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

NOTE (1) :: Duration of practical exam. for S. NO.7 & 9 is of four hours & rest are of three hours.
NOTE (2) :: Professional Training: Students will undergo on Professional training for 4 weeks after 4th semester.
CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

A) SEMESTER : IV
B) SUBJECT : COMPUTER ILLUSTRATION –(I) IN FASHION FIGURE
C) CODE : 223412 (23)
D) BRANCH/DISCIPLINE : C.D.D.M.T.
E) RATIONALE :
This subject will help the students in efficiency in figure drawing, shapes & curve graphics, transformation of object exposure to web files and animation.

F) TEACHING AND EXAMINATION SCHEME:

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G) DISTRIBUTION OF MARKS AND HOURS

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<td>Working with layers and mesh objects</td>
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A) DETAILED COURSE CONTENTS:
UNIT-I
- Introduction to computer graphics
- Introduction
- Installation of software
- Knowing work area
- Tool bar

UNIT-II
CREATRIVE BASIC SHAPES
- Using palettes
- Working with selection
- Creating basic shapes

UNIT-III
PLAYING WITH COLOURS: -
- Colour models / gamut.
- Filling and stroking with colours.
- Gradients

UNIT-IV
DRAWING: -
- Drawing Bezier paths
- Patterns
- Using brushes

UNIT –V
TRANSFORMING OBJECTS:-
- Transformation tools
- Changing perspective.

UNIT –VI
WORKING WITH TYPES: _
- Text tool
- Adding text
- Editing

UNIT-VII
WORKING WITH LAYERS AND MESH OBJECTS: -
- Layers palettes
- Using gradient mesh objects

UNIT-VIII
3 D OBJECTS AND BITMAP GRAPHICS:-
- Drawing 3 D objects
- Fitters and effects

UNIT –IX
Graphics for the web: -
- Web graphics
- Web file format
- Web animation.

UNIT-X
Printing: p
- Printing files
- Document set-up

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

J) SUGGESTED LEARNING REQUIRED:-
A) Reference books

<table>
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<tr>
<th>S.NO.</th>
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<td>1</td>
<td>Computer graphics</td>
<td>Hem baker, phl, New Delhi</td>
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B) Others
- VCDS- yes
- Learning packages -X
- Lab manuals -yes
- Charts-yes

SUBJECT: COMPUTER ILLUSTRATION –(I) IN FASHION FIGURE LAB
PRACTICAL CODE: 223421 (23)
Total Hours: 32

LIST OF PRACTICALS/ TUTORIALS: -
According to every units practical works will be carried on: -
1. Create basic shapes, line, circle, rectangle, curve etc.
2. Colour: - Fillings & stroking with colours
3. Selection tools: - Star tools, spiral tools, Zoom tools
   Object: - 1. Grouping Objects
             2. Locking and hiding Objects.
4. Fillers and effects.
5. Lading New Layers, deleting layer
6. Printing
7. 3D Objects and bitmap graphic.
8. Drawing:- Divide, Out line, Trim, Merge and Crop
CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

A) SEMESTER : IV  
B) SUBJECT : LADIES GARMENT CONSTRUCTION-I  
C) CODE : 223412 (23)  
D) BRANCH/DISCIPLINE : C.D.D.M.T.  

E) RATIONALE :  
This subject will help the student is develop the skill, to construct different types of garments for ladies for different occasions, student will also be able to start their own workshop such as boutique or a manufacturing unit. In ladies garment construction there is lot of scope of doing creation, in addition fashion also keeps on changing day by day so updating the construction & designing it is very necessary. New designer outfit enhances the beauty of garment and bring uniqueness in it.  

F) TEACHING AND EXAMINATION SCHEME:  

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<th>Scheme of examination</th>
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<td>Drafting of petticoat, apron</td>
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H) DETAILED COURSE CONTENTS:-
UNIT-I
SOCIO-PSYCHO ASPECTS; -
SOCIAL PSYCHOLOGICAL ASPECTS OF FEMALE CLOTHING.

UNIT-II SELECTION
SELECTION OF LADIES GARMENT ACC-TO :
- Age
- Activity
- Occasion
- Fashion.

UNIT-III
DRAFTING OF BLOUSES:-
DRAFTING & PATTERN MAKING OF DIFFERENT BLOUSES:-
- High neck blouse.
- Plain blouse
- Orabi blouse
- Choli cut blouse

UNIT-IV
DRAFTING OF BLOUSES:-
DRAFTING & PATTERN MAKING OF:
- Raglan blouse
- Polka blouse
- Sleeveless blouse

UNIT –V
DRAFTING OF PETTICOAT/ APRON:-
DRAFTING & PATTERN MAKING OF :
- 4 panelled petticoat.
- 6 panelled petticoat.
- Apron.

UNIT –VI
DRAFTING OF SKIRTS:-
DRAFTING & PATTERN MAKING OF :
- Straight skirt.
- Pleated skirt.
- Umbrella skirt.
- Panelled skirt.
- Gathered skirt.
- Wrap around skirt.
- Pencil skirt.

UNIT-VII
DROFTING OF TOPS:-
DRAFTING & PATTERN MAKING OF
- Simple tops.
- Body fitted tops.

UNIT-VIII
LAY-OUT:-
Layout & fabric estimation of all the listed above garments.
UNIT – IX

CHOOSING MATERIALS:-
CHOOSING MATERIALS AND STYLES FOR GARMENT:-
  Colour and texture of material.
  Figure.

UNIT-X

FITTING PROBLEMS:-
  Method of taking trail.
  Finding the defects in fitting.
  Suggestions remedies for the defects.

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

J) SUGGESTED LEARNING REQUIRED:-
A) Reference books

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<td>Social psychology of clothing</td>
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B) Others
  VCDS- X
  Learning packages -YES
  Lab manuals -yes
  Charts -yes
SUBJECT: LADIES GARMENT CONSTRUCTION-I, LAB

PRACTICAL CODE: 223422 (23)
Total Hours: 64

RATIONALE:-
This subject practically will enable the student to cut and sketch different types of garments according to the latest design and fashion. Latest fashion is upcoming day by day. Now the student can create those garments on their own by their thoughts and creativity.

LIST OF PRACTICAL/TUTORIALS

1. Cutting & stitching of following ladies garment:
   - Blouses – plain, high-neck, orabi, choli-cut, long blouse.
   - Petticoat – six panel.
   - Apron – (half/full)
   - Skirts – straight, pleated, umbrella, gathered.
   - Tops – simple and body fitting.

2. Layout of all the drafted garments.

3. Preparation of file:
   - Creating designs for listed garments.
   - Collected of materials (swatches).

RESOURCES & MATERIALS REQUIRED:

- 7-8 Mt. 2x2 rubia.
- 6-8 mt white popylene.
- 15-20 mt. latest material according to fashion.
CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

A) SEMESTER : IV
B) SUBJECT : TRADITIONAL EMBROIDERY
C) CODE : 223413 (23)
D) BRANCH/DISCIPLINE : C.D.D.M.T.
E) RATIONALE :
   This subject will help the student to understand about different types of embroideries (traditional and machine). They will be able to develop skill in designing, colour combination of threads, selection of fabric and in adornment of any garment by doing embroidery work. Hence student will be able to prepare creative designs in different types of garments & enhance their beauty.

F) TEACHING AND EXAMINATION SCHEME:

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B) DETAILED COURSE CONTENTS:

UNIT-I
EQUIPMENTS FOR EMBROIDERY (TRADITIONAL AND MACHINE): -
Needles, frame, scissor, thread-holder, carbon paper, tracing paper, brown paper, different types of threads and skeins.

UNIT-II
DESIGN TRANSFERRING: -
Different methods of transferring design on fabric:-
- Direct method.
- By pin-pounce method.
- Rubbing method.
- Tracing table method.
- Pressing method.

UNIT-III
EMBROIDERIES OF KASHMIR & H.P. :-
History, origin, style, materials and stitches used for kashmiri of Kashmir and chamba mural of Himachal Pradesh.

UNIT-IV
EMBROIDERIES OF PUNJAB:-
History, origin, style, materials and stitches used for phulkari of Punjab.

UNIT –V
EMBROIDERIES OF U.P.:-
History, origin, style, materials and stitches used for chickenkari of U.P. cut work & open work.

UNIT –VI
EMBROIDERIES OF GUJARAT:-
History, origin, style, materials and stitches used for kutch kathiawar of Gujarat and sindhi of sindh

UNIT-VII
EMBROIDERIES OF BENGAL:-
History, origin, style, materials and stitches used for kantha of Bengal.

UNIT-VIII
EMBROIDERIES OF KARNATAKA:-
History, origin, style, materials and stitches used for Kasuti of Karnataka.

UNIT –IX
EMBROIDERIES OF MANIPUR & ORISSA: -
History, origin, style, materials and stitches used for Manipuri of Manipur pipli work of Orissa, Gold & silver embroidery.

UNIT-X
KNOWLEDGE OF EMBROIDERY M/C: -
Knowledge and use of latest available machines in market.
- Fashion –maker.
- Computerized machine.

I) SUGGESTED INSTRUCTIONAL STRATEGIES:-
- Lecture method-yes
- Industrial visits-
- Expert lecture-
- Demonstration- yes
J) SUGGESTED LEARNING REQUIRED:-
A) Reference books

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<td>Handicrafts of India</td>
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<td>S. Batalia</td>
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B) Others

- VCDS- yes
- Learning packages -X
- Lab manuals -yes
- Charts -yes

SUBJECT: TRADITIONAL EMBROIDERY LAB

LIST OF PRACTICALS/ TUTORIALS:-
1. Prepare one sample each of methods of transferring design on fabric.
2. Samples of every traditional embroidery of India listed in theory paper.
3. Prepare at least three articles using traditional embroideries.
4. Preparation of at least two sample of machine embroidery listed in theory paper.
5. Visit to places where traditional embroidery is being done.

RESOURCES REQUIRED: -

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

A) SEMESTER : IV
B) SUBJECT : MARKETING MANAGEMENT IN GARMENT INDUSTRY
C) CODE : 223414 (23)
D) BRANCH/DISCIPLINE : C.D.D.M.T.

E) RATIONALE :
Knowledge about market and its working helps the student in future it gives an idea about selling and buying systems of the market, it will eventually help the student, when they take up entrepreneurship in future.
This course will help the student how to sell their products in the market.

F) TEACHING AND EXAMINATION SCHEME:

<table>
<thead>
<tr>
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G) DISTRIBUTION OF MARKS AND HOURS

<table>
<thead>
<tr>
<th>S.NO.</th>
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<th>MARKS</th>
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<tbody>
<tr>
<td>1</td>
<td>UNIT-I</td>
<td>Basic concept</td>
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<td>UNIT-II</td>
<td>Consumer market</td>
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<td>Market research</td>
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<td>Market-segmentation</td>
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<td>6</td>
<td>UNIT-VI</td>
<td>Product life cycle</td>
<td>6</td>
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<tr>
<td>7</td>
<td>UNIT-VII</td>
<td>Channels of distribution</td>
<td>7</td>
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<td>8</td>
<td>UNIT-VIII</td>
<td>Sales promotion techniques</td>
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<tr>
<td>9</td>
<td>UNIT-IX</td>
<td>Sales management</td>
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<td>10</td>
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<td>Market survey</td>
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<td>05</td>
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H) DETAILED COURSE CONTENTS:-

UNIT-I

BASIC CONCEPT:-
- Definition.
- Elements of marketing
- Objectives of marketing

UNIT-II

CONSUMER MARKET AND BUYING BEHAVIOR:-
- Mode of consumer behavior
Factors of influencing buying behavior.
Buying decision process.

UNIT-III
MARKET RESEARCH:
- Definition of problems and research objectives.
- Development of information sources.
- Collection of data.
- Analysis and presentation.

UNIT-IV
DEMAND AND SALES FORECASTING:
- Concept in demand measurement
- Demand estimation.
- Demand analysis.

UNIT-V
MARKET SEGMENTATION:
- General approach to segmenting a market.
- Patterns and procedures of market segmentation.

UNIT VI
PRODUCT LIFE CYCLE:
- Concept of product life cycle.
- Different stages in product life cycle.
- Importance of style, fashion, design

UNIT VII
PRICING POLICY AND CHANNELS OF DISTRIBUTION:
- Setting the price.
- Modifying the price.
- Nature of marketing channels.

UNIT VIII
SALES PROMOTION TECHNIQUES:
- Advertising.
- Direct selling.
- Publicity.
- Promotion tools

UNIT IX
SALES MANAGEMENT:
- Designing the sales force.
- Managing the sales force.

UNIT X
MARKET SURVEY:
Survey of wholesale cloth market, retail cloth market or any boutique, exhibition & prepare survey report.

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

J) SUGGESTED LEARNING REQUIRED:

A) REFERENCE BOOKS:
<table>
<thead>
<tr>
<th>S.NO.</th>
<th>TITLE</th>
<th>AUTHOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Marketing management</td>
<td>Dr. Philips koher</td>
</tr>
<tr>
<td>2</td>
<td>Vipnan Prabhandh</td>
<td>O.P. Saxena.</td>
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<td>3</td>
<td>Manufacturing, organization &amp; management</td>
<td>Amrine, Ritchey Hulley</td>
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</tbody>
</table>

**B) Others**

- VCDS - X
- Learning packages - YES
- Lab manuals - YES
- Charts - YES
CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

A) SEMESTER : IV
B) SUBJECT : INFANT CLOTHING
C) CODE : 223415 (23)
D) BRANCH/DISCIPLINE : C.D.D.M.T.
E) RATIONALE : In modern days infant garment designing plays an important role in field of fashion. Students will be able to stitch creative designs of dresses and baby sets with proper texture, colour prints and trimmings.

F) TEACHING AND EXAMINATION SCHEME:

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<tbody>
<tr>
<td>1</td>
<td>UNIT-1</td>
<td>Growth &amp; Development</td>
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<td>2</td>
<td>UNIT-II</td>
<td>Preplanning for the Baby Dress</td>
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<td>3</td>
<td>UNIT-III</td>
<td>Selection of fabric</td>
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<td>4</td>
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<td>Trimming Material</td>
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<td>Designing of Baby kit</td>
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<td>6</td>
<td>UNIT-VI</td>
<td>Drafting of Infant Garment</td>
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<tr>
<td>7</td>
<td>UNIT-VII</td>
<td>Drafting of Baby kit</td>
<td>8</td>
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<tr>
<td>8</td>
<td>UNIT-VIII</td>
<td>Drafting of Sleeping kit</td>
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<td>9</td>
<td>UNIT-IX</td>
<td>Designing of fabric prints</td>
<td>4</td>
<td>10</td>
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<tr>
<td>10</td>
<td>UNIT---X</td>
<td>Role of Fashion</td>
<td>4</td>
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</table>

C) DETAILED COURSE CONTENTS:

Unit—1—Growth & Development
- Size chart.
- Changes in body proportion

Unit—II—Pre-Planning for the baby dress:
1. According to the season – summer winter, rainy.
2. According to physical development.

Unit-III Selection of fabric:-
1. Fabric Material
2. Colors
3. Texture
4. Prints

Unit-IV Trimming material and other accessories used for Infant clothing:-
1. Hand made
2. Ready made
3. Accessories for infant.

Unit-V Designing and sketching of infant's garments & Kit:
1) Different garments
2) Baby Kits
3) Sleeping kits.

Unit-VI Drafting of infant garments :-
1) Jabala- any three types
2) Diapers—six
3) Casual wear
4) Party wear.

Unit-VII Drafting of Baby kit:–
1) Matinee Coat
2) Mittons
3) Bib/Feeder
4) Booties
5) Napkin & towels.
6) Bath kit.
7) Bottle Cover
8) Medicine kit

Unit-VIII Drafting of Sleeping kit:-
1. Sleeping bag/carry bag
2. Sheet
3. Plastic sheet
4. Quilt
5. Load, round pillow.

Unit-IX Designing of fabric prints:-
1. Different motif for infant cloth:— animals motif, flower, baby print

Unit-X Role of fashion in infant clothing.

I INSTRUCTIONAL STRATEGIES:-

- Lecture methods
- Expect Lecturer
SUGGESTED LEARNING REQUIRED: -
A) Reference Books

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<tbody>
<tr>
<td>1</td>
<td>Social Psychology of clothing.</td>
<td>Susan B. Kaiser.</td>
</tr>
<tr>
<td>2</td>
<td>Drafting and Draping</td>
<td>Manmeet Sodia</td>
</tr>
<tr>
<td>3</td>
<td>Rapidex, Home Tailoring course</td>
<td>Asha Rani vhora</td>
</tr>
</tbody>
</table>

B) Others:
1. Lab manuals. 2. Charts

SUBJECT: INFANT CLOTHING LAB

LIST OF PRACTICALS/TUTORIALS: -
1. Selection of fabric, colour, texture print and accessories for infant clothing.
2. Cutting and stitching of baby kit: -
   - Material coat
   - Mitton
   - Bib / feeder
   - Booties.
   - Napkin
   - Towel.
3. Cutting and stitching of infant dresses: -
   - Jhabla (simple, eye)
   - Diapers (6)
   - Parties (2)
   - Party dress.
4. Cutting, stitching of sleeping kit:-
   - Sleeping bag
   - Sheet
   - Plastic sheet
   - Quilt
   - Pillow, round pillow
5. Cutting, stitching of different kits: -
   - Carry bags
   - Bath kit
   - Medicine kit
   - Bottle cover

RESOURCES REQUIRED: -
3. Cotton fabric according to design – 8 metres.
This course contents enable the student to develop her skill by drawing a figure and garments. A designer should have the knowledge about the sketching and drawing so that she can express her ideas through sketching.

**F) TEACHING AND EXAMINATION SCHEME:**

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**LIST OF PREACTICAL:**

I- Drawing different types of sleeve on dresses.
II- Effect of cowls by various fabrics.
III- Different types of pockets on various garments.
IV- Sketching different types of garments such as frocks, skirt-top, shirt-pant, sarees and casual and formal wear.
V- Sketching different types of garment with accessories.

**RESOURCES REQUIRED:**

I- Drawing sheets.
II- Dummy/ dress form.