

6.1 PATTERN MAKING – II

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RATIONALE

The students are supposed to perform the jobs of pattern maker when engaged in garment manufacturing. After going through this subject, students will be able to manipulate different darts, increase or decrease any pattern proportions and prepare commercial patterns.

DETAILED CONTENTS

Practical Exercises

1. Drafting and making paper pattern of :
 - Men's trousers
 - Men's waistcoat

2. Preparing Commercial Patterns along with layout for the following:
 - Frock
 - Lady's skirt
 - Lady's shirt
 - Men's trouser

RECOMMENDED BOOKS

1. Pattern Cutting for Women's Outwear by Cooklin, Gerry
2. Islamic Patterns: An Analytical and Cosmological Approach by Critchlow
3. Repeat Patterns: A Manual for Designers, Artists and Architects by Phillips and Bunce

6.2 FASHION RETAILING AND APPAREL MERCHANDIZING

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RATIONALE

Some diploma holders of fashion design may find employment in export houses and apparel merchandizing agencies. After studying this subject the students will understand marketing in domestic and international markets and their quota systems. It focuses attention on apparel industry giving thorough knowledge of merchandizing.

DETAILED CONTENTS

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| 1. | Concept of retailing | (04 hrs) |
| 2. | Introduction to various terms Cost price, selling price, markups, markdowns | (04 hrs) |
| 3. | Introduction to retail organisations | (16 hrs) |
| | - Departmental store | |
| | - Discount stores | |
| | - Speciality stores | |
| 4. | Concept of wholesale merchants and agents | (06 hrs) |
| 5 | Sales promotion policies – procedures | (04 hrs) |
| 6. | Concept of visual merchandising | (02 hrs) |
| 7. | Apparel Industry Profile | (10 hrs) |
| | 7.1 Current Indian export and India's position in the world apparel/textile market | |
| | 7.2 Apparel cluster along with their specialities – Mumbai, Chennai, Ludhiana, Delhi etc. | |
| | 7.3 Buyer classification and buying network in exports | |
| 8. | Fashion merchandizing | (10 hrs) |
| | 8.1 Introduction to fashion marketing and merchandizing principles – retail, whole sale, boutique, designer - wear, couture, pret-o-porter (ready to wear), haute couture (hi-fashion) | |

9. Sourcing (08 hrs)
- 9.1 Assignment based on the market survey within the local market for various fabrics, trims and accessories

RECOMMENDED BOOKS

1. Fashion from Concept to Consumer
2. Fashion and Retail Merchandising
3. Inside the Fashion Business by Joonow, Jea
4. Fashion Merchandising by Stone, Ela
5. Ready to Wear Apparel Analysis by Petty and Brown

6.3 PORTFOLIO

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RATIONALE

Portfolio provides a challenging platform for the students to demonstrate their analytical skills necessary for fashion designing. Thus the student should be able to design a catalogue depending on various design themes for boutiques and domestic markets / area of their interest.

DETAILED CONTENTS

Practical Exercises

1. Design Collection
 - a) Select a theme
 - b) Design and illustrate the final garments keeping in mind the colour, silhouette, drape / surface etc.
2. Create 2 designs each for the following:
 - a) Casual wear
 - b) Evening wear (Party wear)
 - c) Bridal wear
 - d) School uniforms
 - e) Design sports wear for teenagers (16 – 19 years)
 - f) Design for elderly persons (casual and formal)

6.4 MAJOR PROJECT WORK

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RATIONALE

Individual creativity is expressed in design collections. It will enable them to comprehend the relevance of class-room knowledge and skills. Therefore, a student of fashion Design should be able to incorporate what he has learnt in the last five semesters through this diploma programme in the live presentation

DETAILED CONTENTS

As far as possible students should be given live project problems with a view to :

- i) Develop understanding regarding the size and scale of operations and nature of field work in which students are going to play their role after completing the courses of study.
- ii) Develop understanding of subject based knowledge given in the classroom in the context of its application at work places.
- iii) Develop first hand experience and confidence amongst the students to enable them to use and apply polytechnic/institute based knowledge and skills to solve practical problems of the world of work.
- iv) Develop special skills and abilities like interpersonal skills, communication skills, attitudes and values.

For the fulfillment of above objectives, polytechnic may establish close linkage with 8-10 relevant organization for providing such an experience. It is necessary that each organization is visited well in advance and activities to be performed by students are well defined. The chosen activities should be such which are of curricular interest to students and of professional value to industrial/field organizations. Each teacher is expected to supervise and guide 5-6 students.

Effort should be made to identify actual field problems to be given as project work to the students. Project selected should not be too complex which is beyond the level of the students. The placement of the students for such a practical cum project work should match with the competency profile of students and the project work assigned to them. Students may be assessed both by industry and polytechnic faculty. The suggested performance criteria is given below:

- a) Punctuality and regularity
- b) Initiative in learning/working at site
- c) Level/proficiency of practical skills acquired

- d) Sense of responsibility
- e) Self expression/Communication skills
- f) Interpersonal skills
- g) Report Writing skills
- h) Viva voce

Practical Exercises

1. Making a design Collection
 - Selection of a theme
 - Finalising five designs
 - Development of designs into garments
 - Final presentation of the garments
2.
 - Training with a Boutique/domestic garment production house for minimum of 4 weeks/one month
 - Submission of a report at the end of training

A viva voce examination shall be conducted at the end of the project for assessing the work of the student. The examination committee for this purpose shall consist of a professional designer and the teacher who has guided the project. The project work should be properly displayed by the students.