

**POST GRADUATE DIPLOMA IN FASHION DESIGNING AND APPAREL
MERCHANDING**

STRUCTURE OF THE COURSE

CURRICULUM ORIENTATION

SEMESTER I: Understanding Design and its supporting pillars

**SEMESTER II: Product oriented human centered design approach and
Real time project**

SUBJECTS

SEMESTER-I

Theory:

- 1. FD1C01PPGD - Pattern Making and Grading-I**
- 2. FD1C02TPGD - Fashion Merchandising-I**
- 3. FD1C03TPGD - Textile Science-I**
- 4. FD1C04TPGD - Fashion Designing Concept-I**

Practical:

- 5. FD1C05PPGD - Fashion Interpretation and Illustration-I**
- 6. FD1C06PPGD - Basic Garment Construction-I**
- 7. FD1C07PPGD - Basic Garment Construction-II (Surface Ornamentation)**
FD1PRPGD - Projects

SEMESTER-II

Theory:

- 8. FD2C08TPGD - Pattern Making and Grading-II**
- 9. FD2C09TPGD - Textile Science-II**
- 10. FD2C10TPGD - Fashion Merchandising-II**
- 11. FD2C11TPGD - Historic Textiles and Costumes**
- 12. FD2C12TPGD - Apparel Machinery and Quality Control**

Practical:

- 13. FD2C13PPGD - Fashion Interpretation and Illustration-II**
- 14. FD2C14PPGD - Advanced Garment Construction-I**
- 15. FD2C15PPGD - Fashion Designing Concepts-II**
- 16. FD2C16PPGD - Advanced Garment Construction-II (Surface Ornamentation)**
- 17. FD2C17PPGD - Computer Aided Fashion Design**
FD2PRPGD - Projects

SEMESTER-III

- 18. FD2C18PPGD - Communication Skills**
- 19. FD2C19PPGD - Final Garment Collection and Portfolio Presentation**

- Projects are internal submission of the papers in the respective semesters**

**POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER I
FD1C01PPGD: PATTERN MAKING & GRADING -I**

OBJECTIVES:

1. To enable students to select design and draft pattern in various garments based on body measurement, to develop basic blocks for construction.
2. To develop understanding of the relation of the pattern and garment to the body measurements.

COURSE CONTENT:

1. Anatomy for Pattern Making: Proportion and Disproportion of human figure, importance of taking body measurements correctly, standard body measurements.
2. Drafting Basic Patterns: basic Bodice, basic skirt and sleeve.
3. Indian Garments: Basic Kameez and Salwar
4. Pockets and Plackets: Different types and their suitability to various garments
5. Pattern making principles: (i) Dart manipulation: Techniques- slash and spreads and pivotal transfer techniques
(ii) Added Fullness: Types, Method

POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER I
FD1C02TPGD : FASHION MERCHANDISING-I

OBJECTIVES:

1. To give awareness about how Fashion Business operates.
2. To practice the students to enter fashion business with knowledge of concepts and practice of different levels of fashion merchandising.
3. Focusing on merchandising of garments and predicting the changes in fashion industry.

COURSE CONTENT:

1. Dynamics of Fashion:
Nature and environment of fashion- meaning and its terms, introduction and definition of merchandising, introduction to marketing, definition and techniques of marketing, fashion marketing concepts, buying selling cycle, test marketing, fashion consumer behavior, fashion movement and consumer acceptance, fashion life cycle, fashion leaders/followers/innovators/motivators/fashion victims.
Theories and principles of fashion, Fashion adoption theory, five principles of fashion
2. Merchandising in an Apparel Export:
Duties and responsibilities of a merchandiser, terminologies relating to firm merchandising, “route card”- order execution- role of a merchandiser in it.
Samples- types of samples, Costing of a garment.
3. Foreign Fashion centers:
France/Italy/U.S.A- haute couture, prêt-a-porter, fashion categories- categories/styling/sizes and price ranges of men’s wear, women’s wear, kids wear
4. Product and Design development:
Product Development, Design Development, sample development, line development.
5. Fashion Research and Analysis:
Fashion forecasting, Trend Prediction, Agencies, Sources of Fashion Forecasting information.
6. Fashion Retailing:
Fashion Retailing definition, types of retailers of fashion merchandise, designer brands, retail stores, Character licensing, retail fashion promotion, Visual merchandising, store planning and designs, types of displays, special events- fashion show, publicity.
7. Setting up a Fashion studio:
Planning required for setting up a fashion studio, planning budget.

Related Experience/ Practical

Visit an apparel expert firm/boutique/buying house-prepare a chart of a job opportunities-
Choose a particular position and list down duties and responsibilities/needed
traits/obligations/job problems.

References:

1. Fashion Merchandising an Introduction- Elaine stone
2. Fashion Marketing- Mike Easey
3. Fashion Buying- Helen Goworek
4. Fashion from concept to consumer- Gini Stephens Frings
5. How Fashion works- Gavin Waddell

**POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER I
FD1C03TPGD: TEXTILE SCIENCE-I**

OBJECTIVES:

The aim of the course is to Understanding the different fabrication methods.

COURSE CONTENT:

Module I

Classification of fibres

Natural fibers – cotton, flax, wool, silk (identification, Properties and uses)

Manmade fibers – rayon, nylon, polyester (Properties and uses)

Module II

Spinning

Spinning –Definition, methods of spinning

Yarn count and Yarn twist.

Yarn Classification – Simple and Fancy Yarns

(single, ply, doubled, cabled, novelty yarns (slub, flake, spiral, ratine, boucle, spot, chenille yarns)).

Module III

Weaving

Fabric Construction:-

Weaving –Basic weaving operation

Basic weaves- plain, twill, satin,

Fancy weaves - dobby, jacquard, leno, pile, double cloth

Introduction to other methods of fabric construction – Knitting (warp and weft knit), non woven, felts, laces, braids and nets.

**POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER I
FD1C04TPGD: FASHION DESIGNING CONCEPTS-I**

OBJECTIVES:

1. To provide knowledge of the creative uses of design elements and principles in apparel and textiles.
2. To stimulate the creation on novel ideas and its application on garment designs

COURSE CONTENT:

1. Elements of design on garments: Introduction to elements of design line, shape, space, texture, colour- relating these to apparel and application.
2. Designing Principles: Introduction to principles of design balance, proportion, emphasis, rhythm, harmony- application on apparel.

POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER I
FD1C05PPGD: FASHION INTERPRETATION & ILLUSTRATION-I

OBJECTIVES:

1. To provide the students on awareness about fashion, trends and demand.
2. To enable the illustration of croquis, specification drawings, ideas and design.

COURSE CONTENT:

1. Fashion interpretation: Terminology, Concepts, characteristics.
2. Introduction to Fashion illustration: Definition, importance and role of Fashion, Illustration and specification drawing, sketching.
3. Fashion Model drawing: Development of Croquis
4. Specification drawing: studying the basic styles of Necklines, Collars, Sleeves, Cuffs, Pockets, Dresses, Skirts, Jackets etc. Learning about design features for utility and decorative purpose.

**POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER I
FD1C06PPGD: BASIC GARMENT CONSTRUCTION-I**

OBJECTIVES:

1. To enable students to Develop skills in clothing construction.
2. To create an awareness of the various styles and its application.
3. Stitches for surface adornment and their suitability to the various designs.

COURSE CONTENT:

1. Equipments and Requirements: Equipments for garment construction, Sewing Machine control. Common problems and remedies. Modern equipments.
2. Taking Body Measurements: Taking body measurements, classification, standards for good stitches.
3. Seams: Definitions, types of seams and seam finishes, suitability and application on various garments, hem finishes.
4. Neck finishes: Facing, Binding, Fitted facing, Double binding, Piping
5. Collars: Types of collars, consideration for selecting collars and classification
6. Basic pattern set Construction: Basic Bodice, Basic Skirt, Basic sleeve
7. Plackets: Types, Variations, styles
8. Indian Garments: Basic Kameez, Salwar.

POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER I
FD1C07PPGD: BASIC GARMENT CONSTRUCTION-II (SURFACE
ORNAMENTATION)

OBJECTIVES:

1. To enable students to Develop skills in clothing construction.
2. To create an awareness of the various styles and its application.
3. Stitches for surface adornment and their suitability to the various designs.

COURSE CONTENT:

Hand Embroidery stitches

1. Visible Hemming
2. Invisible Hemming
3. Even Tacking
4. Uneven Tacking
5. Back Stitch
6. Stem stitch and its variations
7. Chain Stitch and its variations
8. Button Hole Stitch and its variations
9. Blanket Stitch and its variations
10. Star stitch

**POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER II
FD2C08TPGD: PATTERN MAKING AND GRADING-II**

OBJECTIVES:

1. To enable students to select design and draft pattern in various garments based on body measurement, to develop basic blocks for construction.
2. To develop understanding of the relation of the pattern and garment to the body measurements.

COURSE CONTENT:

(iii) Contouring : contour guide pattern and its uses

1. Collars : Terms-classification-types
2. Skirts: skirt lengths,major skirt silhouettes, variations.
3. Sleeves: types, variations
4. Grading: grading for master grades-basic back,front,sleeve,collar,facing
5. Draping: use of dress forms in draping,principle
6. Indian garments: kalidar, churidar

POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER II
FD2C09TPGD : TEXTILE SCIENCE-II

OBJECTIVES:

Analyze and distinguish the textures and finishing methods of the fabrics which enables them to know the significance while selecting materials for designing purpose.

COURSE CONTENT:

Module I

Finishing-Definition

Basic routine finishes – singeing, sizing, bleaching, scouring, tentering, mercerization, calendering, shearing, weighting

Special finishes:-

For hand and appearance- schreinerling, moireing, embossing, napping,

Functional finishes-Crease resistant, durable press, shrinkage, water repellent, flame resistance.

Module II

Dyeing and Printing

Definition

Classification of dyes –Natural and synthetic (acid, basic, direct, sulphur, vat, naphthol, disperse, reactive)

Stages of dyeing –fibre, yarn, fabric, product

Printing - direct, resist, discharge, jet, heat transfer

**POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER II
FD2C10TPGD: FASHION MERCHANDISING –II**

OBJECTIVES:

To give an awareness regarding merchandising of garments and predicting changes in the fashion industry.

COURSE CONTENT:

1. Merchandising and the Fashion –cycle concept: buying and the fashion cycle. Planning and evaluating fashion good, anticipating fashion sales, Fashion Judgements, Seasonal buying periods. Fashion buying Cycle. Selling and fashion cycle. Promoting sales of Fashion goods.
2. Merchandising Fashion Departments: Basic Image, Supervising personnel in Fashion depts... customers contacts
3. Inter-departmental relationship for merchandises: Marketing dept., Correspondence dept., Fabric dept., Sampling dept., Production dept., Co-ordination.
4. Fashion buyer's job : Major responsibilities, procuring merchandise.

POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER II
FD2C11TPGD : HISTORIC TEXTILES AND COSTUMES

OBJECTIVES:

1. To acquaint students about the origins, designs, prevalent styles of costumes of the early ages.
2. To derive ideas from the ancient styles to create and adapt them to costumes of today.

COURSE CONTENT:

1. Costumes : Origin of clothing, costumes of the early man, Introduction of apparel machinery and tools. Early fabrics.
2. Introduction to textiles: Indian textiles. Study of traditional textiles and embroideries of India. Modern textile trends.
3. World Textiles: Study on major contributions to textiles from far and wide.
4. Study on designers of past and present: study on leading international and national designers of yesterday and today
5. Costumes of India : Ancient Indian costumes- traditional Indian costumes of northern, western, central regions. Eastern, southern states- factors which influence costume change.
6. Costumes of ancient civilization: costumes of Egypt, Greece, Rome
7. French costume: French costume during renaissance 1500 to 1600
8. American costume: American costumes of the 20th century.
9. English costume: English costume during middle ages. Costumes of Far Eastern countries: costumes of the Far East, Pakistan, Sri Lanka, China, Thailand.
10. Accessories and ornaments of India: Traditional accessories and ornaments of India.

POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER II
FD2C12TPGD: APPAREL MACHINERY & QUALITY CONTROL

OBJECTIVES:

1. To give the students an awareness regarding the equipments, its need and use in the garment industry.
2. To provide an insight into the aspects of quality control in the industry.

COURSE CONTENT:

1. Spreading : Requirements- Machineries and equipments.Cutting machines, straight knife, notchers. Drites and thread markers, die cutting. Pre production process.
2. Qualitative and Quantitative : Flat bed, side bed, cylinder bed, raised bed, post bed machines. Production process.
3. Stitching mechanisms: Machine variable, loopers, functions and parts of bobbins. Stitch type analysis and classification. Threading principles, Feed mechanisms. Seaming operation analysis.
4. Pressing and Garment folding and packing machines: Equipments, suitability for various types of fabrics.
5. Safety measures for apparel machinery and equipments: Need, types of safety measures, equipments.
6. Quality control: Scope and functions, Standards, sources and Applications, inspection techniques, procedures. Quality control in spreading properties of fabrics. Plates and naps, tension in spreading fabrics, quality factors in cutting and drill. Bundling and ticketing as related to quality.
7. Quality control in sewing department: Operator training as related to quality, setting quality standards for sewing operations, in-process quality inspections, operator responsibility for quality in-process inspection procedure.
8. Controllable Quality Factors : Seam angle, fabric, thread, machine adjustments, fabric distortion.
9. Quality control in finished products: Garment measurements- waist, hems, sleeves, neckline other. Allowances, tolerances as related to quality levels.
10. Standard quality control: Testing garments care labeling and shade sorting. Finishing and packing quality. TQM & ISO stands in Apparel industry.

**POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER II
FD2C13PPGD : FASHION INTERPRETATION & ILLUSTRATION-II**

OBJECTIVES:

1. To provide the students on awareness about fashion, trends and demand
2. To enable the illustration of croquis, specification drawings, ideas and design.

COURSE CONTENT:

1. Creative Design Development: Development of own designs of varying styles of garments : Casual wear, Kids wear, Party wear etc. Thematic and approach and application on garments, Developing of design collections of ones own after study on thematic inspirations.
2. Theme boards and stylized illustrations: Choosing a unique theme and developing a story board by application of creative ideas.

**POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER II
FD2C14PPGD: ADVANCED GARMENT CONSTRUCTION -I**

OBJECTIVES:

1. To enable students to wisely select and stitch various garments.
2. To enable students to develop skill in advanced construction.
3. Stitches of surface adornment and suitability to various designs.

COURSE CONTENT:

1. Fabric selection : Selection of fabrics depending on age, sex, personality.
Importance of grain, Fabric structure, Compatibility of fabrics.
Psychological, sociological and economical aspects of clothing and fabric selection.
2. Bodice variation: Construction of bodice with fullness, assymetrical dart, drawsting.
3. Skirt variation: long straight skirt, Panel skirt, flared skirt.
4. Sleeve variation
5. Trouser variation
6. Pocket and collar variation
7. Indian garments: Kalidhar, chudhidar.
8. Apron
9. Construction of the final design collection.

**POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER II
FD2C15PPGD: FASHION DESIGNING CONCEPTS-II**

OBJECTIVES:

1. To provide knowledge of the creative uses of design elements and principles in apparel and textiles.
2. To stimulate the creation on novel ideas and its application on garment designs

COURSE CONTENT:

1. Design Process- structural and decorative: thematic approach to textile design, surface design techniques, design ideas- floral, abstract, geometric, stripes, plaids, animal and bird print, mythology print, ethnic print etc.
2. Creative Surface Ornamentation: Applied surface design fabric painting techniques, printing and dyeing methods.
3. Design development of decorative stitching: Development of design motifs, manipulation and variation of design motifs, development of entire decorative design on necklines, sleeves, saree pallus etc. Choosing colour combination for the same.

POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER II
FD2C16PPGD: ADVANCED GARMENT CONSTRUCTION –II (SURFACE
ORNAMENTATION)

OBJECTIVES:

1. Stitches of surface adornment and suitability to various designs.

COURSE CONTENT:

1. Magic chain stitch
2. Arrow stitch and its variations
3. Bullion knot stitch and its variation
4. French knot stitch and its variation
5. Chevron Stitch and its variations
6. Fishbone stitch and its variation
7. Australian stitch.
8. Broken chain stitch
9. Herringbone stitch and its variations
10. Bow stitch.

**POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER II
FD2C17PPGD: COMPUTER AIDED FASHION DESIGN**

OBJECTIVES:

1. Introduction to the new emerging world of computer.
2. Application of computer in designing.

COURSE CONTENT:

1. Introduction to computer: Basic information necessary for handling and utilizing computers.
2. Microsoft word
3. Adobe Illustrator
4. Adobe Photoshop.

POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING
SEMESTER III
FD2C18PPGD: COMMUNICATION SKILLS

OBJECTIVES:

Acquire body language and communication skill and thereby develop confidence to approach interview board and society at large.

COURSE CONTENT:

Module I

1. Introduction to communication
2. Concept, definition
3. Functions and need of communication
4. Types of communication- Verbal, non verbal, Intra personal, Interpersonal, Group communication
5. Barriers to communication

Module II

1. Art of small talk- initiating a conversation, sustaining a conversation, closing a conversation, interrupting a conversation.
2. Describing people, places, events and things
3. Participating in a conversation- interactional, transactional
4. Group Discussion- need for good communication skills, interpersonal skills, leadership skills, problem solving skills, types of group discussion (topic based, case based), Discussion etiquette (Do's and don'ts)

Module III

1. Letter Writing
2. Resume and covering letter
3. Email application
4. Email etiquettes
5. Presentation skills
6. Interview skills- research- on topics, on company details, preparing for the interview- a day before, on the day of the interview, during the interview, after the interview, what no to do at an interview
7. Speech mannerism and body language

POST GRADUATE DIPLOMA PROGRAMME
FASHION DESIGNING AND APPAREL MERCHANDISING (CORE COURSE 1)
SEMESTER III
FD2C19PPGD: FINAL GARMENT COLLECTION & PORTFOLIO
PRESENTATION

OBJECTIVES:

1. Compiling and applying the acquired theoretical and practical knowledge for developing thematic final collections of garments.
2. Equip the student with the best of their works in portfolio creatively and confidently to face the challenging world.

COURSE CONTENT:

1. Each student will conceptualize and develop a collection of at least five garments
2. The students have to document all their best presentable work done through all the semesters and those that portray the student's area of interest. The students are required to submit the portfolio as the record during the external evaluation.