutting , making up.</td>
<td>Jommy &amp; Nick</td>
<td>CBS Publishers distributors New Delhi - 110002</td>
</tr>
<tr>
<td>5</td>
<td>Advanced drafting &amp; draping</td>
<td>Manmeet Sodhia</td>
<td>Kalyani Publishers.</td>
</tr>
</tbody>
</table>