

**University College of Social Sciences and Humanities  
Mohanlal Sukhadia University, Udaipur**

**Bachelor's of Arts (B. A. Pass Course)**

<b>Course level</b>	: U G Course (B. A.)
<b>Course title</b>	: <b>Fashion Technology &amp; Designing</b>
<b>Course duration</b>	: Three year
<b>Strength</b>	: Twenty five students
<b>Eligibility</b>	: 12 <sup>th</sup> pass from any discipline (Arts/Science/Commerce)
<b>Medium of Instructions:</b>	Bilingual (Hindi/ English)
<b>Course curriculum</b>	: 2 Theory paper + 1 Practical paper in each year
<b>Total marks</b>	: 200 marks; Each Theory Paper is of 70 marks and Practical paper is of 60 marks/ each year

**General Instructions:**

There will be two theory papers of 70 marks each and practical of 60 marks. The candidates will be required to pass separately in theory and practical examinations.

Theory class will deal with concepts, meanings, theories and extension of the discipline in various domains of Fashion Technology & Designing, while the second part will deal with practical application of the theory section through use of visual media, presentation and other medium such as group discussion, assignments, field visits, and workshops and so on.

**Admission:** Admission will be given as per University norms.

**Scheme**

Two papers	Min. Pass Marks	Max. Marks
Paper I (Theory)	25	70
Paper II (Theory)	25	70
Paper III (Practical)	22	60

**Exam Duration:** Three hours for each Theory and Practical paper

**Fee Structure:** As per the University norms for fee structure.

## **Nomenclature:**

### **a. First Year (2020-2021)**

Paper I: Fundamentals of Garment Production (Theory)

Paper II: Garment Quality Control (Theory)

Paper III: Fabric Study and its Applications (Practical)

### **b. Second Year (2021-2022)**

Paper I: Approaches in Garment Selection (Theory)

Paper II: Fashion Merchandising (Theory)

Paper III: Elements of Fashion Garment (Practical)

### **c. Third Year (2022-2023)**

Paper I: Garment Manufacturing Process (Theory)

Paper II: Traditional Textiles of Rajasthan (Theory)

Paper III: Boutique Management (Practical)

## **Course Objectives:**

The course expects to familiarize the students with Garment production, Surface ornamentation techniques, merchandising and export and import procedures. The course also focuses on enabling a large number of students to take up Export and Import of garment industry that will help them in promoting entrepreneurship at local level and to encourage students to develop better understanding of apparel exports market. The main goal is to create entrepreneurship & employment opportunities for the development of the talent of the students.

- To develop students' aesthetic, intellectual and technological abilities through programs that integrate theory and practice.
- To promote students' growth and self-development through internships, guest lectures, industry sponsored projects, and opportunities for experiential learning. The emphasis is to skill the students in such a way so that they get employment and also improve entrepreneurship.
- Provides training, support and guidance for encouraging use of our traditional Handicrafts in the garment export sector.
- The course methodology would be innovative, which would include, group discussions, brainstorming sessions, practical experiences, Presentations and Training etc. to introduce the students as fashion designers, textile designers, merchandisers and entrepreneurs and exporters.
- Educator or Trainer in fashion schools or organizations imparting and sharing the knowledge acquired by them.
- Dynamic and confident individuals who excel in any profession they have undertaken due to their strong foundation.

- Confident young Entrepreneur or Designer with his or her own designs or boutique or Garment unit.
- Able to develop the holistic vision towards contribution to the society by building a sustainable business in the social sector. They will understand and mitigate the essence of social entrepreneurship as a moral obligation
- To familiarize students with the business environment, the students should be able to analyze the various strategies adopted by exporters while positioning their product globally.
- The course will be focused on enhancing various soft skills e.g communication, life and positive thinking, personality development, management, behavioral, including job and employability skills.

### **Course Outcomes:**

- Knowledge: Understanding in detail the contents of various areas of fashion, art, and design and how the concepts have changed over the period of time.
- Visual Communication and creative exploration: Develop a design language unique to an individual as a way to visually communicate the ideas and thought process. To be able to represent the ideas through different modes as a way of effective visual communication. Research, explore and draw conclusions for a given design or a creative problem.
- Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them
- Self-directed and Life-long Learning: Acquire the ability to engage in independent and lifelong learning in the broadest context of socio-technological changes.
- Regional Craft Knowledge: This Course provides a wide vision on Traditional embroideries & textiles of Rajasthan. This subject assists in understanding various NGOs who work to promote crafts and will assist in upliftment of the artisans.

# SYLLABUS

## B. A.- I Year

### **PAPER I: FUNDAMENTALS OF GARMENT PRODUCTION (THEORY)**

#### **Objectives:**

- To educate the students about the basic fashion, sewing and embellishment related terminology.
- To acquaint students about the manufacturing process of apparels.

#### **Outcomes:**

- Develop understanding about all the terminologies used in the fashion and garment industry.
- Students' knowledge about garment production will enhance.
- Learned the concept of various stages of the manufacturing process.
- Students acquired detailed knowledge of various embellishment techniques used in the apparel industry.

<b>Unit I: Basic Fashion Terms: Definition, Meaning, Role, Importance in Apparel Industry</b>
Garment, Style, Fashion, Fashion Design, Accessories, Classic, Fad, Trend, Alter, Designer, Drafting, Draping, Fitting, Flare, Gathers, Silhouette, Fashion Forecaster, Fashion Journalist, Model
<b>Unit II: Basic Sewing Terms: Definition, Meaning, Role, Importance in Apparel Industry</b>
Grainline, Bias, Binding, Casing, Dart, Darning, Dressmaker Chalk, Facing, Fusible, Interfacing, Lining, Muslin, Notches, Patchwork, Pattern, Piping, Plackets, Garment Production
<b>Unit III: Basic Embellishment Terms: Definition, Meaning, Role, Importance in Apparel Industry</b>
Printing, Dyeing, Embroidery, Appliqué, Quilting, Patch Work, Smoking, Trim, Fringe, Piping, Painting
<b>Unit IV: Apparel Classification and Categories: Definition, Meaning, Role, Importance in Apparel Industry</b>
Casual Wear, Formal Wear, Traditional Wear, Party Wear, Uniforms, Maternity Wear, Sports Wear
<b>Unit V: Manufacturing Process: Definition, Meaning, Role, Importance in Apparel Industry</b>
Flow Diagram of Garment Production: Designing, Layout, Cutting, Stitching, Finishing, Quality Inspection and Transportation

#### **RECOMMENDED READINGS**

- Corbman, P. B., Textiles - Fibre to Fabric, Gregg Division/McGraw Hill Book Co., US, 1985.
- Joseph, M.L., Essentials of Textiles (5 th Edition), Holt, Rinehart and Winston Inc., Florida, 1988.
- Tortora, G, Phyllis. Understanding Textiles (2 nd Edition), McMillan Co., USA, 1987.

- Pizzuto, J., Fabric Science (6th Edition), Fairchild Publications.
- Complete Guide to Sewing – Readers 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., Vastra Vigyan Ke Mool Sidhant, Vinod Pustak Mandir, Hospital Road, Agra, 2007. (Hindi Book).
- Verma, Promila., Vastra Vigyan Avam Paridhan, Madhya Pradesh Hindi Granth Academy, Bhopal, 2003. (Hindi Book).

**E- CONTENT**

- Sewing Lessons For Beginners –[http://www.go-woman.com/wp-content/uploads/factsheets/FREE\\_Sewing\\_Book.pdf](http://www.go-woman.com/wp-content/uploads/factsheets/FREE_Sewing_Book.pdf)
- Practical Sewing and Dressmaking - [http://brittlebooks.library.illinois.edu/brittlebooks\\_open/Books2009-12/allisa0001prasew/allisa0001prasew.pdf](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](http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf)

**PAPER II GARMENT QUALITY CONTROL (THEORY)**

**Objectives:**

- To introduce the concept and importance of quality control.
- To understand the importance of standards and labels in the garment industry.

**Outcomes:**

- Acquainted with the standards and ethics followed in fabric and apparel production.
- Apply the knowledge of garment performance, reliability, durability and other visual & perceived quality.
- Garment Industry Professional who will excel in the job responsibility entrusted on him or her.
- Apply knowledge of standards for consumer and government effectively while purchasing goods.
- Develop the understanding about Textile Research Associations.

<b>Unit I: Quality Control</b>
Definition of Quality and Quality Control <ul style="list-style-type: none"> <li>● Meaning of Quality Control</li> <li>● Importance of Quality Control for Consumers</li> <li>● Importance of Quality Control for Manufacturers</li> <li>● Importance of Quality Control for Merchandisers</li> </ul>
<b>Unit II: Quality Improvement</b>

<p>Definition, Meaning and Importance of Quality Improvement</p> <p>Ways of Quality Improvement:</p> <ul style="list-style-type: none"> <li>● Replace: Underperforming Suppliers, Equipments, Workers</li> <li>● Repair: Functioning Equipment, Infrastructure</li> <li>● Retrain: Underperforming Workers</li> <li>● Reward: High Performing Workers</li> </ul>
<p><b>Unit III: Standards</b></p> <p>Definition, Meaning of Standards</p> <p>Importance of Standards</p> <ul style="list-style-type: none"> <li>● Benefits of Standards for Consumers</li> <li>● Benefits of Standards for Government</li> <li>● Importance of Quality Control for Manufacturers</li> <li>● Importance of Quality Control for Merchandisers</li> </ul>
<p><b>Unit IV: Care labels</b></p> <p>Definition, Meaning and Importance of Care Labels</p> <p>Laundry Care Symbols:</p> <ul style="list-style-type: none"> <li>● Washing Clothes Symbols</li> <li>● Bleaching Clothes Symbols</li> <li>● Drying Clothes Symbols</li> <li>● Ironing Clothes Symbols</li> <li>● Dry Cleaning Clothes Symbols</li> </ul>
<p><b>Unit V: Textile Research Associations</b></p> <ul style="list-style-type: none"> <li>● Ahmedabad Textile Industry's Research Association (ATIRA)</li> <li>● Bombay Textile Research Association (BTRA)</li> <li>● South India Textile Research Association (SITRA)</li> <li>● Northern India Textile Research Association (NITRA)</li> </ul>

### RECOMMENDED READINGS

- Mehta,V, Pradeep, Managing quality in the Apparel Industry, New Age International Publisher, 1998. (English Book)
- Mehta, V. Pradeep. An Introduction to quality control for the apparel industry,CRC Press,1992.(English Book)
- Sarkar.P.Garment Manufacturing processes, practices, and Technology, online clothing study,New Delhi,2015 (English book)
- Shishir. M,Quality Control of Garment, educa Books,New Delhi,20007(English book)
- Kartik. T and et al, Apparel Manufacturing Technology, CRC Press,2016,(English book)
- Stamper, A. A., S. H. Sharp and L.B. Donnell. Evaluating Apparel Quality. Fairchild Publications, America. 1986.

### E- CONTENT

- <https://fashioninsiders.co/toolkit/top-tips/quality-control-fashion-manufacturing/>
- <https://textilelearner.net/quality-control-in-garment-manufacturing/>

- <https://fashinza.com/textile/tips-for-fashion-brands/production-and-quality-control-in-the-garment-industry/>

### PAPER III: FABRIC STUDY AND ITS APPLICATIONS (PRACTICAL)

#### Objectives:

- The student will be familiarized with the various fabrics and accessories available in the market.
- The students will be able to understand the basic dimensions of fabric properties.

#### Outcomes:

- Understand and analyze the market trends and design market friendly, sustainable, ethically viable and client friendly designs and products.
- Understand the various types of accessories available in the market.
- Obtain basic knowledge of construction techniques of fabrics.

S.No.	Title	Details
1.	Exploration in terms of fall, handle, drape and use of variety of following fabrics	Pay Special Attention to Type of Fabric, Basic Weave, Threads count, Balance, End Use of Fabric and its General Care
2.	Exploration and Identification	Cotton Fabrics, Silk Fabrics, Woolen Fabrics, Synthetic Fabrics, Other Fabrics, Lining And Interlinings
3.	Understanding the Characteristics, Uses, Collection and Market Survey on various types of Accessories	<ul style="list-style-type: none"> <li>● Support Materials: Interfacing, Lining, Interlining</li> <li>● Support Devices: Shoulder Pad, Sleeve Headers and Collar Stays</li> <li>● Closures: Zippers, Buttons, Button Holes, Hooks 'N' Eye, Press 'N' Studs, Buckles, Belts</li> <li>● Trims: Ribbons, Laces and Braids</li> <li>● Non Woven</li> </ul>
4.	Survey of shops for exploration of market	Visit of Malls and Shops to Explore Sourcing of Raw Material

**Note:** Preparation of scrap book for fabrics related to various fabric construction techniques (felting/knitting/weaving/braiding etc) and other types of fabric and trims.

**Pedagogy:** Students will prepare files as per teacher's assignment related to syllabus.

## **RECOMMENDED READINGS**

- Srivastava, M., Computer Aided Garment Fashion Designing and Production Pattern Making, Himanshu Publications, New Delhi, 2011
- Hallet. C, Johnston. A., Fabric For Fashion-The Swatch Book, Laurence King Publishing Ltd., London, 2010
- Hallet.C., Johnston. A., Fabric For Fashion- A Comprehensive Guide To Natural Fibers, Laurence King Publishing Ltd., London, 2010
- Humphries., Fabric Reference (II Edition), Prentice Hall International, New York, 2000
- Michele M. Granger, Tina M. Sterling, Fashion Entrepreneurship Retail Business Planning, Fairchild Publications, 2011
- Eascy M., " Fashion Marketing" Blackwell Science, 1994
- Kotler Philip, " Marketing Management " prentice Hall, New Delhi, 2000
- J. Jarnow and K.G. dickerson, " Inside the Fashion Business", Prentice Hall, 1997
- Elaine Stone, Jean A Samples, "Fashion Merchandising", Mc Graw Hillbook, 1985
- Readers Digest, Complete guide to Sewing, Pleasant ville-Nu Gail L,Search Press Ltd, 1993

## **E- CONTENT**

- On Trend – The Fashion Series -  
<http://www.deborahweinswig.com/wpcontent/uploads/2017/02/From-Runway-To-Checkout-February-1-2017.pdf>
- Fashion Studies –Text Book  
[http://cbseacademic.in/web\\_material/doc/fashion\\_studies/3\\_XII\\_Text\\_Book.pdf](http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf)
- Fashion & Style - [http://www.gov.pe.ca/photos/original/4hsk\\_fashionRG.pdf](http://www.gov.pe.ca/photos/original/4hsk_fashionRG.pdf)
- <https://www.mooc-list.com/course/management-fashion-and-luxury-companies-coursera>  
<https://www.mooc-list.com/course/fashion-style-icons-and-designing-historical-elements-kadenze>