

**CHHATTISGARH SWAMI VIVEKANAND TECHNICAL  
UNIVERSITY, BHILAI**

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

**SEMESTER—III**

COURSE OF STUDY AND SCHEME OF EXAMINATION

S. N.	BOARD OF STUDY	SUBJECT CODE	SUBJECT	PERIODS/ WEEK INHOURS			SCHEME OF EXAMINATION					CREDIT L+(T+P)/2	
				L	T	P	THEORY			PRACTICAL			TOTAL
							ESE	CT	TA	ES E	TA		
1	Computer Science Engg.	223311 (22)	Fundamentals of Computers	2	1	-	100	20	20	--	--	140	3
2	C.D. D.M	223312 (23)	Men's Wear	4	1	-	100	20	20	-	-	140	5
3	C.D. D.M	223313 (23)	Design Ideas in Garment-I	2	1	-	100	20	20	-	-	140	3
4	C.D. D.M	223314 (23)	Textile Economics	4	1	-	100	20	20	-	-	140	5
5	C.D. D.M	223315 (23)	Fashion technology	3	1	-	100	20	20	-	-	140	4
6	Computer Science Engg.	223321 (22)	Fundamentals of Computer (Lab)	-	-	2	-	-	-	50	20	70	1
7	C.D. D.M	223322 (23)	Men's Wear (Lab)	-	-	4	-	-	-	50	20	70	2
8	C.D. D.M	223323 (23)	Designs Ideas in Garment—I (Lab)	-	-	6	-	-	-	70	20	90	3
9	C.D. D.M	223324 (23)	Flat Pattern Making (Lab)	-	-	4	-	-	-	50	20	70	2
TOTAL				15	5	16	500	100	100	220	80	1000	28

L; LECTURE HOURS, T: TUTORIAL, P PRACTICAL

ESE – END OF SEMESTER EXAMINATION, CT-CLASS TEST, TA-TEACHER'S ASSESSMENT

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

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

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: -**

Course code	Periods/week (in hour) (Teaching Scheme)			Scheme of examination						Credit L+(T+P)/2
	L	T	P	Theory			Practical		Total marks	
				ESE	CT	TA	ESE	TA		
223311 (22)	2	1	-	100	20	20	-	-	140	3
223321 (22)	-	-	2	-	-	-	50	20	70	1

**G) DISTRIBUTION OF MARKS AND HOURS**

S.NO.	CHAPTER NO.	CHAPTER NAME	HOURS	Marks
1	UNIT-1	Introduction	04	10
2	UNIT-2	Basic Computer Organization	04	10
3	UNIT-3	Computer Software	04	10
4	UNIT-4	Computer Languages	6	10
5	UNIT-5	Planning A Computer Programming	6	10
6	UNIT-6	Disk Operating System	6	10
7	UNIT-7	Window Operating System	06	10
8	UNIT-8	Computer Viruses	04	10
9	UNIT-9	Internet Application	04	10
10	UNIT-10	Internet Connectivity	04	10
		Total	48	100

## **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: -**

1. Machine Language.
2. Assembly Language.
3. High level Language
4. Compilers
5. Interpreter.

### **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.
3. Web site Access & Information Search.

### **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: -

S.NO.	TITLE	AUTHOR
1	Introduction To Computers	ARCHANA GOGTE
2	Computer Graphics Goes To Work	Schaffer
3	Using Turnkey Graphics System In Computer Integrated Manufacture	Zimmers,Ew Junior & Plebant

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.

**2. Windows, Accessories- Note pad, Word pad, Paint Brush.**

**RESOURCES REQUIRED: -**

- 1. Computer System
- 2. Colour Printer
- 3. Scammer
- 4. Disk & Floppy.

**CHHATTISGARH SWAMI VIVEKANAND TECHNICAL  
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- 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:**

Course code	Periods/week(in hours)(teaching scheme)			Scheme of examination						Credit L+(T+P)/2
	L.	T.	P	THEORY			PRACTICAL		TOTAL MARKS	
				ESE	CT	TA	ESE	TA		
223312 (23)	4	1	-	100	20	20	-	-	140	5
223322 (23)	-	-	4	-	-	-	50	20	70	2

#### H) DISTRIBUTION OF MARKS AND HOURS

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

#### 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**

S.NO.	TITLE	AUTHOR
1	Pattern drafting for dress making	Pamelle C. Lee
2	Pattern, cutting making up	Jenny & Nick
3	Metric pattern cutting for men's wear	Winefred Aldrich
4.	Fashion design illustration (men)	Patrick john Ireland

**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 curve, curve stick.
8. Tailoring chalk.
9. Inch-tape
10. Pen,pencil,eraser,sharpner.

**CHHATTISGARH SWAMI VIVEKANAND TECHNICAL  
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- 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:**

Course code	Periods/week (in hours) (teaching scheme)			Scheme of examination						Credit L+(T+P)/2
	L.	T.	P	THEORY			PRACTICAL		TOTAL MARKS	
				ESE	CT	TA	ESE	TA		
223313 (23)	2	1	-	100	20	20	-	-	140	3
223323 (23)	-	-	6	-	-	-	70	20	90	3

**G) DISTRIBUTION OF MARKS AND HOURS**

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




**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, accodian 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.

## D) SUGGESTED INSTRUCTIONAL STRATEGIES:-

Lecture method-yes

Industrial visit.

Expert lecturer-yes

Demonstration

## J) SUGGESTED LEARNING RESOURCES :-

### 2. Reference books

S.NO.	TITLE	AUTHOR
1	Encyclopedia of fashion details	Patric John Ireland
2	Fashion sketch book	Bina Abling
3	Illustrating Fashion.	Kathryn Mckelvey& Janine Munslow

## B) OTHERS

### 3. VCDS - yes

Learning packages

Lab manuals

Charts - yes

**SUBJECT: DESIGN IDEAS IN GARMENT-I LAB**

**PRACTICAL CODE: 223323 (23)**

**Total Hours: 96**

**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.

**CHHATTISGARH SWAMI VIVEKANAND TECHNICAL  
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- A) SEMESTER : III  
 B) SUBJECT : TEXTILE ECONOMICS  
 C) CODE : 223314 (23)  
 D) BRANCH : C.D.D.M.T.  
 E) RATIONLE :

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**

Course Code	Periods/week(in hours)(teaching scheme)			Scheme of examination						Credit L+(T+P)/2
	L.	T.	P	THEORY			PRACTICAL		TOTAL MARKS	
				ESE	CT	TA	ESE	TA		
223314 (23)	4	1	-	100	20	20	-	-	140	5

**H) DETAILED COURSE CONTENTS:-`**

S.NO.	CHAPTER NO	CHAPTER NAME	HOURS	MARKS
1	UNIT-I	Development of handloom industries	12	13
2	UNITS-II	Study of textile industries	12	13
3.	UNIT-III	Cost of textiles	05	07
4.	UNIT-IV	Consumption of textiles	05	07
5	UNIT-V	Consumer problems	06	08
6	UNIT-VI	Solution of problems	06	10
7	UNIT-VII	Standardization	06	10
8	UNIT-VIII	Advertisement	10	12
9	UNIT-IX	Labeling	08	09
10	UNIT-X	Quality control	10	11
			80 hrs	100

**UNIT-I**

**HANDLOOM 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

S.NO.	TITLE	AUTHOR
1	Indian textiles	Vinod shanbhag & S.S. Mehata
2	The textiles Industry	Judy Slim
3	Khadi & village industry	Hanganbhal P. Desai

##### B)Others

☞☞ VCDS - yes

☞☞ Learning packages

☞☞ Lab manuals

☞☞ Charts - yes

**CHHATTISGARH SWAMI VIVEKANAND TECHNICAL  
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- A) SEMESTER: III**  
**B) SUBJECT: FASHION TECHNOLOGY**  
**C) CODE: 223315 (23)**  
**D) BRANCH/DISCIPLINE: C.D.D.M.T.**  
**E) RATIONALE: -**

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: -**

Course code	Periods/week (in hour) (Teaching Scheme)			Scheme of examination						Credit L+(T+P)/2
	L	T	P	Theory			Practical		Total marks	
				ESE	CT	TA	ESE	TA		
223315 (23)	3	1	-	100	20	20	-	-	140	4

**G) DISTRIBUTION OF MARKS AND HOURS**

S.NO.	CHAPTER NO.	CHAPTER NAME	HOURS	MARKS
1.	UNIT-1	Introduction to fashion	06	10
2.	UNIT-2	Fashion terminology	06	10
3.	UNIT-3	Theory & Cycle	06	10
4.	UNIT-4	Trend	06	10
5.	UNIT-5	Industrial revolution	06	10
6.	UNIT-6	Dimensions	05	10
7.	UNIT-7	Fashion Marketing	07	10
8.	UNIT-8	Marketing research	07	10
9.	UNIT-9	Marketing planning	08	10
10.	UNIT-10	Role of Designs	07	10
11.			64	100

**H) DETAILED COURSE CONTENTS:-**

## **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.



- B. Increase of popularity
- C. Peak of popularity
- D. Declination of popularity
- E. Rejection of style
- F. Interrupted cycle
- G. Recurring cycle

**UNIT-IV**

**Fashion Trend:-**

- A. Original fashion/high fashion.
- B. Popular fashion/mass 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. London
- 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. Retail sales.
- E. 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 MARKING:-**

- 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**

**UNIT-**

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:**

Course Code	Periods/week (In hours) (Teaching scheme)			Scheme of examination						Credit L+(T+P)/2
	L.	T.	P	THEORY			PRACTICAL		TOTAL MARKS	
				ESE	CT	TA	ESE	TA		
223324 (23)	-	-	4	-	-	-	50	20	70	2

**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.

**D) SUGGESTED LEARNING RESOURCES:-**

A) Reference books

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