University College of Social Sciences and Humanities

MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR



FACULTY OF SOCIAL SCIENCES

Syllabus of Fashion Technology & Designing

for

Three -Year

Undergraduate Program

Designed in accordance with Learning Outcomes-Based Curriculum Framework (LOCF) of National

Education Policy (NEP-2020)

(Effective from Academic Year 2023-24)

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Table 1: List of the Courses in Fashion Technology & Designing for the CBCS in 3 year Undergraduate Program as per NEP2020. Semester wise Types, Codes, Titles, Delivery type, Workload, Credits of the courses, Marks of Examination, and Remarks if any.

DCC- Discipline Centric Compulsory Course (000 to 099); DSE- Discipline Specific Elective Course (100 to 199)

AECC- Ability Enhancement Compulsory Course (English/Modern Indian Languages/Hindi) (201 to 299);

SEC- Skill Enhancement Courses from Physics (370 to 379)

The code has eight places. XYZ (subject name) Level (5/6/7) DCC/DSE/AEC/SEC (3 digits) T/P/S

If an SEC course is offered by commerce: SEC53XXT; Science: SES63XXT; Arts: SEA53XXT; Humanities: SEH53XXT; Informatics: SEI63XXT;

Management: SEM73XXT

B.A. (Three Years Degree Program)				
FIRST SEMESTER				
Subject- Fashion Technology & Designing				
Code of the Course	FTD5000T			
Title of the Course	Fundamentals of Fashion Concepts			
Qualification Level of the Course	NHEQF Level 4.5			
Credit of the course	4			
Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Technology & Designing			
Delivery type of the Course	60 Hr., 40 Lectures for content delivery and 10 hours for tutorials, class activity, case study and 10 hours for Formative Diagnostic Assessment.			
Prerequisites	Foundation level			
Co-requisites	None			
Objectives of the course	To educate the students about the basic fashion, sewing and embellishment related terminology			
Learning outcomes	The Student at the completion of the course will be able to:			
	• Understand the basic insights of design and fashion as a whole			
	• Understand and analyze the effective use of this knowledge to develop their potential.			
	• Develop understanding about all the terminologies used in the fashion and garment industry.			
	Syllabus			
UNIT-I	Basic Fashion Terms: Definition, Meaning, Role, Uses/ Application& Importance in Fashion IndustryTerms: Garment, Style, Fashion, Fashion Design, Accessories, Classic, Fad, Trend, Designer, Drafting, Draping,Fitting, Gathers, Silhouette, Body types - Hourglass, Inverted triangle, Pear shape, Apple shape and Lean column(Rectangular), Fashion Forecasting, Fashion Journalism, Fashion Shows(15 Hrs.)			
UNIT -II	Basic Sewing Terms: Definition, Meaning, Role, Uses/ Application& Importance in Fashion IndustryTerms: Grainline, Bias, Dart, Pattern, Garment Production, Hand Sewing, Sewing Machines, Hand Needles, SewingMachine Needles, Fabric, Readymade Garments, Customized Garments, Tailor(10 Hrs.)			
UNIT-III	Basic Embellishment Terms: Definition, Meaning, Role, Uses/ Application& Importance in Fashion IndustryTerms: Printing, Dyeing, Embroidery, Appliqué, Quilting, Patch Work, Smoking, Trims, Fringe, Laces, Piping, PaintingPainting			

UNIT-IV	Types of Fashion, Fashion Cycle & Fashion Theories
	• Eco fashion, Slow fashion, Fast fashion
	• Haute couture, Ready-to-wear, Mass market
	• Fashion cycle, Trickle-down theory, Bottom up theory & Trickle across theory (20 Hrs.)
UNIT-V	Career opportunities in Fashion and Related Industry
	Job opportunities-
	-In Private Sector
	-In Government Sector
	-Self-Entrepreneurship (Boutique, Startup, Organizing Fashion events etc.) (5 Hrs.)
Text Books	• Fashion Studies by Nidhi Pant and ShilpaBhar, published by Abhishek Publisher 2020.
	• Fashion Technology: Hand Book by T. Karthik, P.Ganesan, and D. Gopalakrishnan, published by Woodhead
	Publishing India, 2017.
	• Fundamentals of Fashion Design by AnupamaPundir, published by Mittal Publication, 2013.
	 Elements of Fashion and Apparel Design by G.J. Sumathi, published by New age International Publisher, 2007 Fashion Technology: Today and Tomorrow by NirupamaPundir, published byMittal Publication, 2007.
Reference Books	
Reference Dooks	 The Dynamics of Fashion, Elaine Stone, Fairchild Publication, 2008. Frings Gini, Fashion-From Concept To Consumer, (5th Edition), Prentice Hall Publications, 1996.
	 Marshall S G, Jackson H O, Stanley Ms, Kefgen M & Specht T, (2009), Individuality In Clothing & Personal
	Appearance, 6th Edition, Pearson Education, USA.
	• Shorie, G.P., VastraVigyanKeMoolSidhant, VinodPustakMandir, Hospital Road, Agra, 2007. (Hindi Book).
	• Complete Guide to Sewing – Reader's Digest, The Reader's Digest Association, 1976.
	• Complete Book of Sewing, Alison Smith Dorling Kindersley, 1999.
	• Singer Sewing Book, Gladys Cunningham, The Singer Company.
	• Verma, Gayatri, Cutting and Stitching Practical, Asian Publishers, Darya Ganj, New Delhi, 2007. (Hindi Book).
	• Shorie, G.P., VastraVigyanKeMoolSidhant, Vinod PustakMandir, Hospital Road, Agra, 2007. (Hindi Book).
	• Verma, Promila.VastraVigyanEvamParidhan, Madhya Pradesh Hindi Granth Academy, Bhopal, 2003. (Hindi Book).
	• Designing - An Introduction by Karl Aspelund published by Fairchild Books 2015 Pg. no. 2, 3, 69-127.
Suggested E-resources	• Sewing Lessons For Beginners - <u>http://www.go-woman.com/wpcontent/uploads/factsheets/FREE_Sewing_Book.pdf</u>
	• Practical Sewing and Dressmaking-
	http://brittlebooks.library.illinois.edu/brittlebooks_open/Books200912/allisa0001prasew/allisa0001prasew.pdf
	• Fashion Studies – Textbook http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf

B.A. (Three Years Degree Program)			
FIRST SEMESTER			
	Subject-Fashion Technology and Designing		
Code of the Course	FTD5000P		
Title of the Course	Fundamentals of Apparels Categories		
Qualification Level of the Course	NHEQF Level 4.5		
Credit of the course	2		
Type of the course	Discipline Centric Compulsory (DCC) course in Fashion Technology and Designing		
Delivery type of the Course	Practical 60 Hrs. The student will perform the experiments and submit the record of observations after getting the		
	results		
Prerequisites	Foundation level		
Co-requisites	None		
Objectives of the course	To educate the students about the basic fashion, sewing and embellishment related terminology.		
Learning outcomes	The Student at the completion of the course will be able to:		
	• Learn to observe and identify market trends of Apparel.		
	Develop insight understanding about Apparel Classification and Categories of garment industry.		
	Syllabus		
UNIT I	Apparel Classification and Categories: Definition, Meaning, Role, Importance in Apparel Industry		
	Design, Sketch, Collect Pictures of the following Categories:		
	Gender Wise- Male, Female Apparels		
	• Season Wise- Summer wear Apparels, Winter wear Apparels, Autumn wear Apparels, Rainy wear Apparels		
	Occasion Wise- Indian Festivals- Holi Diwali Eid, National Festivals26 Jan., 15 Aug.		
	Occupation Wise- Office wear, Factory wear etc.		
	Age Wise-Infant to Old Age Apparels (12 Hrs.)		
UNIT II	Design Casual Wear: Male and Females		
	Design Special Wear: Uniforms, Maternity Wear, Sports Wear, Safety Wear (12 Hrs.) Design Formal Wear (12 Hrs.)		
	Design Formal Wear: Male and Females (12 Hrs.) Design Traditional Wear Male and Females (12 Hrs.)		
	Design Traditional Wear: Male and Females (12 Hrs.) Design Party Wear: Male and Females (12 Hrs.)		
UNIT V	Design Party Wear: Male and Females (12 Hrs.)		
	Assignments: Prepare Scrap Book for mentioned apparel categories.		
	Make a Survey report of market shops selling Apparels in various categories		

Text and reference books	Complete Guide to Sewing – Reader's Digest, The Reader's Digest Association, 1976.
	• Complete Book of Sewing, Alison Smith Dorling Kindersley, 1999.
	• Singer Sewing Book, Gladys Cunningham, The Singer Company.
	• Verma, Gayatri, Cutting and Stitching Practical, Asian Publishers, Darya Ganj, New Delhi, 2007. (Hindi Book).
	• Shorie, G.P., VastraVigyanKeMoolSidhant, Vinod PustakMandir, Hospital Road, Agra, 2007. (Hindi Book).
	• Verma, Promila.VastraVigyanEvamParidhan, Madhya Pradesh Hindi Granth Academy, Bhopal, 2003. (Hindi Book).
	• Designing - An Introduction by Karl Aspelund published by Fairchild Books 2015 Pg. no. 2, 3, 69-127.
Suggested E-resources	Sewing Lessons For Beginners -http://www.go-woman.com/wpcontent/uploads/factsheets/FREE_Sewing_Book.pdf
	 Practical Sewing and Dressmaking - http://brittlebooks.library.illinois.edu/brittlebooks_open/Books2009-
	12/allisa0001prasew/allisa0001prasew.pdf
	• Fashion Studies – Text Book http://cbseacademic.in/web material/doc/fashion studies/3 XII Text Book.pdf
Scheme of EoSE	The examination shall be of three hours wherein the students have to perform any one experiment. The marks
	distribution shall be the following:
	1. Two Exercise : 40
	2. Viva Voce : 20
	3. Evaluation of the record book of exercise performed in the semester: 20

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B.A. (Three Years Degree Program) SECOND SEMESTER				
			Subject- Fashion Technology & Designing	
Code of the Course	FTD5001T			
Title of the Course	Wardrobe Planning			
Qualification Level of the Course	NHEQF Level 4.5			
Credit of the course	4			
Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Technology & Designing			
Delivery type of the Course	60 H, 40 Lectures for content delivery and 10 hours for tutorials, class activity, case study and 10 hours for Formative Diagnostic Assessment.			
Prerequisites	Foundation level			
Co-requisites	None			
Objectives of the course	To educate the students about the basic requirement of apparels and manage wardrobe			

Learning outcomes	 The Student at the completion of the course will be able to: Gain in-depth knowledge about Wardrobe Planning. Develop understanding of various Occasions and personal Apparel requirements. 	
	 Understand the materials used and process of developing skills of Wardrobe Planning. Appreciate the Wardrobe Planning and its benefits. 	
	Syllabus	
UNIT I	 Wardrobe Planning Meaning, Requirement and Purpose of Wardrobe Planning Need and Importance for Individual person Need and Importance for Family Types/ Design of wardrobe available in market Clothing Storage organizers for wardrobe – Hanging Organizers, Drawer Dividers & Hanging Hooks, Pull out Trays, Vacuum Storage Bags, Saree covers, Shirt Covers (1) 	
UNIT -II	 Factors Affecting Wardrobe Planning Social Factors- Locality, Cultural Background, Gender, Occupation, Occasion, Social S Economic Factors- Income (Family and Individual), Technological Advancement etc. Environmental Factors - Weather, Climate etc. Physiological Factors- Age, Body Structure, Activity Level, Interest, Health etc. Other factors- Fashion, Media, Political, Spiritual, National, Religious etc. 	Status etc. (20 Hrs.)
UNIT-III	Garments Selection Criteria -Age Wise Infants Toddlers Preschool Children School Going Children Adolescent Adult persons Old age persons 	(10 Hrs.)

	Garments Selection Criteria -Occasion Wise
	• Office Wears
	Religious Functions
	• Formal Party
UNIT-IV	Wedding Ceremony
	• Interview
	• Traveling
	• Sports
	• Relaxation & Rest
	Mourning And Funeral (10 Hrs.)
	Care & Maintenance of Clothes
	• Daily
	• Seasonal
UNIT-V	Occasional
	• Yearly care
	Steps of Organizing Wardrobe
	• Storage of different clothing items (10 Hrs.)
	• Bains, S. and Hutton, J., Singer Sewing Book. Hamlyn, London. 1972.
	• Lori A. Knowles, 2006, Patternmaking for Fashion Designers, Fairchild Publications Inc.
	• Principles of Flat Pattern Design, 4th Edition, Nora, M., Mac Donald, Fairchild Publications Inc., 2009.
	• The Dynamics of Fashion, Elaine Stone, Fairchild Publication, 2008.
	• The Technology of Clothing Manufacture – Harold Carr and Barbara Latham, Blackwell Science (1994)
	• Frings, Gini, Fashion - From Concept to Consumer (5thEdition), Prentice Hall Publications, 1996.
Text Books	• Marshal, S.G, Jackson, H.O, Stanley, M. S, Kefgen & Specht, T. (2009). Individuality in Clothing & Personal
	Appearance (6 th Edition). Pearson Education, USA.
	• Shorie, G. P., VastraVigyanKeMoolSidhant. Vinod PustakMandir, Hospital Road, Agra, 2007. (Hindi Book).
	• Verma, Promila, VastraVigyanEvamParidhan, Madhya Pradesh. Hindi Granth Academy, Bhopal. 2003 (Hindi
	Book).
	• Jarnow, J and Judelle, B. Inside Fashion Business. Merrill Prentice Hall, New Jersey, 1987.
	• Sodha, Manmeet. History of Fashion, Kalyani Publishers, Ludhiana. 2009.

Reference Books	 The Dynamics of Fashion, Elaine Stone, Fairchild Publication, 2008 Complete Book of Sewing, Alison Smith Dorling Kindersley, 1999. Singer Sewing Book, Gladys Cunningham, The Singer Company. Verma, Gayatri, Cutting and Stitching Practical, Asian Publishers, Darya Ganj, New Delhi, 2007. (Hindi Book). Shorie, G.P., VastraVigyanKeMoolSidhant, Vinod PustakMandir, Hospital Road, Agra, 2007. (Hindi Book). Verma, Promila.VastraVigyanEvamParidhan, Madhya Pradesh Hindi Granth Academy, Bhopal, 2003. (Hindi Book). Designing - An Introduction by Karl Aspelund published by Fairchild Books 2015 Pg. no. 2, 3, 69-127
Suggested E-resources	 Sewing Lessons For Beginners -<u>http://www.go-woman.com/wpcontent/uploads/factsheets/FREE_Sewing_Book.pdf</u> Practical Sewing and Dressmaking- http://brittlebooks.library.illinois.edu/brittlebooks_open/Books200912/allisa0001prasew/allisa0001prasew.pdf Fashion Studies -Textbook <u>http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf</u>

B.A. (Three Years Degree Program)				
SECOND SEMESTER				
Subject-Fashion Technology and Designing				
Code of the Course	FTD5001P			
Title of the Course	Elements in Apparel Designing			
Qualification Level of the Course	NHEQF Level 4.5			
Credit of the course	2			
Type of the course	Discipline Centric Compulsory (DCC) course in Fashion Technology and Designing			
Delivery type of the Course	Practical 60. The student will perform the experiments and submit the record of observations after getting the results			
Prerequisites	Foundation level			
Co-requisites	None			
Objectives of the course	To educate the students about the basic elements of Apparel designing.			
Learning outcomes	The Student at the completion of the course will be able to:			
	· Develop patterns as per Industrial Standards.			
	· Use skills in designing and garment construction of men and women's garments.			
	· Work confidently in the production line of an apparel industry.			
Syllabus				
UNIT I	Collect Pictures & Sketch of Silhouette: A-line, Hourglass, Sheath, Dropped Waist, Bell (12 Hrs.)			

UNIT II	Collect Pictures & Sketch Necklines: Jewel, Round, U, V, Square, Glass, Sweet Heart, Matka, Funnel, Scalloped, Scoop, Asymmetrical, Keyhole, Halter, Boat, Cowl, Draw String(12 Hrs.)
UNIT III	Collect Pictures & Sketch Collars: Peter Pan, Cape, Sailor's, Shirt, Shawl, Chinese, Tie, Polo or Turtle, Nehru, Ruffle, Coat (12 Hrs.)
UNIT IV	Collect Pictures & Sketch Sleeves: Raglan, Kimono, Plain & its variations- Puff, Bell, Churidar, Leg-O-Mutton, Victorian, Cowl, Tulip, Magyar, Lantern(12 Hrs.)
UNIT V	Collect Pictures & Sketch Skirts: Straight, A- line, Flared, Circular, Gored, Knife pleated, Box pleated Trousers/ Pants: Baggy pants, Bell-bottoms, Culottes, Cargo Pants or Army Pants, Jeans (12 Hrs.)Assignments: Prepare Scrap Book for mentioned apparel categories. Make a Survey report of market shops selling Apparels in various categories
Text and reference books	 Complete Guide to Sewing – Reader's Digest, The Reader's Digest Association, 1976. GayathriVerma&Kapil Dev, Cutting & Sewing Theory, Asian Publishers, 2015. Gerry Cooklin, Wiley-Blackwell, Garment Technology for Fashion Designers, USA, 2012. Armstrong, J., Patternmaking For Fashion Design (II Edition), Adison, Wesely Publishing Company, 1995. Everett, Judith, C., Swanson, and Kristen K. Guide to Producing a Fashion Show (3rdEdition), Fairchild Publication. NY, 2012. Silvers, Julia Rutherford Professional Event Coordination. Wiley 2 edition,2012. Taylor, Paula. How to Produce a Fashion Show, from A to Z, Pearson Prentice Hall,2012. Mc.Kelvey, K., Muslow, J. Fashion Forecasting. Wiley Blackwell,2008. Laura L Bliss, Study Guide Visual Merchandising and Display III edition, Fairchild Publications, 1995.
Suggested E-resources	Advanced Practical Physics for Students, B.L. Worsnop&H.T. Flint, 1971, Asia Publishing House. Ebook on scribd.com
Scheme of EoSE	 The examination shall be of three hours wherein the students have to perform any one experiment. The marks distribution shall be the following: 1. Two Exercise : 40 2. Viva Voce : 20 3. Evaluation of the record book of exercise performed in the semester: 20

B.A. (Three Years Degree Program)				
	THIRD SEMESTER			
Subject- Fashion Technology & Designing				
Code of the Course	FTD6002T			
Title of the Course	Traditional Textiles of Rajasthan			
Qualification Level of the Course	NHEQF Level 5			
Credit of the course	04			

Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Technology & Designing	
Delivery type of the Course	60 H, 40 Lectures for content delivery and 10 hours for tutorials, class activity, case study and 10 hours for Formative Diagnostic Assessment.	
Prerequisites	Intermediate Level	
Co-requisites	None	
Objectives of the course	 To understand the historical, cultural, and artistic significance of traditional textiles in Rajasthan. Develop field research and documentation skills through practical engagement with textile artisans and production processes. 	
Learning outcomes	The Student at the completion of the course will be able to:	
	 Students will able to appreciate, create and sustain the Rajasthan Traditional Textiles. Students will understand the global influences on traditional crafts. 	
	Syllabus	
UNIT-I	Introduction to popular traditional textiles of Rajasthan in context of – National and Global importance, Uniquene Craftmanship, Creativity, Product Cost, Artisans Dedication and Devotion, Marketing Support(10 Hrs	
UNIT -II	 Dyed Textiles of Rajasthan Tie-Dye- Introduction, Colours, Fabrics used for tie and dye Patterns of Tie- Dye-Bhandhani, Leheriya, Mothda, SamandarLehriya etc. Cultural and Ceremonial Significance of Tie and Dye Products- Chundari, Piliya, Pomcha, Lehriyan, Phag Famous Districts for Tie & Dye- Jaipur, Jodhpur, Udaipur, Sikar, Savaimadhopur (15 H) 	•
UNIT-III	 Painted Textiles of Rajasthan PichwaiPainting- Place, Motifs, Product etc. Phad Painting- Place, Motifs, Product etc. Miniature Painting- Place, Motifs, Product etc. (15 F) 	Hrs.)
UNIT-IV	 Printed Fabric of Rajasthan- Block Printing Sanganer- Place, Motifs, Product etc. Bagru- Place, Motifs, Product etc. Akola- Place, Motifs, Product etc. (10 Hrs.) 	,
UNIT-V	Quilted Fabric of Rajasthan • Jaipur Quilts Woven Fabric of Rajasthan • Kota doria- Place, Motifs, Product and marketing • Khadi- Opportunities and Challenges (10 H)	rc)

Text Books	• Kumar. Ritu (2005), Costumes and Textiles of Royal India, Publisher: ACC Art Books; 2nd Revisededition		
& Reference Books	• Biswas.A.(2017), Indian Costumes, Publications Division, M/O Information & Broadcasting, Govt.of India		
	• Naik. (2017), Traditional Embroideries of India, APH Publishing Corporation, New Delhi.		
	• Bhatnagar. P. (2006), Traditional Indian Costumes & Textiles, Abhishek Publications, Chandigarh.		
	• ParulBhatnagar (2004), Traditional Indian costumes & textiles, Abhishek Publication.		
	RoshenAlkazi 2008), Medieval Indian Costume, Art Heritage, New Delhi.		
	• Jack Cassin-scott (1994), The Illustrated encyclopedia of costume and fashion (from 1600 topresent); Block		
	Hampton Press; London.		
Suggested E-resources	https://www.textileschool.com/4682/costumes-during-indus-valley-civilization/		
	https://quatr.us/india/people-wear-ancient-india.htm		
	http://worldhistoryarticle.blogspot.com/2009/03/mauryan-and-sunga-periods-321-72-bc.html		
	https://www.slideshare.net/PriyalThakkar/fashion-history-of-india-56599569		
	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SFDA1101.pdf		

B.A. (Three Years Degree Program) THIRD SEMESTER Subject-Fashion Technology and Designing				
			Code of the Course	FTD6002P
			Title of the Course	Traditional Costumes of Rajasthan
Qualification Level of the Course	NHEQF Level 5			
Credit of the course	02			
Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Technology & Designing			
Delivery type of the Course	Practical 60 Hrs. The student will perform the experiments and submit the record of observations after getting the results			
Prerequisites	Intermediate level			
Co-requisites	None			
Objectives of the course	Understand the cultural heritage of Rajasthan through its traditional attire.			
	 Explore the social customs and traditions associated with clothing in Rajasthan. 			
	 Analyze the significance of colors, fabrics, and designs in Rajasthani garments. 			
	• Examine the role of clothing in expressing regional identity and cultural pride.			
Learning outcomes	• Appreciate the craftsmanship and skill involved in the embroidery and embellishments of Rajasthani clothing.			
	• Compare and contrast the traditional attire of different communities within Rajasthan, such as Rajputs, Jats,			
	Marwaris, and Bhils.			
	• Identify the rituals, festivals, and ceremonies where specific garments are worn in Rajasthan.			
	• Assess the impact of globalization and contemporary fashion trends on traditional Rajasthani clothing.			
Syllabus				

Introduction to Rajasthan's Male Costume		
• Topwear - Kurta, Sherwani, Angrakha, Nehru Jacket, Achkan, Jama, Jodhpuri Coat, Shirt, Choga, Bandhgala,		
Barabandi, Jhabba etc.		
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 Handbook of Fashion" edited by Shailja D. Naik 		
	 Barabandi, Jhabba etc. Bottomwear – Pyjama, Dhoti, Lungi, Breeches, Churidar etc. Note: Draw the illustrations and take pictures of following from live locations Introduction to Rajasthan's Female Costume Sari, Sari-Lehenga, Salwar suit, RajputiPoshak, Ghagra Choli, Odhani, Churidar, Salwar, Shara Note: Draw the illustrations and take pictures of following from live locations Jewelry Male Jewelry Chain, Kada, Ear Studs, Rings, Kamarbandh, Headgear Accessory etc. Female Jewelry Head Jewelry - Choker, Mangalsutra, Chain, Haar, Mandalia, Hansli etc. Hand Jewelry – Bajubandh, Haathphool, Kangan, Kada, Rings etc. Ear & Nose Jewelry – Jhumkha, Karnphool, Baali, Tops, Nose Pin, Nath etc. Waist Jewelry – Kandora, Satka etc. Ankle and Feet Jewelry – Payal, Kada, Ghungroo, Bichhyia etc. Male Headgear – Turban, Pheta, Safa, Padgi, Paag, Gandhi Topi etc. Male Footwear – Mojri, Jutti, Shoes Female Footwear – Mojri, Chappal, Jutti etc. Note: Draw the illustrations and take pictures from live locations. Field trips to explore Local Markets, Museums, Library and Craft villages to observe regional variatifirsthand experience. "Rajasthani Traditional Textiles" by SharadaDwivedi and ShailendraBhandare" "Handcrafted Indian Textiles: Tradition and Beyond" by Martand Singh" "The Splendour of Rajasthan: Cultural and Architectural Treasures" by Roli Books" "Basics of Textile Dying n Printing" by Dr. Maulik Shah Rajasthani Traditional Costumes and Textiles" by Ritu Kumar Indian Costumes by G.S. Ghurge Traditional Loxiumes of Soyal India" by Ritu Kumar	

Scheme of EoSE	The examination shall be of three hours wherein the students have to perform any one experiment. The marks distribution shall be the following:1. Two Exercise : 402. Viva Voce : 20	
	3. Evaluation of the record book of exercise performed in the semester: 20	

B.A. (Three Years Degree Program) FOURTH SEMESTER					
				Subject-Fashion Technology and Designing	
Code of the Course	FTD6003T				
Title of the Course	Fashion Merchandising				
Qualification Level of the Course	NHEQF Level 5				
Credit of the course	04				
Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Technology & Designing				
Delivery type of the Course	60 H, 40 Lectures for content delivery and 10 hours for tutorials, class activity, case study and 10 hours for Formative				
	Diagnostic Assessment.				
Prerequisites	Intermediate level				
Co-requisites	None				
Objectives of the course	 Make students aware on the importance of fashion merchandising. 				
	 Provide knowledge of current fashion promotion strategies useful for marketing purpose. 				
Learning outcomes	Relate the concept and process of Market Research and its application in the fashion industry.				
	• Utilize and apply, one of the major components of the marketing.				
	• Recognize the functions and application of price in the fashion merchandise.				
	• Interpret the process of physical distribution in the fashion industry.				
	• Develop fashion promotion strategies in real industry situations.				
	• Describe the apparel market and environment.				
	• Interpret the importance of apparel advertising and its departments.				
	Syllabus				
UNIT I	Basics of Merchandising				
	• Meaning and Definition- Fashion Merchandiser, Visual Merchandising, Visual Merchandiser, Fashion Designer				
	Types of Merchandising- Product, Retail, Digital, Visual, Omni channel				
	Merchandising Process& Benefits of Merchandising (12 Hrs.)				

UNIT II	5"R"S of Merchandising	
	Meaning and Importance of following-	
	Right Merchandise	
	• Right Time	
	• Right Price	
	Right Selling Staff	
	Right Place	(12 Hrs.)
UNIT III	Fashion Merchandiser & Designer	
	Skills required for Fashion Merchandiser	
	Skills required for Fashion Designer	
	Responsibilities and duties of Fashion Merchandiser	
	Responsibilities and duties of Fashion Designer	
	Role in Fashion and Readymade Industry	
	• Career Opportunities in Textile and Fashion Industries(12 Hrs.)	
UNIT IV	Visual Merchandising	
	Objectives of Visual Merchandising	
	Skills required for Visual Merchandiser	
	• Elements of Visual Merchandising: Display- Interior (layout store, mannequins, building, m	usic, light,
	fragrance, furniture placement) Exterior (Window display, out hoardings, colour, light)	(12 Hrs.)
UNIT V	Fashion Forecasting	
	Meaning and Definition	
	Responsibilities and Duties of Fashion Forecaster	
	Benefits and importance of Fashion Forecasting	
	Effect of Fashion Forecasting on Fashion Industry	(12 Hrs.)
Suggested E-resources	• https://www.youtube.com/watch?v=fzeWksFm84A	
	 <u>http://htbiblio.yolasite.com/resources/Fashion%20Marketing.pdf</u> 	
Scheme of EoSE	The examination shall be of three hours wherein the students have to perform any one experiment.	The marks
	distribution shall be the following:	
	1. Two Exercise : 40	
	2. Viva Voce : 20	
	3. Evaluation of the record book of exercise performed in the semester: 20	

B.A. (Three Years Degree Program)
FOURTH SEMESTER

Subject-Fashion Technology and Designing		
Code of the Course	FTD6003P	
Title of the Course	Elements of Design	
Qualification Level of the Course	NHEQF Level 5	
Credit of the course	02	
Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Technology & Designing	
Delivery type of the Course	Practical 60 Hrs. The student will perform the experiments and submit the record of observations after getting the results	
Prerequisites	Intermediate level	
Co-requisites	None	
Objectives of the course	 Impart the knowledge to develop designs skills for creating aesthetically good design. Understand the application of design elements like Lines, Shapes, Texture & colour to form a good design. 	
Learning outcomes	 Illustrate design sheet using line, shape and forms. Comprehend the concept Elements and Principles of Design. Categorize and apply colour schemes on repeats and layouts Appraise surface embellishment techniques for product development Evaluate effectively the existing wardrobe and justify new purchases appropriate to the client's lifestyle 	
UNIT I	Line- Types of line, Development of a composition using various types of lines.	
	Shapes and Forms- Creating different shapes and forms through various lines	
	Drawing Colour wheel that includes Primary, Secondary & Tertiary colours.	
	Colour Schemes: Monochromatic, Achromatic, Analogous, Complementary, Double Complementary, Split	
	Complementary, Triad, Tetrad	
	Prepare the following: Value Scale, Intensity Scale, Gray Scale(12Hrs.)Note: Click the Photograph, Collect the pictures and Prepare practical sheet(12Hrs.)	
UNIT II	Creating design sheets using the following in combination with suitable media:	
	Motif Repeats: Plain, Vertical, Horizontal, Diagonal, Half drop/ drop repeat, One Way, Two Way, Mirror image, Jaal (12 Hrs.)	
UNIT III	Motif Layouts: All over, Border, Corner, Center, Free flowing, Stripes and Checks (12 Hrs.)	
UNIT IV	Catalogue/ Product Development (12 Hrs.)	
UNIT V	Introduction to photography: Learning the photo shoot techniques and take photographs of elements of designs with different background and summerise.	
	Note: The developed product should be displayed accordingly in the department exhibition. Photographs during the exhibition should be documented in Portfolio.	
	Note: Click the Photograph, Collect the pictures and Prepare practical sheet.(12 Hrs.)	

Text and reference books	 Bhatt Pranav. &GoenkaShanita.(1990), "Foundation of Art & Design" .,Vallabhvidyanagar., Deep Prakashan. Bustanoby.J.H. (1947), "Principles of colour and colour mixing".,McGraw Hill Book Company, New York, London Sumathi, G.J. (2002) "Elements of Fashion and Apparel Design" New Age International Publishers, New Delhi. Kathryn McKelvey (1996) "Fashion Source Book" Balckwell Publishing New Delhi. Lyle, Dorothy S.(1983), Contemporary Clothing, Benette& Mc night Publishing Co. Peoria Illinois. Mills. J. &Smith.K. (1984), Design Concepts. Fairchild Publications, New York. Castelino, M. (1994), Fashion Kalediscope. Rup & Co., Calcutta. 	
Suggested E-resources	 <u>https://www.youtube.com/watch?v=x18uYL7YZAg</u> <u>https://www.youtube.com/watch?v=F-IYZi8WM5w</u> 	
Scheme of EoSE	The examination shall be of three hours wherein the students have to perform any one experiment. The marks distribution shall be the following: 1. Two Exercise : 40 2. Viva Voce : 20 3. Evaluation of the record book of exercise performed in the semester: 20	

B.A. (Three Years Degree Program)			
FOURTH SEMESTER			
Subject-Fashion Technology and Designing			
Code of the Course	SEA6306P		
Title of the Course	Block Printing		
Qualification Level of the Course	NHEQF Level 5		
Credit of the course	02		
Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Technology & Designing		
Delivery type of the Course	Practical 60 Hrs. The student will perform the experiments and submit the record of observations after getting the results		
Prerequisites	Intermediate level		
Co-requisites	None		
Objectives of the course	 To familiarize students with various techniques of Block printing techniques for value addition. To enable the students to use block printing techniques for apparel and home furnishings. 		
Learning outcomes	 Recognize the importance of block printing on textiles as value addition. Create attractive designs by using block printing. Apply skill to create home textiles through various techniques. Develop new opportunities in craft, textile art and fashion design markets. Explain the techniques of creating different apparel or home textiles. 		

	Syllabus	
UNIT I	Block printing- Understand Block printing process on fabric	
	Product preparation with following criteria-	
	 Tools & equipment used for Block Printing 	
	Points to remember before Fabric Selection	
	How to choose Colour for Block Printing	
	• Types of Hand Blocks and Selection	
	Importance of Layout or placements of Blocks	
	Importance of pre and post care of Block Printed Fabric	(8 Hrs.)
UNIT II	Understand Hand Blocks and its types	
	Purchasing of Hand Blocks	
	Care & storage of Hand Blocks	
	Understand placement of Hand Blocks	(4 Hrs.)
UNIT III	Surface preparation for Printing	
	• Table preparation and table height adjustment	
	Placing Fabric	(4 Hrs.)
UNIT IV	Colour preparation for Printing	
	Single and multi-Colour Printing Paste	
	Sample preparation	(4 Hrs.)
UNIT V	Product Development (Single and Multi-Colour) .	(40 Hrs.)
	Market Survey of Showrooms having Block Printed Fabrics	
Text and Reference books	• Prayag, R.S. (1998). Technology of Textile Printing. Shree J. Printers, Pune 30	
	• Shenai, V.A., (1983). Chemistry of Dyes and Principles of Dyeing, (4thEdition). Se	vakPrakashan, Mumbai.
	• Ghosh, G. K. and Ghosh, S. (1995) Indian Textiles (Past and Present). APH Publish	ing Corporation, New Delhi.
	• Mills, Jane and Smith, Janet K. (1996). Design Concepts, Fairchild Publications, Ne	ew York.
	• Meller, S. &Elffers, J. (2002), Textile Designs: 200 Years of Patterns for Printed Fa	brics Arranged by Motif,
	Colour, Period and Design, Thames & Hudson.	
Suggested E-resources	 https://www.youtube.com/watch?v=xvxqtc8thRg 	
	 https://www.youtube.com/watch?v=mM7rF0lK-J0 	
	 https://www.indiandesignleague.com/Dyeing-and-Fabric%20printing 	
Scheme of EoSE	The examination shall be of three hours wherein the students have to perform any one expe	riment. The marks
	distribution shall be the following:	
	1. Two Exercise : 40	
	2. Viva Voce : 20	
	3. Evaluation of the record book of exercise performed in the semester: 20	

	B.A. (Three Years Degree Program)	
	FIFTH SEMESTER	
	Subject-Fashion Technology and Designing	
Code of the Course	FTD7100T	
Title of the Course	Garment Manufacturing Process	
Qualification Level of the Course	NHEQF Level 5.5	
Credit of the course	06	
Type of the course	Discipline Specific Elective Course (DSE) Course in Fashion Technology & Designing	
Delivery type of the Course	60 H, 40 Lectures for content delivery and 10 hours for tutorials, class activity, case study	ars for Formative
Prerequisites	High Level	
Co-requisites	None	
Objectives of the course	 To familiarize with the functioning of the garment industry, its various processes, and technical p garment production. To enhance awareness of sewn products, machinery, and equipment and prepare the students for garment industry. 	
Learning outcomes	 Develop understanding of various equipment used in the garment industry appropriately. Develop understanding related to various processes in the apparel production industry before and Analyze various materials and components used in of garment production. Develop understanding related to processes after production. Explain about the garment manufacturing unit 	during production.
	Svllabus	
UNIT I	 Garment Construction Mills- Meaning, Importance and Need of Garment Construction Mills and Ind Departments Garment Construction Department: Man Power Requirement, Machinery Requirement of eac Functions of Designing Department – Market Research, Trend Identification, Idea Generation, Product Design- Manual Product Design, Digital Product Design 	•
UNIT II	 Functions of Marking and Cutting Department Fabric Preparation- Washing, Checking Grain line, Straightening, Pressing Layout Types – Open, Length Wise, Width Wise, Bias, Combination Fabric Spreading - One Way Design, Two Way Design, Overall Design Fabrics Cutting- Cutting Table Preparation, Cutting and Marking Tools 	(20 Hrs.)
UNIT III	 Functions of Sewing Machine Department Sewing Machine: Types, Selection, Care and Uses Workers Needed and Performance in Sewing Department 	(20 Hrs.)

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	Equations of Insure that and Destanding Demontry of
UNIT IV	Functions of Inspection and Packaging Department
	Importance and need of Ironing and pressing
	Requirement of Packaging
	• Quality Inspection (6 Hrs.)
UNIT V	Safety Parameters: Safety Parameters for equipment and work force engaged in various Garment Production
	Departments
	Safety Parameters duringPre production in Process production and Post production (6 Hrs.)
Text and Reference Books	• Pati P. & Susan P. Easy (2000), Easier, Easiest Tailoring, Published by Palmer/ Pletsch Inc.
	• Aldrich, W. (1988). Metric Pattern Cutting. Unwin Hyman Ltd., London.
	• Thomas A. J. (1996), Art of Sewing, UBJ Publication Ltd., New Delhi.
Suggested E-resources	 <u>https://www.houseofindya.com/size-guide</u>
	 https://www.template.net/business/charts/measurement-chart-templates/
	 https://www.thecreativecurator.com/dart-manipulation-types-of-darts/
	 https://www.youtube.com/watch?v=OkmPOaWkcrE
	 https://www.youtube.com/watch?v=ZnyidgBFc9Y
	 https://ncert.nic.in/vocational/pdf/ivsm103.pdf
	 https://www.dresspatternmaking.com/blocks/drafting-patternmaking-blocks/bodice-

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B.A. (Three Years Degree Program)	
FIFTH SEMESTER	
Subject-Fashion Technology and Designing	
Code of the Course	FTD7101T
Title of the Course	Boutique Management
Qualification Level of the Course	NHEQF Level 5.5
Credit of the course	6
Type of the course	Discipline Specific Elective Course (DSE) Course in Fashion Technology & Designing
Delivery type of the Course	60 H, 40 Lectures for content delivery and 10 hours for tutorials, class activity, case study and 10 hours for
	Formative Diagnostic Assessment.
Prerequisites	High Level
Co-requisites	None
Objectives of the course	To educate the students about the Boutique Management
Learning outcomes	The Student at the completion of the course will be able to:
	• Understand the basic insights of Boutique.
	• Understand and analyze the effective use of this knowledge to develop their potential in apparel marketing.
	• Develop understanding about the terminologies used in the fashion and garment industry.

Syllabus		
UNIT I	 Basics of Boutique Management– Introduction & Meaning Difference among Shop, Store and Boutique Basic Features of Boutique Role& Functions of Boutique owner Functions of designers in Boutique Importance and need of Visual Merchandising in Boutique Advantages of Publicity for Boutique 	
	Best management practices for Boutique (12 Hrs.))
UNIT II	 Boutique Business Plan – Introduction, Meaning and Requirement and Benefits of making Boutique Business Plan Key Points of Business Plan: Aim, Target group or clients, Name of Boutique, Market Survey, Location, Budget Planning, Raw Material & Machinery Sourcing, Manpower, Production, Publicity, Marketing, et to open Boutique(12 Hrs.) 	
UNIT III	 Boutique Management Pre Planning Market Survey- Importance and need before and after opening the Boutique Location- Key points for selection of proper location Budget Planning for Human Resources – Staff Salary & Profit Budget Planning for non-human Resources – Place, Infrastructure, Equipment and Machinery, Advertisement, Daily Operational and Maintenance Charges, Loan Availability etc. (12 Hrs.) 	
UNIT IV	 Boutique Management Sourcing - Basics of Purchasing Resources from Right Place, Right Price, Right Quantity and Right Qualities Manpower Qualification- Designer, Master Tailor and Other Staff 	ity
UNIT V	 Boutique Management Production- Process knowledge in terms of quality parameters, Time line, safety, Cost effective production Trends, Consumer satisfaction, latest trends etc. Marketing- Publicity, Consumer relationship, Innovations (12 Hrs.) 	
Text and reference books	 Retailing Management by Swapna Pradhan, Published by Mcgraw Hill Education,2021 Retail Management: A Global Perspective" by Harjit Singh Published bySAGEPublicationPvt.ltd, 2014. Botique Management by Manish V. Sidhpuria, Published by Tata Mcgraw Hill Education, 2009. Fashion Retailing: From Managing to Merchandising " by Dimitri Koumbis, Published by Bloomsbury Visua Arts ,2020. Rosenau, Jeremy. A, & Wilson David (2006), Apparel Merchandsing- The line Starts Here, Fairchild Publications, New York. Stephens, Gini, Frings (1999), Fashion from Concept to Consumers, 6th ed. Prentice Hall, New Jersey Pradhan Swapana (2012), Retailing Management: Text and Cases, McGraw Hill Education; 4th edition. 	ıl

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Suggested E-resources	 https://www.slideshare.net/NAGASUNDARISENTHILKU/fashion-merchandising-197033845
	• https://www.slideshare.net/DharmendraKumar344/fashion-a-merchandising
	• https://textilelearner.net/fashion-retailing-is-a-tool-of-fashion-
	merchandising/#:~:text=Fashion%20Retailing%20is%20the%20link,the%20country%20their%2
	00wn%20brands.
	 https://www.textileschool.com/193/garment-production-process/
	• https://www.onlineclothingstudy.com/2020/11/understanding-spreading-modes-for.html
	• https://www.nsdcindia.org/scmp/assets/image/1887896915- Industrial_Sewing_Machine_Operator_English.pdf
	• https://tohproblemkyahai.com/packaging-folding-of-garments/

B.A. (Three Years Degree Program) FIFTH SEMESTER		
Code of the Course	SEA7307P	
Title of the Course	Hand Painting	
Qualification Level of the Course	NHEQF Level 5.5	
Credit of the course	02	
Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Technology & Designing	
Delivery type of the Course	Practical 60 Hrs. The student will perform the experiments and submit the record of observations after getting the	
	results	
Prerequisites	High level	
Co-requisites	None	
Objectives of the course	• To create skill of fabric painting	
	 To develop creativity and learn techniques of fabric painting 	
	• To train students to get self-employment	
	To give the knowledge of organizing Exhibition	
	• To acquire knowledge about the colour & colour chart	
	To decorate fabric with painted designs	
Learning outcomes	• Know the history and tools used for fabric painting	
	Builds creativity	
	Knowledge about painting tools	
	• Learns different strokes in fabric painting	
	• Learns various techniques in fabric painting	
	Display of fabric paintings in exhibitions	
Syllabus		

UNIT I	Fabric Painting Process
	 Tools used in fabric painting –Fabric, brushes, mediums & diluents, frames, sponges, spatulas, stencils,
	apron, rough fabric, clips, tape etc.
	 Preparation of Fabric
	 Surface preparation
	 Sufface preparation Selection of design
	 Placement of design
	 Tracing or transfer of design
	 Grading of transfer of design Colour selection
	 Painting safety key points
	 Post treatment or care of painted fabric products (12 Hrs.)
UNIT II	Fabric painting tools (12 His.)
	1 6
	 Types of brushes- Round brushes, Flat brushes, Cat tongue brushes, Fan brushes, Beveled brushes, Mop brushes
	• Types of painting-Shading technique, Sponging technique, Textures technique, Printed technique, Splashing technique (12 Hrs.)
UNIT III	
UNIT III	Fabric Painting on Bag
	Selection of bag- Prepare Bag for Painting Design selection. Transfer and Planning
	 Design selection, Transfer and Planning Paint and Colour Selection
	 Protection of work area
	Paint Application Design and Figure
	Paint - Dry and Fix Finishing Taughas
	• Finishing Touches
UNIT IV	Post Treatment of Painting (12 Hrs.) Fabric Painting on T-shirt/ Shirt/ Kurta/ Top
UNITIV	 Selection of Product for Painting
	Ũ
	 Design selection, Transfer and Planning Paint and Colour Selection
	 Praint and Colour Selection Protection of work area
	Paint Application Boint Dry and Fix
	Paint - Dry and Fix Finishing Taughas
	• Finishing Touches
L	• Post Treatment of Painting (12Hrs.)

UNIT V	 Fabric Painting on Cushions/ Curtains/ any home furnishing product Selection of product for painting Design selection, Transfer and Planning Paint and Colour Selection Protection of work area Paint Application Paint - Dry and Fix Finishing Touches
	Post Treatment of Painting (12 Hrs.)
	Market Survey of Showrooms having Hand Painted Fabrics and prepare a Catalogue.
Text and reference books	 Indian painting: The Great Mural Tradition" by Mira Seth: Published by Harry N. Abrams, 2007. The Art of Indian Asia: it's Mythology and Transformation by Heinrich Zimmer, publiched by Princeton University, 1968. Handcrafted Indian Textiles: Tradition and Beyond by Martand Singh, published by RoliBooks, 2012. The Fabric Decorating Project Book: 100 ideas for printing, stencil and painting fabrics by NickkiTinkler, published by David and Charles, 2002. Traditional Indian Textiles" by John Gillow and Nicholas Barnard, Published by Thames & Hudson, 1993.
Suggested E-resources	 Fabric painting tutorial for beginners Class1 Easy shading technique (youtube.com) Custom made designer Outfit I Hand Painted Fabric Design on Kurti, Dress, Suit (youtube.com) ARTEES-22, t-shirt painting competition (youtube.com) Fabric Colour & Acrylic Colour कपड़ो में कौनसा रंग करे Which Is More Permanent (youtube.com)
Scheme of EoSE	 The examination shall be of three hours wherein the students have to perform any one experiment. The marks distribution shall be the following: 1. Two Exercise : 40 2. Viva Voce : 20 3. Evaluation of the record book of exercise performed in the semester: 20

B.A. (Three Years Degree Program)		
	SIXTH SEMESTER	
Subject-Fashion Technology and Designing		
Code of the Course	FTD7102T	
Title of the Course	Garment Quality Control	
Qualification Level of the Course	NHEQF Level 5.5	
Credit of the course	04	
Type of the course	Discipline Specific Elective Course (DSE) Course in Fashion Technology & Designing	

Delivery type of the Course	60 H, 40 Lectures for content delivery and 10 hours for tutorials, class activity, case study and 10 hours for
	Formative Diagnostic Assessment.
Prerequisites	High level
Co-requisites	None
Objectives of the course	• To understand various processes of quality control and assurance in garment manufacturing.
	• To enhance awareness of several standards in quality control and assurance.
Learning outcomes	 Develop knowledge on the quality considerations in production processes.
	• Develop knowledge on standards, regulations and organizations working towards quality control.
	Syllabus
UNIT I	Quality control in Garment Production
	• Definition of quality and quality control
	Meaning of quality control
	• Importance and need of quality control
	Advantages of quality control to consumers and manufacturer(12Hrs.)
UNIT II	Quality Assurance in Garment Production
	• Definition, meaning, need and importance of Quality assurance
	• Quality assurance from buying to transportation
	• Quality assurance- Benefits to consumer, shopkeepers and manufacturer(12Hrs.)
UNIT III	Standards in Garment Production
	Definition, Meaning of standards
	Importance and Benefits of standards
	Requirement of Standards for consumers
	Requirement of Standards for manufacturers(12Hrs.)
UNIT IV	Care labels in Garment Production
	Definition, Meaning and Importance of care labels
	Requirement for Consumer
	Benefits of Washing & Ironing Symbols(12Hrs.)
UNIT V	Labeling system
	Definition, Meaning of labeling system
	• Importance of labels
	• Labels Types- Size labels, Price labels
	Requirement for Consumer Protection and Quality Assurance (12Hrs.)

Text and reference books	 Kincade, Doris, H., (2008). Sewn Product Quality- A Management Perspective, Pearson Prentice Hall, New Jersey. Mehta, P.V. & Bhardwaj, S.K., (1998). Managing Quality in the Apparel Industry. New Age International Ltd. Publisher, New Delhi Das S., (2010). Quality Characterization of Apparel, Wood Head Publishing Ltd. Singh A.K. &Parmar. (2009). Quality Evaluation of Textiles, NITRA, Ghaziabad Sara. J. Kadolph, (2007). Quality Assurance for Textiles and Apparel, Fairchild Publication. Glock, Ruth E. & Kunz, Grace I. (2009). Apparel Manufacturing: Sewn Product Analysis, (4th edition). Pearson Prentice Hall.
Suggested E-resources	 https://www.slideshare.net/DGOPALAKRISHNAN/apparel-quality-standard-and-implementation https://issuu.com/anilaggarwal1/docs/apparel-standards-specification-and-quality-contro https://www.academia.edu/36336283/fabric_and_garment_finishing_defects_in_finishing https://www.researchgate.net/publication/300558517_Quality_control_and_quality_assurance_in_the_appare l_industry

B.A. (Three Years Degree Program)		
SIXTH SEMESTER		
Subject-Fashion Technology and Designing		
Code of the Course	FTD7103T	
Title of the Course	Fashion Journalism	
Qualification Level of the Course	NHEQF Level 5.5	
Credit of the course	04	
Type of the course	Discipline Specific Elective Course (DSE) Course in Fashion Technology & Designing	
Delivery type of the Course	60 H, 40 Lectures for content delivery and 10 hours for tutorials, class activity, case study and 10 hours for	
	Formative Diagnostic Assessment.	
Prerequisites	High level	
Co-requisites	None	
Objectives of the course	To understand the concept of fashion journalism and mass communication	
	• To know the process of gathering the news	
	• To learn the writing skill for media	
	• To learn extract stories from outside sources	
	 Develop skills in visual storytelling techniques within the context of fashion journalism. 	

Learning outcomes	• Recognize the dynamics of fashion Journalism.
C	• Analyze the social, cultural milieu and technological advancements in fashion Journalism.
	• Identify the categories of apparel produced in apparel industry.
	• Understand the importance of visual communication in fashion journalism.
	• Explore the role of photography and video in conveying fashion narratives.
	• Recognize the illegal and unethical trade activities of fashion Journalism
	• Develop understanding regarding Fashion movement.
	Syllabus
UNIT I	Introduction, Definition, Meaning: Journalism, Fashion Journalism
	• Overview of the fashion industry
	• Understanding the role of the fashion journalist
	• Principles of news writing: accuracy, clarity, brevity, and objectivity
	• Elements of a news: Heading, Story/ News Ideas, Content Writing, photograph, Graphics, timeliness,
	significance, proximity, human interest, accuracy
	• Techniques for gathering news: observation, interviews, research, interview, press release, press conference,
	on the spot reporting, event, social media (12Hrs.)
UNIT II	Fashion Writing
	• Writing fashion news, reviews, and features
	Language and tone in fashion journalism
	• Storytelling in fashion journalism
	Writing fashion show reviews
	Understanding & Reporting fashion trends (12Hrs.)
UNIT III	Reporting Skills for Fashion Events: Fashion Shows, Exhibitions, and Industry Events
	Research: Background Research, Source Verification
	• Interviewing: Preparation, Active Listening, Recording, Note-Taking-Efficiency, Organized, Writing-
	Clarity, Structure, Objectivity
	Editing and Proofreading: Accuracy, Consistency, Grammar and Punctuation
	• Ethics: Transparency, Fairness, Confidentiality
	• Improving Reporting Skills:Practice Regularly, Read Widely, Seek Feedback, Stay Informed, Develop Network,
	Effective Use of Technology (12Hrs.)

UNIT IV	Digital Media	
	• Introduction, Meaning, Requirements and Benefits of Digital media	
	Types of Digital Media:	
	• Social Media: Facebook, Instagram, Twitter, TikTok, and LinkedIn.	
	• Websites and Blogs: Personal and professional sites, news portals, and niche blogs.	
	• Video and Streaming: YouTube, Netflix, Twitch, and other video-sharing or streaming services.	
	Podcasts: Google Podcasts.	
	• E-Books and Digital Publications: Online books, magazines, and newspapers.	
	• Interactive Media: Apps, games, virtual reality (VR), and augmented reality (AR). (12Hrs.)	
UNIT V	Visual Communication in Fashion Journalism	
	• Role of photography and video in fashion journalism	
	• Working with photographers and stylists	
	• Principles of fashion photography: lighting, composition, and framing	
	• Role of the photographer in conveying fashion stories and themes (12Hrs.)	
Text and reference books	Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGrawHill	
	Publication, 2000.	
	• M.L. Stein, Susan Paterno& R. Christopher Burnett. News writer's Handbook: AnIntroduction to Journalism;	
	Blackwell Publishing, 2006.George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication, 2007.	
	 George Rodmann. Mass Media in a Changing World, Mcgraw Hill Publication, 2007. Carole Flemming and Emma Hemmingway. An Introduction to Journalism; VistaarPublications, 2006. 	
	 Carole Flemming and Emma Hemmingway. An introduction to Journalism, vistal Fublications, 2000. Richard Keeble. The Newspaper's Handbook; Routledge Publication, 2000. 	
	 Fashion Journalism by Julie Bradford 	
	 Fashion Writing and Criticism: History, Theory, Practice" edited by Peter McNeil and Sanda Miller 	
	 Online fashion publications and websites (Vogue, Harper's Bazaar, Business of Fashion, etc.) 	
Suggested E-resources	 https://www.egyankosh.ac.in/bitstream/123456789/61113/3/Unit-7.pdf 	
	 https://www.slice.ca/the-history-of-fashion-most-important-style-moments-of-the-20th-century/ 	
	 https://sewguide.com/types-of-fashion-accessories/ 	
	• https://www.fibre2fashion.com/industry-article/7135/application-of-nanotechnology-in-textile-industry	

B.A. (Three Years Degree Program)			
	SIXTH SEMESTER		
Subject-Fashion Technology and Designing			
Code of the Course	FTD7104P		
Title of the Course	Hand Embroidery		
Qualification Level of the Course	NHEQF Level 5.5		

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Credit of the course	02	
Type of the course	Discipline Specific Elective Course (DSE) Course in Fashion Technology & Designing	
Delivery type of the Course	Practical 60 Hrs. The student will perform the experiments and submit the record of observations after getting the results	
Prerequisites	High level	
Co-requisites	None	
Objectives of the course	 To acquaint the students with various embroidery techniques. To understand the application of embroidery in garments. 	
	 Learn the basics of hand embroidery, including materials, tools, and techniques. Explore different types of embroidery projects, from traditional to contemporary of the second seco	designs.
	 Understand the history and cultural significance of embroidery across different cu Gain practical experience through hands-on projects and assignments. 	ltures.
Learning outcomes	 Recognize the importance of Embroidery on textiles. Create attractive designs by using embroidery stitches. Develop proficiency in a variety of embroidery stitches and patterns. Apply skill to create home textiles through various techniques. Develop new opportunities in craft, textile art and fashion design markets. Explain the techniques of creating different apparel or home textiles. 	
	Syllabus	
UNIT I	Introduction to Hand Embroidery Understanding fabric selection and preparation for embroidery Tools and Accessories used for Hand Embroidery Motif selection for Hand Embroidery Techniques for transferring designs onto fabric for embroidery	(12 Hrs.)
UNIT II	 Hand Embroidery Stitches Essential embroidery stitches: Running stitch, Backstitch, and Satin stitch Decorative embroidery stitches: French knot, Chain stitch, and Feather stitch Advanced embroidery stitches: Bullion stitch, Fishbone stitch, and Fly stitch(12 F 	Hrs.)
UNIT III	Sample preparation from Hand Embroidery Stitches	(12 Hrs.)
UNIT IV	 Embroidery Projects Hands-on embroidery projects: decorative motifs, embellishments, and accessorie Exploring traditional and contemporary embroidery designs Techniques for finishing and framing embroidered pieces(12 Hrs.) 	
UNIT V	Product Development:Final Project and Presentation Prepare a Design Library of Hand Embroidery Motifs	(12 Hrs.)

Text and reference books	 Naik, Shailaja D. Traditional Embroideries of India, APH Publishing Corporation, New Delhi, 1996. Embroidery In Asia Sui Dhaga: Crossing Boundaries Through Needle & Thread Hardcover-1 January 2010 Embroidered Textiles: A World guide To Traditional Patterns Paperback- October2010 Crill, RIndian Embroidery. Prakash Book Depot, New Delhi, . 1999. Sumathi, G.J. Elements of Fashion and Apparel Design New Age International Publishers, New Delhi, 2002. Reader's Digest. A Complete Guide of Sewing. The Reader's Digest Association Ltd., London.
Suggested E-resources	 https://www.youtube.com/watch?v=xvxqtc8thRg https://www.youtube.com/watch?v=mM7rF0lK-J0
Scheme of EoSE	 The examination shall be of three hours wherein the students have to perform any one experiment. The marks distribution shall be the following: 1. Two Exercise : 40 2. Viva Voce : 20 3. Evaluation of the record book of exercise performed in the semester: 20

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B.A. (Three Years Degree Program)			
SIXTH SEMESTER			
	Subject-Fashion Technology and Designing		
Code of the Course	FTD7105P		
Title of the Course	Traditional Textile Paintings		
Qualification Level of the Course	NHEQF Level 5.5		
Credit of the course	02		
Type of the course	Discipline Specific Elective Course (DSE) Course in Fashion Technology & Designing		
Delivery type of the Course	Practical 60 Hrs. The student will perform the experiments and submit the record of observations after getting the results		
Prerequisites	High level		
Co-requisites	None		
Objectives of the course	Understand the evolution and development of traditional Indian textile paintings.		
	 Upskilling and enhancement of knowledge in traditional Indian textile paintings. 		
Learning outcomes	• Formulate craft documentation, Analyze the production, technique of traditional Indian Textiles paintings.		
	Create accessory (scarf) using traditional textiles painting process.		
	• Identify the consumer choice of traditional textile painting based on colours, motifs and layout.		
Syllabus			

UNIT I	Identification of Traditional Painting of India :
	Madhubani- Bihar
	Kalamkari- Andhrapradesh
	• Rogan- Gujarat
	Miniature of Rajasthan
	Pattachitra of Odisha
	• TanjoreTamilnadu
	Warli of Maharashtra
	• Miniature of Himachal (10 Hrs.)
UNIT II	Identification of Traditional Painting of Rajasthan
	• Pichwai
	• Dhola-Maru
	• Blue-Pottery
	• Miniature
	• Phad
	• Bani-Thani
	• Kishangarh
	• Mandana (10 Hrs.)
UNIT III	Sample preparation on fabric using anyone traditional painting of Rajasthan
	• Learning basic textile painting techniques: flat brush, round brush, and stippling
	Practicing paint application, blending, and shading
	• Creating color swatches and mixing custom colors(15 Hrs.)
UNIT IV	Market survey: Traditional painting's products (5 Hrs.)
UNIT V	Innovative product development through traditional paintings of Rajasthan
	Final Project and Presentation
	• Students will work on a final textile-painting project, applying the skills and techniques learned throughout the
	course.
	• Presentation of final project, followed by feedback and discussion. (20 Hrs.)
Text and reference books	"Indian Embroidery" by Priya Khanna (2006, Roli Books)
	• "Handbook of Natural Dyes and Pigments" by R. P. Mishra (2012, Woodhead Publishing India)
	• "Traditional Indian Textiles: An Artistic Journey" by RtaKapur Chishti (2013, Wisdom Tree)
	• "The Painted Quilt: Paint and Print Techniques for Color on Quilts" by Nandita Saran (2015, Search Press)
	• "The Art of Indian Textiles" by SushmaSwarup (2011, Rupa Publications)
	• "Indian Textiles: Past and Present" by V&A Publishing (2017, Thames & Hudson)
	• "Indian Folk Art and Crafts" by Renu Gupta (2009, Kaveri Books)

Suggested E-resources	 Traditional Indian Textiles – Class XII Students Handbook + Practical Manual, CBSE Textiles and Fabrics of India INDIAN CULTURE Traditional textiles PPT (slideshare.net) SFDA1301.pdf (sathyabama.ac.in)
Scheme of EoSE	 The examination shall be of three hours wherein the students have to perform any one experiment. The marks distribution shall be the following: 1. Two Exercise : 40 2. Viva Voce : 20 3. Evaluation of the record book of exercise performed in the semester: 20

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	B.A. (Three Years Degree Program)		
	SIXTH SEMESTER		
	Subject-Fashion Technology and Designing		
Code of the Course	FTD7106P		
Title of the Course	Fashion Portfolio & Design Collection		
Qualification Level of the Course	NHEQF Level 5.5		
Credit of the course	02		
Type of the course	Discipline Specific Elective Course (DSE) Course in Fashion Technology & Designing		
Delivery type of the Course	Practical 60 Hrs. The student will perform the experiments and submit the record of observations after ge	etting the	
	results		
Prerequisites	High level		
Co-requisites	None		
Objectives of the course	• To give knowledge of related aspects such as fashion illustrations, an inspiration or mood board with textile		
	swatches, flat sketches.		
Learning outcomes	• Develop skills in concept development, visual presentation, and portfolio organization.		
	• Students will display the collection of works and designs before a potential client.		
	• Evaluate portfolio, flat sketches, mood board, storyboard, colour story and presentation techniques.		
	Syllabus		
UNIT I	Introduction to Fashion Portfolio, Understand Fashion Portfolio, Collect & Study Digital Portfolio	(6Hrs.)	
UNIT II	Collecting Traditional and Western Wear dresses: Male, Female and Kids	(12 Hrs.)	
UNIT III	Portfolio development		
Introduction: • Theme Board • Mood board • Client board • Accessories board • Story Board • Swatch Board			
	Prepare • Theme Board • Mood board • Client board • Accessories board • Story Board • Swatch Board	(24 Hrs.)	
UNIT IV	Develop Portfolio: Capturing and Selecting Images for the Portfolio, Layout, Sketches, Photographs, For	nts, Colors,	
	Portraying Style and Aesthetics	(12 Hrs.)	

UNIT V	Presentation of Collected designs and portfolio (6 Hrs.)
Text and reference books	 Anna Kiper, Fashion Portfolio: Design and Presentation, Batsford Ltd Joanne Barrett, Designing Your Fashion Portfolio: From Concept to Presentation, Bloomsbury Publishing India Private Limited Sara Eisenman, Building Design Portfolios: Innovative Concepts for Presenting Your Work, Rockport Publishers
Suggested E-resources	 https://fashion2apparel.com/how-to-make-a-fashion-design-portfolio/ Fashion portfolio and its uses in modern fashion industry by, Saloni Agarwal, https://www.researchgate.net/publication/337313236_Fashion_portfolio_and_its_uses_in_modern_fashion_indu stry 5 Reasons Why It Is Important To Create A Fashion Portfolio, https://camotions.in/5-reasons-why-it-is- important-to-create-a-fashion-portfolio/ https://fashinza.com/textile/tips-for-fashion-brands/the-importance-of-fashion-portfolio-a-discussion-around- creating-and-presenting-your-concept-board/ Fashion Designer portfolio tips for your next job in fashion, <u>https://beyondtalentrecruitment.com/blog/fashion- designer-portfolio-for-job</u>
Scheme of EoSE	 The examination shall be of three hours wherein the students have to perform any one experiment. The marks distribution shall be the following: 1. Two Exercise : 40 2. Viva Voce : 20 3. Evaluation of the record book of exercise performed in the semester: 20

B.A. (Three Years Degree Program) SIXTH SEMESTER		
Code of the Course	SEA7308P	
Title of the Course	Stencil Printing	
Qualification Level of the Course	NHEQF Level 5.5	
Credit of the course	02	
Type of the course	Discipline Centric Compulsory (DCC) Course in Fashion Technology & Designing	
Delivery type of the Course	Practical 60 Hrs. The student will perform the experiments and submit the record of observations after getting the	
	results	
Prerequisites	High level	
Co-requisites	None	

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Objectives of the course	• To give basic concepts related to Stencil printing.	
5	• To give fundamental terminologies in printing.	
	• To develop skills of stencil printing process.	
Learning outcomes	Familiarize with Stencil printing process.	
ç	• Able to develop new designs for textile printing.	
	Syllabus	
UNIT I	Introduction to various printing methods, Stencil Printing Fundamentals	(6Hrs.)
UNIT II	Tools, Motif selection for Stencil printing, Collection of Motifs	(8Hrs.)
UNIT III	Stencil Development process for printing	
	Types of Motif: Floral, Animal, Human Figure, Cartoon, Geometrical, Ethnic, Modern,	Albhabets, Numericals etc.
	Motif Placement: Single Drop • Half drop • Full drop • Vertical • Horizontal • Diagonal	• Double fold • Fourfold •
	Single fold	(16Hrs.)
UNIT IV	Development of Stencil Design portfolio & Sample preparation	(10Hrs.)
UNIT V	Product development through Stencil Printing	(20/Hrs.)
	Prepare Theme Based Stencil Design Catalogue	
Text and Reference Books	Stencil Design, VijayalaxmiChouhan& Dolly Mogra, 2005, PanchsheelPrakasha	an, Jaipur
	Stencil Making Methods for Screen Printing, J. I. Biegelesen, Amazon Asia-Pac	ific Holdings Private
	Limited, Old Hand Books, 2016	
	• Stencil Printing, Maxwell Armfield,, the New York Public Library, 2023	
	• The Complete Book of Stencil craft (Dover Craft Books), JoAnne C. Day, 2012,	
	Alphabet Stencil Book mini edition (blue), Camille Wilkinson, 2015, Batsford B	Books Publication
	• Stencils: Techniques and Ideas for Mixed-Media Art" by SangeetaPrayaga (2018	8, Notion Press) - Provides
	techniques and ideas for stencil printing in mixed-media art.	
	• "The Art of Stencilling: A Guide to Creative Stencil Techniques" by Neeta Shar	, J
	Publishers) - Offers a comprehensive guide to various creative stencil techniques	
	• "Stencil Art: Indian Designs" by Nalini Ravel (2011, Asian Art Museum) - Focu	ses on Indian stencil designs,
	providing inspiration and practical guidance for stencil printing.	
	• "Stencils and Stencil Printing in India" by ArshiyaSethi (2016, Niyogi Books) -	Explores the historical and
	cultural aspects of stencil printing in India.	
	• "Stencil Craft: Techniques for Fashion, Art & Home" by Vandana Jain (2019, R	upa Publications) - Offers
	techniques for stencil printing in fashion, art, and home decor.	
	• "The Complete Guide to Stencilling: Materials, Techniques, and Projects" by Jy	
	Publishing House) - Provides a comprehensive guide to stencil printing material	
	• "Stencil Printing in Contemporary Indian Art" by Mridula Bajaj (2018, Lalit Kal	la Akademi) - Examines the
	use of stencil printing techniques in contemporary Indian art.	

Suggested E-resources	 Stenciling on Fabric Michaels (youtube.com) Printing On Fabric Using A Stencil - Cushion Design (youtube.com)
	• Stenciling on canvas fabric with Speedball ink (youtube.com)
	 https://in.pinterest.com/pin/1018798746943188224/
	 https://in.pinterest.com/pin/703756182751797/
Scheme of EoSE	The examination shall be of three hours wherein the students have to perform any one experiment. The marks distribution shall be the following:
	1. Two Exercise : 40
	2. Viva Voce : 20
	3. Evaluation of the record book of exercise performed in the semester: 20