SYLLABUS

for

Choice Based Credit System (CBCS)

On the basis of
Outcome Based Education
(OBE)

POST GRADUATE DEPLOMA IN FASHION DESIGNING (PGDFD)

PATNA WOMEN'S COLLEGE PATNA UNIVERSITY

3rd Cycle NAAC Accredited at 'A' Grade with CGPA 3.58/4
"College with Potential for Excellence" (CPE) Status Accorded by UGC

Vision

Rooted in the life, vision, and teachings of Jesus Christ and inspired by Mother Veronica, the foundress of the Apostolic Carmel, Patna Women's College strives to become a centre of academic excellence in higher education, social responsibility, and empowerment of women.

Mission Statement

Patna Women's College, the first college for women in Bihar, is committed to the holistic development of women so as to make an effective contribution to the creation of a better society.

To this end, we strive

- To become a center of excellence in higher education for women in an atmosphere of autonomy.
- To excel in teaching-learning, research, and consultancy.
- To provide education that promotes capacity building and holistic development of a person.
- To offer subjects for competency building and motivate/animate a workforce imbued with human values.
- To promote patriotism, communal harmony and cultural integration to maintain a free and peaceful atmosphere on the campus.
- To train the students in creative arts, social service, critical thinking, and leadership in order to make an effective contribution to the creation of a new and value-based society.
- o To create women leaders and to make them agents of social change.
- To develop skill oriented and value-based courses, for the all-round development of individuals.
- To promote academic exchange and academia-industry interface.
- To form young women who are 'always wise' and who will dare to 'go ahead and conquer knowledge' through, competence, commitment, delicate conscience, and compassion.

SYLLABUS

CHOICE BASED CREDIT SYSTEM COURSE

POST GRADUATE DIPLOMA IN FASHION DESIGNING (PGDFD)

COURSE AT A GLANCE

(COURSE – TWO SEMESTERS)

(1 Credit = 15 hrs) (Semester One = 25 credits) (Semester Two = 25Credits) **Total Credits= 50**

Semester – One

CORE PAPERS	NAME OF THE PAPER	CREDIT POINT
PGDFD C101	PRINCIPLES OF DESIGN (Theory)	5 credits
PGDFD C102	TEXTILE STUDIES (Theory)	5 credits
PGDFD C103	BASIC DESIGN (Practical)	5 credits
PGDFD C104	DRAFTING AND STITCHING (Practical)	5 credits
PGDFD C105	COMPUTER APPLICATIONS IN FASHION DESIGNING (Practical)	5 credits

Semester – Two

PGDFD C206	FASHION INTERPRETATION (Theory)	5 credits
PGDFD C207	FASHION MERCHANDISING (Theory)	5 credits
PGDFD C208	ILLUSTRATIONS AND DESIGN IDEAS (Practical)	5 credits
PGDFD C209	DRAFTING AND GARMENT CONSTRUCTION (Practical)	5 credits

Discipline Specific Elective Paper

PGDFD DSE 201	PROJECT WORK OR INTERNSHIP (Practical)	5 credits
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 $(TOTAL\ CREDIT\ POINTS = 50)$

Fashion Designing (P.G.D.F.D) Details of CBCS Syllabus

Core Papers

SEMESTER-I

Objective: To impart a clear and comprehensive understanding of basic designing.

After completion of this course, the student will be able to:

- CO -1: Become a design consultant.
- CO -2: develop ability to identify problem figure and create dress solution.
- CO -3: become color expert of fabric or interior designing.
- CO -4: become a consultant in the field of fashion designing.

PGDFD C101:	Principles of Design (Theory: 4 credits + Tutorial : 1credit)	
Unit	Topics to be covered	No of hours
1	Nature and scope of fashion designing	8 hours
2	Elements and Principles of design	14 hours
3	Basic concept of color	8 hours
4	Basic silhouettes and body figures	12 hours
5	Figure-wise dress strategies	8 hours
6	Fashion terminologies	10 hours
	Tutorial	15 hours
	TOTAL	75 hours

Reading List:

- 1. Brockman Helen L. (1965). *The Theory of Fashion Design*, Wiley 1st Edition
- 2. Ireland, P. J. (2003). Introduction to Fashion Design, Batsford Publication
- 3. Lidwell/Holden/Butler, William/ Kritina/ Jill. (2010). *The Universal Principles of Design*,

Rockport publishers

- 4. Albers, Josef, (1963), *Interaction of Color*, Yale University Publication
- 5. Davis, Jeff, (2015), Foundations of Color, Tempe Digital

Objective: This paper deals with the introductory fundamentals of textile.

After completion of this course, the student will be able to:

- CO -1: Work for textile units as an expert of dyeing process.
- CO -2: Work for textile units as an expert of printing and creating new motifs for fabrics.
- CO -3: Work for textile units as an expert of weaving.
- CO -4: Work for textile units as an expert of finishing processes.

PGDFD C102: PWC	Textile Studies (Theory:4 credits + Tutorial: 1 credit)		
Unit	Topics to be covered	No of hours	
1	Classification of fibre – natural and man-made fibre	6 hours	
	Conversion of fibre to fabric – Different stages and method		
	(a) Spinning		
	(b) Yarn	18 hours	
2	(c) Weaving		
3	Finishing process	12 hours	
4	Introduction of felted, non- woven and knitted fabric	4 hours	
5	Dyeing and Printing	14 hours	
6	Traditional textiles of India	4 hours	
7	Textile terminologies	2 hours	
	Tutorial	15 hours	
	TOTAL	75 hours	

- 1. Corbman, Bernard P., (1985). *Textiles: Fiber to Fabric*, McGraw-Hill International Editions
- 2. Gillow & Barnard, John & Nicholas (2014). *Traditional Indian Textiles*, Thomas and Hudson Ltd. London
- 3. Stout, E.E. (1982). *Introduction to Textiles*, John Wiley & Sons Inc
- 4. Dantyagi, S. (1996). Fundamentals of Textiles and their care, Orient Blackswan.
- 5. Celanese, Hoechst (1967). *Dictionary of Fibre & Textile Technology*, Gumtree, South Africa
- 6. Verma, Pramila, (2018). Vastra Vigyan aur Paridhan, Bihar Hindi Granth Academy
- 7. Singh, Dr. Brinda, (2010). Fabric Fibre Science, Panchsheel Prakashan
- 8. Gregg (1985). Textiles: Fibre to Fabric, McGraw Hill

9. Hudson, Thomas (2014). *Indian Textiles*, Thomas & Hudson Ltd., London

SEMESTER-I

Objective:

- To enable student to create new patterns
- Use of colors, shapes and textures to create innovative designs

After completion of this course, the student will be able to:

- CO -1: Work as an expert of color scheme and color combination.
- CO -2: Create new patterns in designing.
- CO -3: Create innovative designs by using different textures.
- CO -4: work as Logo and visiting card designer.

PGDFD C103: Basic Design PWC (Practical: 5 Credits)		
Unit	Topics to be covered	No of hours
1	Lines: Different types of lines and their importance in designing Exercise: Vertical, Horizontal, Diagonal, Thin and Thick, dotted, Curved, Broken and zigzag lines	4 hours
2	Types of Motifs: Geometrical, Nursery, Traditional, Floral, Abstract	7 hours
3	Shapes and Forms: Composition of Shapes	4 hours
4	Centre Line Patterns: Single line, Double line and Four-fold designs	10 hours
5	Color Mixing: Color Wheel, shade card (tints, tones and shades), warm and cool colors. Color Schemes and Color Combinations: Analogous, Achromatic, Monochromatic, Polychromatic, VIBGYOR, Transparent and Opaque color schemes (Above color schemes are to be projected on the sheets)	22 hours
6	Replica, Logo and Visiting Card designs	8 hours
7	Medium Folder: Presentation of a file using different coloring mediums	10 hours
8	Textural Effects: Mosaic, Marble, Blade, Fevicol, Rubber, Sand, Thread rolling, Thread pulling, Thread crumple, Blow, Dry brush, Spray, Smoke, Wax, Comb, Ink drop, Impressions of: Leaf, Vegetables (Onion, Potato, Ladyfinger), Jute, paper, Match stick, Thumb etc.	10 hours
	TOTAL	75 hours

- 1. Ambrose/Harris, Gavin/Paul, (2011). Basics Design: Layout, AVA Publishing
- 2. Lohr/ Schaper/ Zander, Oliver/Kristina/ UTE, All About Acrylics, (2011). Search Press

- 3. Eiseman/ Recker, Leatrice /Keith, (2011). *Pantone (The 20th Century in Color)*, Leatrive Eiseman
- 4. Ranson/ Charles, Ron/A David, Big Brush Water Color, (1993). David & Charles
- 5. Brockman, H.L, (1966). The Theory of Fashion Design, Wiley
- 6. Hepworth, M.F, (1960). *Dress Designing*, The English Universities Press 1st edition
- 7. Westerman, Maxine, (1973). Fashion Design and Trade Sketching A Work Book for The Beginners, Fairchild Publications, New York
- 8. Sodhia, Manmeet. (2015). Design Studies, Kalyani Publishers

Objective:

- To attain knowledge of drafting, pattern cutting and preparation of drafting file
- To acquire elementary ideas of stitching

After completion of this course, the student will be able to:

- CO -1: start drafting and stitching training institute.
- CO -2: train the poor artisans for their livelihood and economic independence.
- CO -3: open her own boutique.
- CO -4: work in the NGO sector.

PGDFD C104: Drafting and Stitching PWC (Practical: 5credits)		
Unit	Topics to be covered	No of hours
1	 (a) Sewing machine, it's parts and important safety instructions (b) Basic tools of Drafting, Cutting & Stitching: Measuring equipments Drafting materials Cutting equipments Sewing equipments Finishing equipments Threading Needle Types of sewing machine Care and upkeep of the sewing machine Oiling Repairs (c) Standard measurement charts for different age groups (children, teenagers and ladies). To maintain all measurement charts in the practical file 	4 hours
2	Stitching practices on sewing machine from different angles – straight, zigzag, circular, curved and angular stitching motion	9 hours
3	I) Drafting and stitching of child's bodice block for various age	8 hours

	groups, using the standard measurement chart	
	(II) Drafting and stitching of basic sleeve block for children to correlate with bodice block according to age	
4	(a) Basic techniques of Tailoring and preparation of samples: Seams, Frills, Pleats, Tucks, Plackets, Neckline Finishes (Facings and Piping), Zipper attachment	14 hours
5	Drafting and Stitching any five from the following: (a) Sleeves – Plain, Flared, Leg-o-mutton, Puffed, Ruffle, Raglan, Magyar, Tulip, Kimono, Dolman, Cap and Bell sleeve (b) Collars – Peter Pan, Cape, Sailor's, Bishop, Chinese, Chelsea, Tennis, Roll, Cowl and Shirt Collar (c) Pockets – Cross, Jeans, Welt, Pouch, Shirt & Kurta Pockets	24 hours
6	Presentation of Stitching file – (a) Basic Stitches – Hemming, Tacking, Basting, Back Stitch, Blanket and Button Hole stitches (b) Decorative Stitches – Hand embroidery (c) Traditional Embroideries of India	16 hours
	TOTAL	75 hours

- 1. Goulbourn, A. (1971). *Introducing Pattern Cutting, Grading, and Modeling*, Batsford Publication
- 2. Bane, Allynee (1972). Flat Pattern Design, McGraw Hill Inc., U.S.
- 3. Kirshon, Jo. (1972). *Simplicity: Sewing Book*, Simplicity Pattern Co., Inc., and 200 Madison- Avenue, New York, NY 10016
- 4. Pamela/Lee, & Hawksley, Rozanne, (1981). *Pattern Design and adaptation for beginners*, Harper Collins Distribution Survi
- 5. Thomas, Mary (2011). Teach Yourself Embroidery, Lammer Press
- 6. Pandit_S. (1976). *Indian Embroidery*. Boroda: Pandit
- 7. Aldrich, Winifred, (1985). *Metric pattern cutting for children's wear and baby wear*, Blackwell publishing
- 8. Stringer, Pamella (1962). Pattern Drafting for Dress Making, Batsford Ltd
- 9. Joseph, Helen, Armstrong (2009). *Pattern making for Fashion Design*, Pearson Education Limited

Objective: To achieve designing ability through applications of computer

After completion of course the student will be able to:

- CO -1: become a graphic designer.
- CO -2: become a design consultant.
- CO -3: work as freelance designer.
- CO -4: open computer enabled design institute.

PGDFD C105: PWC	Computer Applications in Fashion Designing (Practical:4credits)		
Unit	Topics to be covered	No of hours	
1	Fundamentals of Computer	4 hours	
2	Computer Programs: Windows	5 hours	
3	MS-Word, MS –Excel	8 hours	
4	Power Point Presentation	18 hours	
5	Paint Brush, Application of Color Theory	10 hours	
6	Computer Applications: Coral and other designing software	20 hours	
7	Photoshop	8 hours	
8	Uses of internet, E-mail, Windows Mail	2 hours	
	TOTAL	75 hours	

Records of the Practical Assignments (soft copy and hard copy)

- 1. Sinha, P.K. (2004). Computer Fundamentals, BPB Publications
- 2. Raman, V. Raja, (2014). Fundamental of Computers, PHI Learning
- 3. Wilson, Dena, (2016). Learn Adobe CC Illustrator For Graphics Design & Illustrator, Adobe Press
- 4. House, Dorothy. (2015). *Microsoft Word, Excel, And PowerPoint: Just For Beginners*, Outskirts Press
- 5. Clelland/Davis, Deke Mc/Phyllis (2003). *Photoshop CS for Dummies*, For Dummies

Objective:

To provide students, theoretical background of the following:

- (i) History of fashion and designer's biography
- (ii) Fashion trends

After completion of this course, the student will be able to:

- CO -1: become an expert of fashion forecasting.
- CO -2: analyze latest fashion style and present fashion trends.
- CO -3: develop analytical skill of designing.
- CO -4: become a fashion journalist.

PGDFD C206: Fashion Interpretation PWC (Theory l: 4credits+ Tutorial: 1credit)			
Unit	Topics to be covered	No of hours	
1	History of Indian Fashion and its impact on the present scenario	14 hours	
2	Brief study of celebrated Fashion designers and presentation of designer's portfolio	14 hours	
3	Fashion accessories and its role in fashion	12 hours	
4	Fashion Forecasting: Elements of Fashion Trends	8 hours	
5	Presentation of Fashion folder/ Fashion accessories folder (Practical Work)	12 hours	
	Tutorial	15 hours	
	TOTAL	75 hours	

- 1. Ghurye, G.S. (1967). *Indian Costume*, Luzac Publishing Ltd
- 2. Carnegy (1990). Fashion of A Decade, Facts on File
- 3. Ewing/Mackrell/, Elizabeth & Alice, (2002), *History of Twentieth Century Fashions*, B.T. Batsford Ltd, London
- 4. Wilco1x, R.T. (1992). *The Dictionary of Costume*, B.T, Batsford Ltd, London
- 5. Gupta, Parul (2008). *Costume Designing*, M. D. Publications Pvt. Ltd.
- 6. Byrde, Penelope. (1851). A Visual History of Costumes The Twentieth Century, B.T. Batsford,

- 7. Gold, Annalee (1986). *One World of Fashion*,(4th Edn, Fairchild Publications, New York)
- 8. Hart, Avil. Costume Accessories Series, B.T. Batsford Ltd
- 9. Evelyn L. Brannon (2010). *Fashion forecasting, Fairchild publication, 3rd edition.*

Objective:

To achieve ideas of essential business strategies, media planning and state of knowledge of organizing fashion events

After completion of this course the student will be able to:

- CO -1: become a fashion merchandiser.
- CO -2: become a fashion event manager.
- CO -3: work for export houses.
- CO -4: work as expert of window casing for fashion houses and shops.

PGDFD C	2207: Fashion Merchandising		
PWC	PWC (Theory: 4credits+ Tutorial:1credit)		
Unit	Topics to be covered	No of hours	
1	Fashion merchandising - Local market, import- export, quality control and costing	14 hours	
2	Principles of marketing and its application to fashion industry	12 hours	
3	Role of mass media, Advertising and its usage in promoting fashion	12 hours	
4	Essential strategies for a successful fashion designer and opportunities in the field of fashion	10 hours	
5	Organization of fashion events: Fashion fairs, exhibitions, shows and window casing of fashion products according to season and festival	6 hours	
6	Practical Assignment : Board work, window casing of fashion products according to season and festival	6 hours	
	Tutorial	15 hours	
	TOTAL	75 hours	

- 1. Mueller/Smiley, Carol /Eleanor Lewitt (1994). *Marketing Today's Fashion*, Pearson 3rd edition.
- 2. Beatrice, Mary D.J. (1990). Fashion Merchandising, Good Heart Willcox
- 3. Sexena, Rajan (2005). *Marketing Management*, Tata McGraw Hill Education
- 4. Kazmi/ Batra, S. H. H/Satish. (2008). *Advertising And Sales Promotion*, Excel Books India, 3rd edition.
- 5. Kumar, Niraj (1999). *Marketing Communication* (Sales, Marketing Advertising Management, (Himalayan Publication)
- 6. Rathore, B.S. (2014). *Export Management (international trade and Export Management)*, (Himalayan Publication)

- 7. Bhalla/S, Swati/Anurag (2010). Visual Merchandising, Tata McGraw-Hill Education
- 8. Varley, Rosemary (2005). Retail Product Management: Buying And Merchandising, Routeldge
- 9. Burns Leslie Davis, Bryant O. Nancy (1997). The Business of Fashion, Fairchild Books

Objective:

- 1. To develop skills of the student to sketch female fashion figure in different poses and style
- 2. To create garment design for females of different ages, occasions, with figure proportion
- 3. To make proper selection of fabric and design to suit the garment
- 4. To create suitable garment designs with the available textile

After completion of this course, the student will be able to:

- CO -1: become a dress designer.
- CO -2: work as a draping expert.
- CO -3: run sketching and painting training center.
- CO -4: work as expert of hairstyle, headgear and fashion poses.

PGDFD C20	08: Illustrations and Design Ideas	
PWC	(Practical: 5 credits)	
Unit	Topics to be covered	No of hours
1	Fashion Figures 1. Block figures: difference between normal and fashion figure 2. Stick figures: variants of the fashion figure in different poses 3. Flesh figures: in different poses 4. Arms and legs 5. Hands and feet 6. Head block – Detail features and hairstyles 7. Quick sketching	30 hours
2	Design Ideas and Fashion Details: Neckline, collars, sleeves, pockets, yokes, tucks, pleats, waistlines, skirts, silhouettes, trousers, cuffs etc.	12 hours

	Fashion figure (Dress up):	
	Assignments: (Illustrate any six according to theme, age and	
	occasion. Mention it's important features and fabric used)	
	1. Casual Frock	
	2. Party Frock	
	3. Jump Suit and Dungarees	
	4. Teenage Skirts	
	5. Teenage Top	21 hours
3	6. Unisex Shirt	
	7. Western Dresses	
	8. Traditional Dress/ Bridal Trousseau	
	9. Fusion Dresses	
	10. Swim Suit / Beach Wear	
	11. Night Wear	
	12. Office Wear	
	13. Sports Wear	
4	(a) Illustration of non - textile designer dresses	12hours
4	(b) Illustration of knots and drapes	
	TOTAL	75 hours

- 1. Sinha, P.K. (2013). Fashion Sketch Book: A Designer's Companion Computer Fundamental, Peter Pauper Press
- 2. Goldman, Ken and Stephanie (2017). The Complete Book of Poses For Artists: A Comprehensive Photographic And Illustrated Reference Book, Walter Foster
- 3. Takamura, Zeshu (2012). Fashion Illustration Techniques: A Super reference book for Beginners, Rock Port
- 4. Hyland, Byangus (2006). The Picture Book: Contemporary Illustration, Lawrence King
- 5. Kiper, Anna, (2011). Fashion Illustration: Inspiration and Technique, David and Charles
- 6. Ryan/Jackson, Caroline/Elizabeth (2009). *Modern Fashion Illustration*, Loft Publications
- 7. Abling, Bina (2012). Fashion Sketch book: Studio Access Card, Bloomsbury Academic

Objective: Cutting and sewing processes of garments along with drafting and fashion elements

After completion of this course, the student will be able to:

- CO -1: open a boutique.
- CO -2: work for garment factories.
- CO -3: work as pattern cutter.
- CO -4: open a training center of stitching.

PGDFD C209: Drafting and Garment Construction				
PWC (Practical: 5credits)				
Unit	Topics to be covered	No of hours		
2	 (a) Taking Body Measurements To locate the structural lines of the garment Points to remember during measurement Fitting problems and solutions (b) Stitching terminologies (a) Construction of adult bodice block from any one age group, using the measurement chart (b) Construction of adult sleeve block using the measurement 	5 hours		
3	chart Drafting and stitching of the following Garments & their variations: (a) Baby Frock (b) Skirt – (Straight, A- Line, Full circular, half Circular) (c) Ladies Kurta (d) Salwar (e) Blouse for Saree. (f) Petticoat (g) Churidar Pajama (h) Front open top (i) Nightie (j) Kitchen Apron	56 hours		
4	Collection of fabric Swatches, Buttons, Laces, Fusible, Fasteners and other Trimmings used in garment construction. (Presentation in folders / file form).	5 hours		
	TOTAL	75 hours		

- 1. Mehta/ Jawekar, R.D./V.B. (2018). Tailoring And Dress Making, Mehta Publishing House
- 2. Zarapkar, K.R., & Arvind K. (1994). Zarapkar System of Cutting, Navneet akashan
- 3. Armstrong, Helen Joseph (2009). Pattern Making for Fashion Design, Prentice Hall
- 4. (2017 issue). Reader's Digest Complete Guide of Sewing, Amazon.com
- 5. Bane Allyne (1973). Creative Clothing Construction, (Ayyar), McGraw Hill

- 6. Mansfield/ Lucas, Evelyn/Ethel, (1971), *Clothing Construction*, Addison-Wesley Publishing Company
- 7. Aldrich, Winifred (1976). Metric pattern cutting for women's wear, Blackwell publishing

Discipline Specific Elective Paper

Objective: Practical training enables the student to do the job efficiently and prepare them for higher-level responsibilities.

After completion of this course, the student will be able to:

CO -1: work for craft center.

CO -2: work for emporium.

CO -3: work for export houses.

CO -4: work for art/culture and fashion related field.

Syllabus: Each candidate is required to prepare a project profile through personal survey or to do internship of specified duration. Assessment of the project work or internship shall be based on the candidate's creative and innovative approach.

The area and topic for **Project work / Internship** would be mainly related to:

- 1. Garment Industry
- 2. Fashion Industry
- 3. Impact of tribal/folk Art and Culture on contemporary fashion trends and designs
- 4. Industrial visit related to Art and Craft

*Students are required to select either project work or internship for the final submission.

PGDFD DSE		
PWC	(Practical: 5 credits)	
Unit	Topics to be covered	No of hours
1	Introductory Preparation of the Project	5 hours
2	Selection of the topic	5 hours
3	Methodology	10 hours
4	Chapter scheme / Contents and questionnaire	5 hours
5	Collection of the data & samples (Field Work)	20 hours
6	Data analysis	10 hours
7	Conclusion	5 hours
	TOTAL	75 hours

OR

PGDFD DSE	Internship (Practical)	
<u>201:</u> PWC	(Practical: 5 credits)	
Unit	Topics to be covered	No of hours
1	Introductory preparation and selection of area	4 hours
2	Field work/training	63 hours
		(21 days x 3 hours)
3	Report preparation	8 hours
	TOTAL	75 hours

- 1. Walliman, Nicholas (2011). Research Methods: The Basics, Routledge.
- 2. MLA Handbook for Writers of Research Papers (2009). East-West Press Edition, New Delhi

st Students are required to undertake field survey and literature review.