FACULTY OF SCIENCES

SYLLABUS

FOR

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

Examinations: 2019-20

GURU NANAK DEV UNIVERSITY
AMRITSAR

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

Semester-V

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<td>Introduction to Marketing</td>
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<td>III.</td>
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Semester-VI

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<td>Custom Made Sewing (On Order)</td>
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<td>Industrial training/ Internship</td>
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<td><strong>Total</strong></td>
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*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) Max. Marks: 100
Time: 3 hours

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) 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 impart the knowledge of Indian and Global fashion market.

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

SECTION-B
- 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:
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(Textile Design & Apparel Technology) (Semester-V)

Paper-III: Market Survey
(Practical)

Total Period (0+3) Per Week                                      Max. Marks: 50
Time: 3 Hours

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

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

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.
5. Inside The Fashion Business, Bennett Coleman
Bachelor of Vocation in (B.Voc.)
(Textile Design & Apparel Technology) (Semester-VI)

Paper-I: Fashion Merchandising
(Theory)

Total period (6+0) Max. Marks: 100
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 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:

   Further Reading:
7. Rosemary Varley, Retail Product Managemnet : Buying and Merchandising, 2005,
   Routledge.
Bachelor of Vocation in (B.Voc.)
(Textile Design & Apparel Technology) (Semester-VI)

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.
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.
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, noble 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.
Bachelor of Vocation in (B.Voc.)
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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.