

# **Hemchandracharya**

**North Gujarat University, Patan**

## **Syllabus**

**Bachelor of Vocation**

**Fashion Design and Management**

**Semester III and Semester IV**

**Enforced From June 2015**

**HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY**  
**SYLLABUS FOR B. Voc. (Fashion Design and Management)**  
**(Enforced from June - 2014)**

## **Preface**

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of university education, leading to setting up of Bachelor of Vocation (B. Voc.) to serve multiple needs, including (i) career oriented education and skills to students interested in directly entering the workforce; (ii) contracted training and education programmes for local employers; (iii) high-touch remedial education for secondary school graduates not ready to enroll in traditional colleges, giving them a path to transfer to three or four year institutions; and (iv) general interest courses to the community for personal development and interest. Bachelor of vocation will have with multiple exits such as Diploma and Advanced Diploma under the NSQF (National Skills Qualifications Framework).

The Bachelor of vocation model, by and large, will be accessible to a large number of individuals of the community, offer low cost and high quality education locally, that encompasses both vocation skills development as well as traditional coursework, there by providing opportunities to the learners to move directly to the employment sector or move into the higher education sector. It offers a flexible and open education system which also caters to community – based life – long learning needs.

## **BVFDR1: Eligibility Criteria (EC) for Admission**

1. The eligibility condition to the program will be 10+2 or equivalent.
2. If the candidate has attained the specific level 4 of NOS of Fashion Industry sector (by decision of equivalence committee of the college) can get admitted in B.Voc. for the programme
3. There is no age bar for admission to Bachelor Vocation
4. The student can take exit from this course at any point of time and get re -entry in this programme.

Such students will get priority in admission than to a fresher student. (multi entry multi exit scheme)

### **BVFDR2: Admission Procedure**

1. For admission to the programmes offered, preference should be given to the learners living in the local community. Reservation to SC,ST, OBC and PWD categories will be available as per the extant national / State policy.
2. Admission may be done on a rolling basis depending on the duration of the programmes to facilitate a steady stream of learners joining the college and moving out as trained work force to the job market, round the year and not just once in a year.
3. The applicants seeking re-entry into the college should get preference in admission over the new applicants.
4. Candidates are selected on the basis of Merit.

### **BVFDR3 : Fees and Scholarship**

1. Student fee should be decided as per the prevalent practice for fee fixation for aided courses.
2. Attempt should be made to recover part of the operating expenditure from the student fees.

### **BVFDR4 : Registration / Enrollment :**

1. Every student admitted to the college for the programme must get enrolled to university within a month from the date of admission.

### **BVFDR5 : Semester Examinations**

1. Candidates desirous of appearing at any semester examination shall have to submit applications in the prescribed form, through the designated authority on or before the prescribed date.
2. No candidate will be admitted to any Semester examination unless the Designated Authority i.e. the Head of the Department or Principal of the College certifies that :

- (i) The candidate attended the course of study to the satisfaction of the designated authority.
- (ii) The candidate maintained a good conduct and character during the studies.
- (iii) The candidate maintained minimum 80% attendance in each semester.

### **BVFDR6 : Evaluation**

1. Appropriate mechanism for assessment of the learners' progress towards acquisition of knowledge and skill should be developed by the College. Partner industries should also be given a clear and well defined role in the assessment of the learners.
2. Practical or hands on skills should be given comparatively more weightage in the overall assessment plan.
3. The college should adopt and integrate the guidelines and recommendations of the respective Sector Skill Councils (SSCs) for the assessment and evaluation of the vocational component, wherever required. They should also involve the SSCs in the assessment process, wherever required. It applies to colleges, both Autonomous and non-autonomous and university to maintain Occupational Standards and the fitness for the job.
4. Theory of each CORE paper will be evaluated for a maximum of 100 marks out of which, 50 marks shall be for Continuous evaluation (Exams) and 50 marks for the end semester examination shall be of 2 hours duration.
5. Practical as a combined form each core paper will be evaluated for a Maximum of 700 marks out of which, 500 marks shall be continuous internal evaluation and 200 marks for the end semester practical examination.
6. Each Elective paper is evaluated for a maximum of 50 marks which will be evaluated internally by continuous evaluation.

### **BVFDR7 : Rules for grading**

1. One Credit mean Equivalent of 14-15 periods of 60 minutes each, for theory, workshops / labs and tutorials per semester.
2. For internship / field work, the credit weightage for equivalent hours shall be 50% of that for lectures / workshops.
3. For self- learning, based on e-content or otherwise, the credit weightage for equivalent hours of study shall be 50% of that for lectures / workshops.
4. To pass a subject in any semester, a candidate must obtain a minimum of 40% marks in each paper.
5. If a candidate fails in any subject, he has to reappear for that particular paper and pass. (That is, for example if candidate fails in midterm exam of a subject, he has to reappear for midterm of that subject.)
6. The performance of each candidate in all the subjects will be evaluated on 7 - point scale in term of grades as follow:

### **BVFDR9 : Semester passing scheme**

1. For each semester examination, a candidate will be considered as pass if he / she has secured “B”- or above grade in all the subject (s) and overall grade point 5.00 or above.
2. For each semester examination, a candidate will be considered as fail if he / she has secured “F” grade in any or all the subject (S).
3. If the candidate does not fulfill the subject requirement including requisite attendance percentage, he / she will be given I grade and the candidate will have to complete the course requirement before the commencement of the next End Semester examination. If the candidate does not clear I grade in any subject before the commencement of the next End semester examination, he / she will be considered fail – F grade.
4. Candidate has to clear his / her ‘F’ grade, or ‘I’ grade, if any by the next End Semester examination.

### **BVFDR10 : Semester promotion scheme**

A candidate will be promoted to the subsequent Semester according to the following scheme:

1. A candidate would be granted admission to the Second Semester if and only if he / she has been granted Term for First Semester and has applied for the university examination.
2. A candidate would be granted admission to the Third Semester if and only if he / she has been granted Term for First Semester and has applied for the university examination.
3. A candidate would be granted admission to the Fourth Semester if and only if he / she has cleared all the subject of First Semester. He /she will be permitted to pursue his/her study of Fourth Semester, provided his/her term for II & III Semesters is granted and has applied for the university examination.

#### Promotion Criteria

<b>Semester</b>	<b>Conditions for Promotion</b>
II	Grant of Term for Semester-I
III	Grant of Term for Semester I and Semester II
IV	Clearing of Semesters I completely and Grant of Term for Semester II and Semester III
V	Clearing of Semesters II completely and Grant of Term for Semester III & Semester IV
VI	Clearing of Semesters III completely and Grant of Term for Semester IV & Semester V

### **BVFDR11 : Award of Grading / Division**

No class/ division will be awarded to the student in the first 5 semesters. Divisions shall Be awarded only at the end of Final Examination on successful completion of all the Semesters. For awarding the degree at the end of the course, as per the other course of university.

Sr. No.	CPI	Division
1	7.50 to 10.00	FIRST Division with Distinction
2	6.50 to 7.49	FIRST Division
3	6.00 to 6.49	SECOND Division

**BVFDR12 : Award of degree**

1. Award of Certificate, Advanced certificate, Diploma or Advanced Diploma, as the case may be, would depend on acquisition of requisite credits as prescribed by the certification body and not on the calendar time spent in pursuing the course.
2. The certificate shall mention the credits earned course duration (in hours), and the curriculum covered. If the course is aligned with NVEQF / NSQF , the corresponding NVEQF / NSQF Level should also be mentioned on the certificate.
3. Award of degree will be as follows.

NVEQF Level	Skill Component Credits	General Education Credits	Normal Calendar Duration (Post meeting the entry criterion)	Awards
7			Six Semester	Bachelor of vocation
6	72	48	Four Semester	Advanced Diploma
5	36	24	Two Semester	Diploma
	18	12	One Semester	Advanced Certificate
	9	6	Three Months	Certificate

**BACHELOR OF VOCATION IN FASHION DESIGN AND MANAGEMENT**

**SEMESTER - 3**

Sr. No.	Subject	Credit	Hours	Internal	External		Total
					Theory	Practical	
1	Design Ideas – I	4	60	---	----	100	100
2	Advance Pattern Making	4	60	---	----	100	100
3	Indian Traditional Textiles	3	45	40	60	---	100
4	Art Appreciation	3	45	40	60	---	100
5	Corel Draw & Photoshop	4	60	---	---	100	100
6	Fashion & Marketing Management	3	45	40	60	---	100
7	Brand Design and Management	3	45	40	60	---	100
8	Survey Based Project (Knitwear )	4	60	---	---	100	100

**1. DESIGN IDEAS – I**

**Unit-I: Fashion figure (Male, Female, Kids) with various views-**

Drawing of Male, Female & Kids fashion figure. , Different views such as Front, Back, Side &  $\frac{3}{4}$  Indian traditional garments, Conceptualisation of designs (Theory), implementation of designs & patterns (theory), illustration of traditional garments.

**Unit-II: Body details-** Drawing body details with different movements. Drawing arms, legs, feet, palm, & different positions.

**Unit-III: Face details with hair styles-** Drawing different face positions such  $\frac{3}{4}$  front, side. Facial details like eyes, nose and lips.

**Unit-IV: Clothing details (elements of fashion including fashion accessories)**

Drawing various Fashion elements to form a garment such as, types of sleeves, necklines, pockets, cuffs, collars, yokes, waist bands, bows & ties, frills & flounces etc. and Application on the Fashion figure using EOF : Drawing and combining different Fashion elements on a Fashion figure to make a good Design.



## 2. ADVANCE PATTERN MAKING

**Unit-I:** Types of necklines (any 3), Types of Collars (any 3)

**Unit-II:** Types of Sleeves & cuffs (any 3)

**Unit-III:** Basic skirt & Skirt variation (any 2)

**Unit-IV:** Chudidar , Blouse single draping

## 3. INDIAN TRADITIONAL TEXTILES & EMBROIDERY

**Unit-I:** Indian traditional woven textile, Significance of traditional textile and functions of embroideries.

**Unit-II:** Understanding Of Traditional Textiles For Process, Application And Design  
Kota, bauchari, brocade, kanjeevaram, chanderi, tangail, jamdani, ikats, patolas

**Unit-III:** Traditional embroidery, patch work [pipli] ,zardosi, kashidakari, kantha, chikankari, phulakari

**Unit-IV:** Mirror work, chamba rumal, kasuti, tie & die, block printing, screen printing, spray painting, fabric painting

## 4. ART APPRECIATION

**Unit-I:** Ancient Indian Historic period's influence – architecture, cultural, religion, tradition, people, incidents, Medieval Indian Historic period's influence – architecture, cultural, religion, tradition, people, incidents

**Unit-II:** Modern Indian Historic Period – architecture, cultural, religion, tradition, people, incidents, Roman renaissance – Application of these influences in designing garments.

**Unit-III:** Western art Influences – Application of these influences in designing garments, Greek Historic period – Application of these influences in designing garments.

**Unit-IV:** Modern Period World art like, Modern Buildings, paintings, Architecture, Sculptures, and films etc - Application of these influences in designing garments.

## 5. Corel Draw & Adobe Photoshop

**Unit-I: Adobe Photoshop – CS 5**

Draw and manipulate custom raster/vector shapes using the Pen tool and shape tools, Create precise selections in low-contrast images using vector masks and paths, Use smart Objects in Photoshop to non-destructively edit, link, update images., Sharpen, blur, and vignette images using customizable and editable Smart Filters, Apply professional-quality typography in Photoshop, considering leading, kerning, tracking, baseline shift, and ligatures, Handle type creatively by applying textures to text, pushing photographs through text and other shapes, and hiding portions of text, Combine multiple photographs using gradient masks, blending sliders, and displacement maps.

**Unit-II:** Utilize blend modes, gradients, and the Refine Edge dialog to combine images seamlessly, Retouch and alter photographs non-destructively, using dodging and burning, adjustment layers, Create attractive grayscale, partial grayscale, and duotone images, Use Swatches panel, and Color Libraries to effectively select and manage color schemes, Create custom brushes, use the Mixer Brush for freehand painting in Photoshop, and turn images into paintings.

**Unit-III: Corel Draw – X3**

Develop knowledge of fundamental concepts in bitmap and vector art, Identify and discuss digital art applications for Adobe Photoshop and Corel Draw, Develop and sketch illustration concepts to prepare them for digital creation. Use shape and freehand drawing tools to create complex shapes and patterns. Follow basic routines for correcting bitmap images, applying effects, adding text and saving files for the design layout in Corel Draw. Follow basic routines for making selections, and adding fills, strokes, and color, and saving files for the design layout in Corel Draw. Create a set of digital art pieces through exploration and experimentation.

**Unit-IV:** Use gradients to create lighting and shadow effects, Import bitmap and vector art into Illustrator and create guides for illustration. Create simple iconographic illustrations and shapes. Develop proficiency in drawing or tracing using the Bezier, freehand tool. Combining, breaking apart, grouping, ungrouping, separating and converting to curves. Create a sequential illustration that repeats certain features and colors over a series of frames to maintain a consistent look. Design a symmetrical title or identity that integrates repeated graphic elements and typography. Drawing rectangle, ellipses, polygons, stars, spirals and graph paper with shape tools.

**6. Fashion & Marketing Management**

- Unit-I:** Introduction of fashion Marketing, Fashion Marketing and buying at Industry Trade shows.
- Unit-II:** Fashion marketing Strategies, Styling for Advertising (electronic advertising), Fashion styling
- Unit-III:** Fashion Photography, Props in styling , Adapting for Magazine
- Unit-IV:** Types of Media and Professionals Related to it, Importance of Media in fashion Industry

#### **7. Brand Design and Management**

- Unit-I:** Fundamentals in Brand management- Designer as Brand. Brand management- Focus on Public Relation, Event and Media planning.
- Unit-II:** Catalogue Design, Corporate Stationary Design, Visual Merchandising, Styling elements: model, accessories, background theme.
- Unit-III:** Styling for Fashion Photography, Nature of the Fashion Industry, Structure of Fashion company, Merchandise process and the inter relationship of Players and their roles.
- Unit-IV:** Developing Brand image, Advertising and Promotion in the Fashion industry. The Fashion System and its most important Brands- Designs, Consumers and Quality.

#### **8. Project Based on Internship on Knitwear Manufacturing Unit**

- Detailed study on the given topic, data collection, evaluation and conclusion
- The student will be required to complete their study and submit a comprehensive report

Sr. No.	Subject	Credit	Hours	Internal	External		Total
					Theory	Practical	
1	Textile Finishing Process (Georgette & Chiffon)	4	60	---	---	100	100
2	Quality Control	3	45	40	60		100
3	Advance Garment Construction	4	60	---	---	100	100
4	CAD	4	60	---	---	100	100
5	Presentation & Portfolio	4	60	---	---	100	100
6	Business Mathematics-II	3	45	40	60	---	100
7	Business Environment	3	45	40	60	---	100
8	Internship	4	60	---	---	100	100

### 1. TEXTILE FINISHING PROCESS

**Unit-I:** Basic techniques, treatments and process of textile finishing, Finishing Terminology & classification

**Unit-II:** Mechanical and Chemical finishes, Permanent and temporary finishes

**Unit-III:** Preparatory finishes, Stabilizing finishes

**Unit-IV:** Textural finishes, Functional finishes

### 2. QUALITY CONTROL

**Unit-I:** Introduction to Quality Control: Definition & Importance, Inspection: Definitions & Inspection loop, Raw Material Inspection, Fabric Inspection: Woven, Knitted, Fabric Defects & Fabric Grading System

**Unit-II:** Accessories: Interlining, Sewing Thread, Zipper, Buttons etc. In process Inspection, Defects: Pattern & Maker, Spreading, Cutting, Sewing, Pressing & Finishing etc. Final Inspection

**Unit-III:** Statistical Sampling & sampling plans, Quality Control Tools: AQL, AOQL, Quality Management Systems: ISO, TQM, 6 Sigma, Kaizen, Lean Manufacturing, Measurement Checking of different Garments

**Unit-IV:** Introduction to Textile Testing, Significance & Elements of testing, Principles of Textile testing Instruments, Quality Evaluation of fibre, yarn & Fabric Physical testing-linear density, twist, tensile strength, dimensional stability, colour fastness, Chemical Testing-blend composition, wrinkle recovery, water resistance, colour fastness, Reading & Understanding Test Reports.

### 3. ADVANCE GARMENT CONSTRUCTION

- Unit-I:** Introduction of Specialized Sewing machine
- Unit-II:** Overlock, Button and Button holes,
- Unit-III:** Dart Manipulation, variation of kurties / shirts/ tunics (any 4)
- Unit-IV:** Blouse (katori, princess), Dress (Patiyala and Top)

#### 4. CAD (PLOTTER)

- Unit-I:** Introduction about reach Fashion Studio
- Unit-II:** Menu Command, Working area
- Unit-III:** Style studio, Photo studio, Material studio
- Unit-IV:** Using these tools and effects make the folder of – Western casual, Western party wear, Executive wear, Sportswear, Indian casual wear, Indian formal wear

#### 5. PRESENTATION & PORTFOLIO

- Unit-I:** Creating Mood Boards, Theme Boards, client Boards, swatch Boards, Creating lines, collage work
- Unit-II:** Theme based illustrations, Fashion Accessories designing
- Unit-III:** Illustrating different hair style, Design studio – designing dresses based on different themes for a fashion show
- Unit-IV:** Study of the basic aspects of a fashion show, Designing and illustrating lines for a fashion.

#### 6. BUSINESS MATHEMATICS-II

- Unit-I:** Linear Programming: Introduction of Operation Research, Meaning of linear programming, Mathematical formulation of LP Problem for two variables, solution of LP problems by Graphical and Simplex Method.
- Unit-II:** Transportation Problems: Formulation of transportation problem its initial basic feasible solution by North-West Corner rule , Matrix minima (least cost method) Vogel's Approximation Method (VAM) and optimum solution by modified distribution method, degeneracy and its resolution.
- Unit-III:** Assignment Problems: - Assignment problem and its optimum solution by Hungarian method.
- Unit-IV:** Sequences and Series: Sequences: Introduction, Types of sequence, Arithmetic progression (A.P), Geometric progression (G.P) Series : Introduction, Types of series, Arithmetic series (A.P)

## 7. BUSINESS ENVIRONMENT

- Unit-I: Introduction of business environment :** Meaning, significance and components of business environment. An aggregate view of Demographic - Economic - political and legal – social and culture – technological - international environment And its impact on business and strategic decision. **Demographic Environment :** Compositional characteristics of Indian population, Malthus theory of population, Population policy of India, population projections and their significance for business.
- Unit-II: Economic Environment :** Money and capital markets, Fiscal policy, Recent union budget, Current Five year plan. Role of agriculture Industry in Economic envelopment. Recent trends in industrial Development and its impact on Indian economy. Industrial sickness: causes and remedies. **Political and Legal Environment :** Indian constitution, fundamental rights, directive principles of state policy. Political and Legal Environment of India affecting business environment.
- Unit-III: Socio- cultural Environment :** Social stratification, socio-cultural fabric and lifestyles: customs, taboos, tastes and preferences and their impact on business **Technology Environment:** Significance of technology in business, choice of technology - Capital intensive and labour intensive. Impact of technological changes on business.
- Unit-IV: International Environment:** MNCs, Recent Export-Import policy. Role of international financial institutions like WTO, World bank and their impact on business environment.

## 8. INTERNSHIP

- Detailed study on the given topic, data collection, evaluation and conclusion
- The student will be required to complete their study and submit a comprehensive report