

**B o c F a s o n e c n o o g y a n d A p p a r e D e s g n
e s s o n 16 1**

e e s t e r I J o b o e H a n d E b r o d e r

Paper Code	t e	Gener c Co ponent	eory Pract ca	Interna eory	Externa eory	Interna Pract ca	Externa Pract ca	Cred t
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semester I

Paper title F D BA IC ELEMEN OF DE IGN

eory

Internal Assessment

hours

Objectives To introduce fundamentals of design which are basics for embroideries, prints for interiors and fashion. To make students aware of the various aspects of colour in everyday life. To make students capable of interpret the given design which needs to be embroidered & the type of embroidery that is required to be done

Instructions

- The syllabus of this paper has been divided into four units.
- Examiner will set a total of nine questions comprising two questions from each unit, and one compulsory question of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory question.
- All questions carry equal marks, unless specified.

NOTE

Elements of Art a. line b. form/shape c. texture d. colour ; Colour schemes ,Hue, intensity and value.

Application of the elements and principles of design to the basic figure types a. short and thin b. short and stout c. tall and thin d. tall and stout e. average

Pract ca

Intern Assessment

Course

Instructions for Pract ca Paper

- Examiner will set total of four questions covering the whole syllabus.
- Student will attempt any three questions.
- Each question carries 5 marks.
- Practical work carries 20 marks and 5 marks for viva-voce.
- Practical paper will be conducted by the college in collaboration with the respective experts and marks will be submitted to Panjab University.

1. Motif : Realistic, geometrical, Stylized and Abstract
2. Colour wheel, value scale, intensity scale, colour harmonies and colour ways.
3. Different types of repeats
4. Different placement of design all over, central, corner, border.
5. Renderings with reference to embroidery stitches and textures
6. Design portfolio: Thematic designing for:- Children, Men, Women, Household articles.
7. Enlargement and reduction of design
8. Tracings of final designs

Books recommended

- Notan -The dark light principle of design by Dorr Bothwell and Marylys Mayfield
- Grafix-by Wolfganhageney
- Traditional japanese- Small Motif-by Kamon Yoshimoto
- Symbols Signs- by American institute for graphics arts.
- Morocco modern- By Herbert YPMA
- Cacti and Succulents – By Terry Hewitt
- Encyclopedia of Butterfly World – By Paul Smart Fres.
- Arabic Ornament- J Collin booking international paris
- Repeat pattern-peter phillips Gillian buncethames Hudson
- Japan Patterns- Belverde
- Design and illustration (Marine)- M.Kumakiri SEI DEA SA
- Design Element – by Richard hora, Miss hora, Art Direction Book Company, NY

Paper t e F D 1 ' FACE O NAMEN A ION ECHNI 'E

Pract ca

Interna Assess ent

e ours

Instruct ons for Pract ca Paper

- Examiner will set total of four questions covering the whole syllabus.
- Student will attempt any three questions.
- Each question carries 15 marks.
- Practical work carries 30 marks and 5 marks for viva-voce.

Instruct ons for Pract ca Paper

Pract ca

Interna Assess ent

e ours

- Examiner will set total of four questions covering the whole syllabus.
- Student will attempt any three questions.
- Each question carries 5 marks.
- Practical work carries 20 marks and 5 marks for viva-voce.
- Practical paper will be conducted by the college in collaboration with the respective experts and marks will be submitted to Panjab University.

Making samples of the following:

1. Basic hand stitches – basting-even, uneven, diagonal; tailor’s tacks; back stitch; hemming- visible, invisible.

2. Different types of seams– plain, french, run and fell, mantua maker, slot, lap, piped, counter seam,

3. Different types seam finishes – overcast seam finish, double stitched finish,

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Semester II

Paper: Business Ethics

Theory

Internal Assessment

Exercises

Objective The objective of this paper is to familiarize the students with the importance of ethics in business and understanding of issues related to corporate social responsibility and corporate governance.

Instructions

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

Unit I

Business Ethics: Meaning and Concept, Principles of Business Ethics, Characteristics of Ethical Organisations, Theories of Business Ethics.

Unit II

Globalization and Business Ethics, Stakeholder's Protection, Corporate Governance and Business Ethics. Ethical Issues in Indian Business.

Unit III

Professional Values: Objectives, Morals, Values, Ethics, Integrity, Work ethics, Service learning, Virtues, Respect for others, Living peacefully, Caring, Sharing, Honesty, Courage, Valuing time, Cooperation, Commitment, Empathy, Self-confidence, Challenges in the work place, Spirituality.

Unit I

Corporate Social Responsibility Social Responsibility of business with respect to different stakeholders, Arguments for and against social responsibility of business, Social Audit, Corporate Social Responsibility and Corporate Governance.

Suggested Readings

1. J.P. Sharma, *Corporate Social Responsibility: A Study of Indian Companies*, Anand Books Pvt. Ltd., New Delhi.
2. Andrew Crane, Dirk Matten, *Business Ethics: A Practical Approach*, Oxford University Press, New Delhi.
3. Daniel Albuquerque, *Business Ethics: A Practical Approach*, Oxford University Press, New Delhi
4. Fr. Floriano C. Roa, *Business Ethics: A Practical Approach*, Rexestore.
 O. C. Ferrell, John Fraedrich, Linda Ferrell, *Business Ethics: A Practical Approach*, Michael Blowfield, Alan Murray, *Corporate Social Responsibility: A Practical Approach*, Oxford University Press, New Delhi.

Paper t e F D PA E N MAKING AND D APING
eory
Interna Assess ent A
e ours

Ob ect ves To impart Knowledge of different methods of pattern making (flat pattern method, draping method and drafting method)

Instruct ons

- The syllabus of this paper has been divided into four sections.
- Examiner will set total nine questions comprising two questions from each Section and one compulsory question of short answer type covering whole syllabi.
- The students are required to attempt one question from each Section and the entire Compulsory question.
- All questions carry equal marks, unless specified.

NI I

Pattern making and draping Tools, Scope, importance and methods of developing patterns: Flat pattern and Draping. Preparation of muslin- tearing and blocking .

NI II

Anthropometric measurements; landmarks and symbol Key, taking body measurements, A study of various sizes and measurements charts.

NI III

Terminology of fabric- balance, bias, cover, dimensional stability, fabric weight, grain, selvedge & its types.

NI I

Added Fullness Principle, Tucks - plain, cross, shell, released, group.
b) Pleats - knife, box, inverted box, cartridge and kick
c) Gathers.

Instruct ons for Pract ca Paper

Pract ca

Interna Assess ent 1

e ours

- Examiner will set total of four questions covering the whole syllabus.
- Student will attempt any three questions.
- Each question carries 5 marks.
- Practical work carries 20 marks and 5 marks for viva-voce.
- Practical paper will be conducted by the college in collaboration with the respective experts and marks will be submitted to Panjab University.

1. Drafting of Adult women bodice block and sleeve block
2. Dart Manipulation -Slash and spread method , pivot method, Darts in One Piece Garment, Asymmetrical Darts
3. Drafting of Ladies shirt

Paper Title: CONCEPT OF FASHION AND APPLIED DESIGN
Internal Assessment
4 hours

Objective To enable student understand about design process and enhance sketching skills which helps in developing style of his own as per latest trends

Instructions

- The syllabus of this paper has been divided into four units.
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**Practical
Internal Assessment
Exercises**

Instructions for Practical Paper

- Examiner will set total of four questions covering the whole syllabus.
- Student will attempt any three questions.
- Each question carries 5 marks.
- Practical work carries 20 marks and 5 marks for viva-voce.
- Practical paper will be conducted by the college in collaboration with the respective experts and marks will be submitted to Panjab University.

Simple Sketching a) Stick figures- Straight and bead

1. Block figure- normal block, child block and female block.
2. Fashion figure- a) normal, eight, ten and twelve head figure.
3. Structure of hands, legs & feet, facial- proportions & drawing of hair.
4. Sketching of gathers, pleats, frills and flounces, necklines, sleeves, collars.
5. Fashion illustration for different occasions
6. Drawing of accessories- shoes, bags, purses, belts, hats and caps.
7. Drawing of Jewellery

Books recommended

- Fashion drawing- magazine of Thailand
- Fashion Drawing- The basic principles by Allen & Julian Seaman.
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Objectives To have working knowledge of slopers in sewing. To understand the basics of apparel construction

Instructions for Practical Paper

Examiner will set total of four questions covering the whole syllabus.

- Student will attempt any three questions.
- Each question carries 15 marks.
- Practical work carries 30 marks and 5 marks for viva-voce.

- Practical paper will be conducted by the college in collaboration with the respective experts and marks will be submitted to Panjab University

Making samples of the following using Child bodice block slopers

1. Necklines– Construction and finishing of different types of necklines. (Facing and binding on different neck shapes).
2. Sleeves: plain, puff, flared, bell, umbrella, cap, magyar, bishop, leg-o-mutton, raglan.
3. Collars: peter pan, flat & roll, shawl, sailor, mandarin, wing.
4. Yokes –one piece, two pieces, with and without fullness.
5. Placket - overlap: one side extended; both sides extended; rugby placket; concealed placket with buttons.
6. Application of shaping devices: Tucks - plain, cross, shell, released, group.
7. Pleats - knife, box, inverted box, cartridge and kick, Gathers.

Books recommended

- Connie Amaden-Crawford ,A Guide to Fashion Sewing, Fourth Edition, 1992, Fairchild Publications.
- Dorothy Wood, The Practical Encyclopedia of Sewing, 1999, Lorenz Books, Anness Publishing Ltd., New York.
- Connie Long, Clarke Barre, Easy Guide to Sewing Blouses(Sewing Companion Library),1997, The Taunton Press, Inc.

EME E III

Paper t e GC E COMME CE

eory

Interna Assess ent

e ours

Ob ect ve The objective of this paper is to provide fundamental knowledge to the students about E-Commerce so that they can better perform in any area of operation and can excel in the field of commerce with IT specialization.

Instruct ons

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

NI I

Electronic Commerce Framework, Basics and Tools of E-Commerce, Comparison of Web-based with Traditional Business; Growth of E-Commerce – Present and potential. E-Business: Meaning, Importance, Models Based on the Relationships of Transacting Parties (B2B, B2C, C2C and C2B), Present Status of E-Commerce in India.

NI II

Changing Structure of Organization – The Impact of E-Commerce on supply chain management and customer relation, Socio-Economic Impacts of E-Commerce. Electronic Payment System: Types of Payment System — E-Cash and Currency Servers, E-Cheques, Credit Cards, Smart Cards, Electronic Purses and Debit Cards , Risk and Electronic payment Systems.

Process Re-engineering, ERP system development process. Regulatory aspects of E-commerce.

Books recommended

- 'Electronic Commerce, A Manager's Guide to E-Business' by Prag Diwan and Sushil Sharma, Vanity Books International, Delhi.
- 'Frontiers of Electronic Commerce' by Ravi Kalakota, and Andrew B. Shinston, Addison Wesley.
- 'Web Commerce Technology Handbook' by Minoli and Minoli, Tata McGraw Hill, New Delhi.
- 'Electronic Commerce' by Gray P. Schneider, Course Technology, Delhi.
- 'E-Commerce-The Cutting Edge of Business' by Kamlesh Bajaj & Debjani Nag, Tata McGraw Hill 2000.
- 'Understanding E-Commerce' by David Kosiur, Microsoft Press. 1997.

**Paper for Final Computer Aided Designing CAD Practical
Internal Assessment
Exercises**

Objective To impart knowledge about 1. Basic Computers 2. Adobe Photoshop 3. Corel draw so that student learn good skill in designing brochures, pamphlets, magazine cover pages, cards, logos and advertisements etc.

Instructions for Practical Paper for Marks

- Examiner will set total of four questions covering the whole syllabus.
- Student will attempt any three questions.
- Each question carries 15 marks.
- Practical work carries 30 marks and 5 marks for viva-voce.

- Practical paper will be conducted by the college in collaboration with the respective experts and marks will be submitted to Panjab University

1. MS Word: (i) Writing a letter in word document; (ii) Formatting, Editing and saving files.

2. MS Excel: (i) Making Excel spread sheets; (ii) Mathematical operations in excel.

3. MS Powerpoint : (i) Using PP to make presentations.

4. Use of Internet: (i) Making an email id.; (ii) Searching different topics

5. ADOBE PHOTOSHOP (a) Study in detail different tools of Photoshop.

(b) Create composition of stripes, checks in various textures and colours.

(c) Pick up a costume worn by a famous fashion model. Scan her figure and redesign the texture and colour combination of the dress.

6. COREL DRAW/ADOBE ILLUSTRATOR (a) Detailed study of tools of the software.

(b) Create a composition of geometrical shapes, traditional and contemporary motifs.

(c) Illustrating fashion models figures in different profiles and movement. (d) Draping the fashion figure in different silhouettes. (e) Design a complete collection of fi

Objectives

- Examiner will set total of four questions covering the whole syllabus.
- Student will attempt any three questions.
- Each question carries 5 marks.
- Practical work carries 20 marks and 5 marks for viva-voce.
- Practical paper will be conducted by the college in collaboration with the respective experts and marks will be submitted to Panjab University

1. Manipulation on draped bodice block: Shifting of dart; One dart into two darts;
2. Draping of basic skirt and its variations
3. Pleats, tucks and gathers, yokes
4. Necklines; halters; princess line; empire line
5. Develop two designs of a bodice, a skirt and a one-piece garment by draping on muslin. Incorporate design features mentioned in topic 3 above.
6. Development of Patterns of: Saree Blouse: Plain and Choli ,
7. Kurta: A-line; Kalidaar
8. Any one of the Halter neck one piece dress, Off shoulder – single and both, One piece fitted dress with gathers in princess line

Books recommended

- The Practical Encyclopedia of Sewing: By-Dorothy Wood
- Lorenz Books The Complete Book of Sewing: Dorling Kindersley
- The Sewing Book by Alison Smith
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Paper t e F D FAB IC ECHNI 'E AND P O O YPE

Objective . To handle and monitor new product development, regular follow up with all sampling like: proto sample, size sets, fit samples. To create awareness about threads and their classification. Required tools & materials for different types of embroidery. To give introduction to computerized embroidery.

Instruct ons

- Examiner will set total of four questions covering the whole syllabus.
- Student will attempt any three questions.
- Each question carries 5 marks.
- Practical work carries 20 marks and 5 marks for viva-voce.
- Practical paper will be conducted by the college in collaboration with the respective experts and marks will be submitted to Panjab University
- The examiner will set questions covering the whole syllabus
- Each question can be sub-divided into parts according to the paper setter.

1. Make Samples with Dyeing and Printing techniques - Tie and Dye , Batik , Stencil, Screen and Block printing
2. Developing innovative techniques in hand painting (colour blending)
3. Procure or make a tech pack or Design a theme based garment by hand sketches or by Computer Aided Design
- 4.. Identify better or new sources /suppliers for sampling development , fabrics, trims or surfaces ornamentations as applicable to fashion garments and the style
4. Creating various fabric surfaces using any surface technique
5. Determine the size of your samples.
6. Create a pattern as per design details.
7. Developing a prototype with the help of muslin.
8. Check the assembled garments in accordance with flow of samples to specification sheet.
9. Test fit finished proto-type and compare based on specification sheet
10. Checking on the dress form for any faults and correcting them on paper pattern

Books ended

- The Practical Encyclopedia of Sewing: By-Dorothy Wood
- Lorenz Books The Complete Book of Sewing: Dorling Kindersley

Paper title GC PROJECT MANAGEMENT

theory

Internal Assessment

elements

Objectives The objective of this paper is to provide knowledge to students about the essentials of undertaking projects in an organizational environment.

Instructions

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of **NINE** questions comprising Two questions from each

- Project Management: The Managerial Process (Special Indian Edit.) -Clifford F Gray, Oregon State University.
- Projects : Planning, Analysis, Selection, Financing, implementation and Review - Chandra, Prasanna.

Paper I - Fashion Design Development and Merchandising

Theory

Internal Assessment

Exercises

Objective . To create awareness about Design Process, Product and prototype development and to understand the role of sample coordinator and merchandiser

Instructions

- The syllabus of this paper has been divided into four units.
- Examiner will set a total of nine questions comprising two questions from each unit, and one compulsory question of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory question.
- All questions carry equal marks, unless specified.

UNIT I

Design Development Process: First level-Inspiration and Concept, Research Direction-Fashion Prediction, Research- The fashion cycle, Fashion and Art . Second Level- Design Development, Textiles- textures, drape, handle, surface decoration, Technical Development - draft model

UNIT II

Fashion Industry and new product development-Role of the designer, The influence of Haute-couture, Organization of Fashion industry , The sequence of events

UNIT III

Visual Merchandising , Role and Responsibilities of Merchandiser

UNIT I

Fashion Distribution-Departmental stores, Specialty stores ,Chain stores, Mill Show rooms, Factory Outlets, Catalogue retail stores, Discount store, Designers retail stores, Franchise retail stores, Boutique

Pract ca

Interna Assess ent 1

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Instruct ons for Pract ca Paper

- Examiner will set total of four questions covering the whole syllabus.
- Student will attempt any three questions.
- Each question carries 5 marks.
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- Inside Fashion Design by Sharon Lee, Harper & Row Pub., NY.
- Fashion from Concept to Consumer by Gini Sterphens Frings, N. Jersey, Prentice Hall-C, 1996
- Tata Sharon Lee, “Inside Fashion Design”, 1977, Francisco Canfield Press.
- Fashion Merchandising by Troxel of Juddle.
- Allen and Seaman, Fashion Drawing - The Basic Principles”, 1994, B.T. Batsford, London.
- Drake and Nicholas, “Fashion Illustrations”, 1994, Thames and Hudson, London.
- Abling Bina, Fashion Sketch Book”, 2006, by Fairchild publication.
- Fashion Merchandising by Stone.
- Fashion Caledeoscope by Mehar Castelen

Paper t e F D PA E N DE ELOPMEN H O ‘GH CAD CAM
Pract ca
Interna Assess ent
e ours

Ob ect ves To enable the students to understand the fundamental principles of TukaCAD/CAM in Apparel Design, Style variations, grading and marker making Digitize the manual pattern on the TukaCAD software . Plotting the pattern for making prototype

Instruct ons for Pract ca Paper for ar s

- Examiner will set total of four questions covering the whole syllabus.
- Student will attempt any three questions.
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- Practical work carries 30 marks and 5 marks for viva-voce.
- Practical paper will be conducted by the college in collaboration with the respective experts and marks will be submitted to Panjab University

1. Downloading and organizing information obtained by designer/buyer

NI I

Sleeves Terminology , sleeve types, sleeves Finishes and Sleeve edge Finishes

NI II

Different types Collar and collar applications, Pockets and their placements - patch, in-seam, patch with pleat, patch with flap pockets

NI III

Application of zippers: centered, lap, open ended, concealed
Hem finishes, Waist band and Tie Belt

NI I

Application of fasteners- buttons and buttonholes, hooks and eyes, hammer ons.
Application of different types of trimmings- laces, pipings, bindings, appliqué.

Pract ca

Interna Assess ent

e ours

Instruct ons for Pract ca Paper

- Examiner will set total of four questions covering the whole syllabus.
- Student will attempt any three questions.
- Each question carries 5 marks.
- Practical work carries 20 marks and 5 marks for viva-voce.
- Practical paper will be conducted by the college in collaboration with the respective experts and marks will be submitted to Panjab University

Create design as per latest trends and establish customer needs

Carry out research on latest trends and contemporary fashion for apparel and its target market

Carry out research to identify new and promising materials, trends as well as sources/suppliers for procurement of such items

/develop techpack for designs

Develop photo sample of ai-2(e)-2(.00195ai-2(e)-2(e)4(mr)3)-40(ofr)3 oi-2(ed)4(n)-2(oi-2(ec4(a4(l)-2

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of **NINE** questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

UNIT I

Research - Meaning, Characteristics, Types, Process and Utility,. Research Design - Meaning, Types and Features of good research design. Qualitative and Quantitative research. Importance of review of literature. The research proposal.

UNIT II

Primary and Secondary data. Methods of data collection. Measurement and scaling, Designing of Questionnaire and schedule.

UNIT III

Sampling Design and Sampling procedure. Sampling and non sampling errors. Data analysis and interpretation. Role of computers in research.

UNIT IV

Business Reports and Proposals: Introduction, Meaning a Report? Steps in Writing a Routine Business Report, Format of Proposals, Four Key Elements in Winning Business Proposals; Case Studies.

Books recommended

- 'Research Methods and Techniques' by C.R. Kothari, Eastern Wiley Publications.
- 'Business Research Methods' by A. Bryman, and E. Bell, Oxford University Press, New York.
- 'Research Methodology A Step by Step Guide for Beginners' by R. Kumar, Pearson Education.

Paper for B.A. POLITICAL SCIENCE AND ECONOMICS

Theory

Internal Assessment

Examinations

Objective To acquaint the students about – Quality control, labeling and packaging. Special purpose machine in Apparel Industry and Various Laws and Regulations related to textiles.

Instructions

- The syllabus of this paper has been divided into four units.
- Examiner will set a total of nine questions comprising two questions from each unit, and one compulsory question of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory question.
- All questions carry equal marks, unless specified.

Unit I

Organisation and operation (work flow) of an Apparel manufacturing unit.
Current Indian Export and India's position in world export market.

Unit II

Occupational Health hazards and safety
Quality control in Apparel industry.
Fabric inspection systems-4 point, 10 point system, Graniteville 78.

Unit III

Labelling- Types of labels and information provided by labels.
Packaging- Types of packaging.

Unit IV

Laws and Regulations related to Textile products
Laws and Regulations related to Safety

Books recommended

- Managing quality by S K Bharadwaj and P U Mehta, New Age Publishers-Delhi.
- ISO 9000- Textile Committee Mohali.
- Textiles by Sara J. Kadolph

Objectives To equip students with the knowledge of fashion photography. To enable them to understand the various aspects of fashion photography

Instructions for Practical Paper

Practical

Internal Assessment 1

Exercises

- Practical paper will be conducted by the college in collaboration with the respective experts and marks will be submitted to Panjab University

Topics to be covered throughout the course.

Concept of Fashion Photography:

- Role of a fashion photographer; Expressing through fashion photography
- Developing a style
- Technique of getting the right shot
- Marketing and Branding oneself as a fashion photographer
- Sourcing contacts
- Duties as a fashion photographer
- Becoming a freelance fashion news photographer
 - Features of Professional Fashion Photography:
 - The professional mindset of a Fashion Photographer: Shooting like a professional; Do's and don'ts of professional photography.
 - Equipment needed by a specialist photographer: Tripods, Monopods, Camera Bags, Lens Bags with cases, Digital storage etc.
 - Need of digital photography; 12 things you should know about digital photography; in the darkroom – wet and digital.
 - Correcting imperfect images, cropping; level of brightness, contrast and colour etc.
 - The top ten types of pictures
 - How to avoid the mistakes amateurs often make

- Finding locations
- Preparation and Equipment
- Setting up for a shoot
- Choosing lighting and background
- Deciding the right pose
- Positioning the subject
- The do's and don'ts of photography
- Dealing with potential clients
- Presenting the photos
- Shooting of a product by creativity appropriate background
- Composition/ see the colours/ Black & White.

Reference About Digital Camera

Paper on Fundamental of Marketing Fabric Technology

Theory

Internal Assessment

Exercises

Objective To acquaint students with the concept of selling and marketing To give a thorough understanding of product planning, pricing and practices

Instructions

- The syllabus of this paper has been divided into four units.
- Examiner will set a total of nine questions comprising two questions from each unit, and one compulsory question of short answer type covering the whole syllabus.
- The students are required to attempt one question from each unit and the entire Compulsory question.
- All questions carry equal marks, unless specified.

Meaning, Nature and Scope of Marketing.

The Marketing Systems.

- Practical evaluation of the Portfolio will be conducted by the college in collaboration with the respective experts and marks will be submitted to Panjab University
- The syllabus shall be covered through workshops.

UNIFORM FORMAT : It is important to keep all the sheets of the same size to maintain visual continuity. Sheets should be grouped separately and systematically either horizontally or vertically. Statement of your design philosophy to clarify your attitude towards fashion

1. Resume; Personal Philosophy and Philosophy of your education

2. Cover/ Title page of a portfolio

3. Brief information and descriptions of work; Thumbnails; Snapshots of self, team mates at work; Use of best quality tools covers, trimming, mounting, matting, glazing, color, binding, size etc. available for portfolio development

Your natural creative bent of mind should find expression through specific design and market orientation. This is to be based on innovative fabric combinations, surface texture and ornamentation.

It is very important that the designs and embroidery motifs be original. It is very important to show your design applicability for the craft. Any other creative graphic work ,photography done by you, should be included

Methods to show the works: Sort out the best works; place works in logical order;

Conscious choices on layout; scrapbook, magazine, small postcard samples.

Designing a Personal Book or Bound Book unique to taste; Keeping separate portfolios for Illustrations, Designs etc.

Make a CD: A digital version of portfolio: PDF files

E M E E I

Paper t e GC 6 O AL 'ALI Y MANAGEMEN

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Interna Assess ent

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Paper t e F D 6 IND USTRIAL TRAINING

ota Mar s

Industrial Training of 5-6 weeks of 6 credits in each year followed by Report Writing and Viva-voce. These credits will be evaluated in Semester VI
