

# FACULTY OF SCIENCES

## SYLLABUS

### FOR

## **Bachelor of Vocation (B.Voc.)** **(TEXTILE DESIGN & APPAREL TECHNOLOGY)** **(SEMESTER: V-VI)**

**Examinations: 2019-20**



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# GURU NANAK DEV UNIVERSITY

## AMRITSAR

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Bachelor of Vocation in (B.Voc.)  
(Textile Design & Apparel Technology) (Semester System)

**Semester-V**

<b>Paper Code</b>	<b>Paper Title</b>	<b>Theory</b>	<b>Practical</b>	<b>Marks</b>
I.	Technical Surface Designing	-	100	100
II.	Introduction to Marketing	50	-	50
III.	Market Survey	-	50	50
IV.	Advance Draping and Garment Construction	-	100	100
V.	Enterprise Management	50	-	50
VI.	Industrial Visit and Seminar	-	50	50
			<b>Total</b>	<b>400</b>

**Semester-VI**

<b>Paper Code</b>	<b>Paper Title</b>	<b>Theory</b>	<b>Practical</b>	<b>Marks</b>
I.	Fashion Merchandising	100	-	100
II.	Exhibition Design and Display	-	100	100
III.	Custom Made Sewing (On Order)	-	150	150
IV.	*Value Education	-	50	-
V.	Industrial training/ Internship	-	50	50
			<b>Total</b>	<b>400</b>

**\*Note – This paper marks will not be included in the total marks.**

Bachelor of Vocation in (B.Voc.)  
(Textile Design & Apparel Technology) (Semester-V)

**Paper-I: Technical surface designing  
(Practical)**

**Total period (0+6)  
Time: 3 hours**

**Max. Marks: 100**

**Instructions for the Examiners/ Paper Setters:**

Question paper of theory will consist of 3 questions and a candidate has to attempt 2 out of these.

**Objectives:**

To enable the students to master the various techniques of surface ornamentation.

Students to develop one sample each for the following techniques and one article using any technique

**UNIT I**

- Stencil printing
- Block printing
- Screen printing

**UNIT II**

- Tie and dye
- Fabric painting

**UNIT III**

- Patch work
- Appliqué work
- Quilting

**UNIT IV**

- Mirror work
- Sequin work
- Crochet

**Books Recommended:**

1. Indian Embroidery – Savitri Pandit.
2. Bhatnagar, Parul – Traditional Indian Textiles.
3. Irwin and Hall Indian Embroideries, Published by S.R. Bastikar, P.B. 28, Ahmedabad.

Bachelor of Vocation in (B.Voc.)  
(Textile Design & Apparel Technology) (Semester-V)

**Paper-II: Introduction to Marketing**  
(Theory)

**Total period (6+0)**  
**Time: 3 hours**

**Max. Marks: 50**

**Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**OBJECTIVES:**

To impart the knowledge of Indian and Global fashion market.

**SECTION-A**

- Fashion Market- Indian and Global.
- Development of fashion market.

**SECTION-B**

- Marketing – Nature and Scope.
- Marketing Channel

**SECTION-C**

- Marketing Environment-
  - Departmental store
  - Speciality stores
  - Mass merchants.

**SECTION-D**

- Retail Fashion Promotion-
  - Retail advertising
  - Publicity
  - Special events,
  - Personal selling.

**Books Recommended:**

1. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice Hall.
2. Tony Hines, Fashion marketing, 2006, Butter Worth – Heinemann.
3. Kitty G. Dickerson, Inside the Fashion Business, 7th Edition, 2003, Prentice Hall.
4. Rosemary Varley, Retail Product Management: Buying and Merchandising 2005, Routledge.

Bachelor of Vocation in (B.Voc.)  
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**Paper-III: Market Survey  
(Practical)**

**Total Period (0+3) Per Week  
Time: 3 Hours**

**Max. Marks: 50**

**Instructions for the Examiners/Paper Setters:**

Submission of the Project.

**OBJECTIVES:**

- To gain knowledge of different fabrics and trimmings available in the market.
- To enable students to learn the sourcing of various fashion materials.

**Market Survey On**

- Handloom Fabric
- Power loom Fabric
- Trimmings and Notions

Project report is to be submitted at the end of the semester.

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**Paper-IV: Advance Draping and Garment Construction  
(Practical)**

**Total Period (0+3) Per Week**

**Max. Marks: 100**

**Time: 3 Hours**

**Instructions for the Examiners/Paper Setters:**

Each question paper will consist 3 questions and a candidate has to attempt 2 out of these.

**OBJECTIVES:**

To enable students to understand draping techniques for garment construction.

- Draping of basic skirt block
  1. Front
  2. Back
- Skirt variation
  1. A line skirt with flair
  2. Gathered skirt with yoke
  3. Pleated skirt
  4. Circular skirt
  5. Skirt with frills,/tiers
  6. Stylized yoke with pleats
- Draping of pants
- Draping and stitching any 1 garments
  1. Party wear
- Basic sleeve
- Collars
  1. Mandarin collar
  2. Peter pan collar
  3. Turtle neck collar

**Books Recommended:**

1. Helen Joseph- Armstrong, Draping for Apparel Design, Oct. 1999 Publisher: Fairchild Books & Visual.
2. Connie Amaden – Crawford, The art of fashion Draping, 2nd edition (Oct. 1995) Publisher: Fairchild Books, K Visual.
3. Hilde Jaffe, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carrer & Technology.

Bachelor of Vocation in (B.Voc.)  
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**Paper-V: Enterprise Management**  
(Theory)

**Total Period (6+0) Per Week**

**Max. Marks: 50**

**Time: 3 Hours**

**Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**OBJECTIVES:**

To help the students to gain knowledge of enterprise management.

**SECTION-A**

- Management – Concept, Principles and Characteristics

**SECTION-B**

- Finance and Accounting
- Customer Management

**SECTION-C**

- Public relations and Event Management

**SECTION-D**

- Managing Change and Innovation

**Books Recommended:**

1. Entrepreneurial Development- Dr. S. Moharana and Dr.Dash, Pub by RBSA Publishers, Jaipur.
2. Entrepreneurial Development by S.S. Khanna, Published by S. Chand & Company Ltd., Ram Nagar , New Delhi.
3. Entrepreneurial Development by C.B. Gupta and N.P.Srinivasen, Publisher Sultan Chand & sons, 1992.
4. Entrepreneurial Development Principles. Policies and programme by P Saravanavel, Publishers Ess Pee Kay Publishing house , Madras.
5. Inside The Fashion Business, Bennett Coleman

Bachelor of Vocation in (B.Voc.)  
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**Paper-I: Fashion Merchandising  
(Theory)**

**Total period (6+0)  
Time : 3 hours**

**Max. Marks: 100**

**Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**OBJECTIVES:**

- To impart the knowledge of fashion merchandising, visual merchandising, buying and sales promotion.
- To enable the students to become Visual Merchandiser and Buyer.

**SECTION-A**

- Fashion Merchandising.
- Role and responsibilities of fashion merchandising.

**SECTION-B**

- Visual merchandising.
- Sales promotion.

**SECTION-C**

- Buying Strategy- Role of buyer.
- Customer Identification.

**SECTION-D**

- Special Events- Fashion Show, Exhibition, Display.
- Costing- Cost price, Selling Price, Backward Price.

**Books Recommended:**

**Essential Reading:**

1. Merchandise Buying & Management, John Donnellan, 2001, Fairchild Books,.
  2. Kitty G. Dickerson, Inside The Fashion Business, 7th Edition, 2003 Prentice hall
  3. Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.
  4. Jay Diamond; Ellen Diamond, The World of Fashion , 2007, Fairchild.
- Further Reading:
5. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice hall,.
  6. Tony Hines, Fashion Marketing, 2006, Butter Worth – Heinemann.
  7. Rosemary Varley, Retail Product Management : Buying and Merchandising, 2005, Routledge.
  8. John Giacobello, Careers in fashion Industry, 2000, Rosel Pub. Group.



Bachelor of Vocation in (B.Voc.)  
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**Paper-II: Exhibition Design and Display**  
**(Practical)**

**Total period (0+2)**

**Max. Marks: 100**

**Time: 3 hours**

**Instructions for the Examiners/ Paper Setters:**

Viva only.

**OBJECTIVES:**

- To enable the students to organise exhibitions and displays and empower them to set up fashion boutiques.

**Contents:**

- Layout design and illustration for different kinds of design and display
- Window display for a specific store boutique or shop
- Mood board and story board of props.

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**Paper-III: Custom Made Sewing (On Order)**  
**(Practical)**

**Total Period (0+6) Per Week**  
**Time: 3 Hours**

**Max. Marks: 150**

**Instructions for the Examiners/ Paper Setters:**

Question paper of theory will consist of 3 questions and a candidate has to attempt 2 out of these.

**OBJECTIVES:**

- To gain the knowledge of client profile and on order stitching.

**Contents:**

- Stitch any 6 garments on order.

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**Paper-IV: Value Education  
(Practical)**

**Total period (6+0)**

**Max. Marks: 50**

**Note:** Paper will be set on the spot by the examiner.

**OBJECTIVES**

- To mould the students with a good moral character.
- To create awareness of the responsibility towards other creations.
- To impart values of humanity and solidarity in the local, national and international levels.

**BACKGROUND OF THE VALUE EDUCATION**

- What is value education
- Importance of value , morals and ethics
- The aims and objectives of value education
- Culture and values and values crisis
- Some areas of concern in value education – education for peace, respect for life, justice, issues of women, job oriented education, faith in god, democracy, self-respect, ecology, the meaning of success, nobal truth in all religions.

**PERSONALITY DEVELOPMENT**

- Definition of personality
- Elements and stages of personality development

**SOME ISSUES AND CONCERNS IN MORAL EDUCATION**

- Morality and religion
- Marriage , love and sexuality
- Aids
- Abortions
- War and terrorism
- Corruption
- Human rights issues.

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**Paper-V: Industrial training/ Internship  
(Practical)**

**Total period (0+10)**

**Time : 3 hours**

**Max. Marks: 50**

**OBJECTIVES:**

To provide training to students in Apparel Industry for a minimum period of eight weeks.