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B.A (Prog.) with Apparel Design & Construction (ADC)

(SEM-VI)

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SEMESTER-VI

B.A (Prog.) with Apparel Design and Construction (ADC) as Major

Category-II

DISCIPLINE SPECIFIC CORE COURSE – DSC-11-ADC: ADVANCED PATTERN MAKING AND CLOTHING CONSTRUCTION

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical/ Practice		
Advanced Pattern Making and Clothing Construction	4	2	0	2	Class XII	Pass in DSC-4-ADC Basic Pattern Making and Clothing Construction

Learning Objectives:

- To enhance the knowledge and skills of learners in advanced concepts related to Pattern Making and Clothing Construction
- To familiarise the students about the concepts related to the handling of extra special fabrics
- To develop pattern making and construction skills for various advanced garments and their components
- To impart skills for developing design and size variations through draping and Grading

Learning Outcomes:

After completing this course, the learner will be able to:

- Apply draping principles to develop patterns
- Use grading techniques to develop different pattern sizes.
- Develop paper patterns for men and women.
- Describe the 2D and 3D applications of CAD software in Garment designing and pattern development
- List the sequence of the Garment Assembly process
- Evaluate the fit of garment and its components and carry out pattern alteration as required.

SYLLABUS OF DSC-11

THEORY (Credits 2; Hours 30)

UNIT I: Garment Fit and Role of CAD in Designing and Pattern development 10 Hours

This unit provides an understanding of the advanced techniques of pattern making. It also introduces the learners to the use of CAD in pattern development.

- Garment fit: Evaluating fit of garment and its components, standards and methods of pattern alteration, pattern alterations for fitting problems
- Introduction to the role of Computer Aided Designing (CAD): 2D and 3D applications of CAD software in Garment designing and pattern development

UNIT II: Introduction to Draping and Pattern Grading

10 Hours

This unit introduces the learners to the concepts of draping and pattern grading.

- Draping: Draping Technique, Principles of Draping, Tools and dress forms used for Draping, Fabric preparation, Demonstration of draping technique, Converting draped patterns to commercial patterns on paper
- Pattern Grading: Definition, features, terminology, Principles and methods, Demonstration of Grading

UNIT III: Handling of special fabrics and Garment Assembly

10 Hours

This unit provides an understanding of handling advanced special fabrics. It also helps to understand the sequence of garment assembly.

- Handling of fabrics with reference to designing, layout, marking, cutting, stitching, needle sizes, stitch sizes, threads used, seams and other special considerations – Brocade, Corduroy, Denim, Embroidered fabric, Net and tulle, Delicate fabrics, Stretch fabric, Terry cloth, Fleece.
- Garment Assembly: Steps in assembling Shirt, Skirt

PRACTICAL (Credits 2; Hours 60)

1. Pattern Making:
 - Dart manipulation for contouring
 - Advanced design variations of garment components
2. Garment Construction:
 - Reversible Garment
 - Evening/ Formal Wear

ESSENTIAL READINGS:

- Abling Bina, Maggio Kathleen, (2019), *Integrating Draping, Drafting and Drawing*, Fairchild Books
- Armstrong, H.J., (2009), *Pattern Making for Fashion Design*, Harper Collins Publishers Inc., New York.
- Kim Injoo, Myoung Ok Kim, Zachary Hoh, (2022), *Apparel Design through Patternmaking*, Fairchild Books
- Liechty Elizabeth, Rasband Judith, Pottberg-Steineckert Della, (2016), *Fitting and Pattern Alteration: A Multi-Method Approach to the Art of Style Selection, Fitting, and Alteration*, Fairchild Books
- Shaeffer Claire, (2003), *Sew any Fabric*, Krause Publications

- Theresa Parker, (2012), *Draping for Fashion Design*, The Crowood Press Ltd

SUGGESTED READINGS:

- Gerry Cooklin, (2008), *Pattern Grading for Women's Clothes*, OM Books
- Jennifer Lynne Matthews-Fairbanks, Dawn Marie Forsyth, (2018), *Pattern Design: Fundamentals: Construction and Pattern Making for Fashion Design*, Create Space Independent Publishing Platform
- Kathy K. Mullet, (2015), *Concepts of Pattern Grading: Techniques for Manual and Computer Grading*, Fairchild
- Macdonald Nora M., (2009), *Principles of Flat-Pattern Design*, Fairchild Books, New York.
- Sarah Veblen, (2012), *The Complete Photo Guide to Perfect Fitting*, Quarry Books
- Mahon Joi, (2022), *Ultimate Illustrated Guide to Sewing Clothes: A Complete Course on Making Clothing for Fit and Fashion*, Landauer Publishing

**DISCIPLINE SPECIFIC CORE COURSE – DSC-12-ADC:
APPAREL MARKETING AND MERCHANDISING**

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical/ Practice		
Apparel Marketing & Merchandising	4	3	0	1	Class XII	NIL

Learning Objectives:

- To introduce the learners to the principles of apparel marketing.
- To create an understanding of the fashion trend forecasting process.
- To impart basic knowledge relating to apparel merchandising in garment industry and retail.

Learning Outcomes:

After completion of the course, the students will be able to:

- Explain the role and application of the 4 Ps in apparel marketing
- List and explain the importance and methods of market segmentation, targeting and positioning
- Explain the process of fashion forecasting and compare qualitative and quantitative methods of forecasting.
- Describe the role and functions of a merchandiser in garment industry and retail.

SYLLABUS OF DSC-12

THEORY (Credits 3; Hours 45)

UNIT – 1: Fundamentals of Apparel Marketing 20 Hours

This unit introduces the students to the concepts of marketing as applied to apparels

- Marketing Concept, Marketing Mix - 4Ps of Marketing
- Product - Product classification, Product mix, product life cycle and marketing strategies; Branding and brand attributes
- Price - Factors affecting price, Methods of price fixation
- Place - Channels of distribution, Factors affecting Channels of distribution
- Promotion – Advertising, Publicity, Personal selling, Sales promotion
- Market: Segmentation, Targeting & Positioning, Advantages and types of market segmentation

UNIT 2: Fashion Trend Forecasting 10 Hours

This unit imparts basic knowledge of fashion trend forecasting.

- Function and process of Forecasting
- Long term and short term forecasting
- Qualitative and Quantitative forecasting
- Sources of Fashion Forecasting Information

UNIT – 3: Basics of Apparel Merchandising 15 Hours

This unit provides an understanding of the role and functions of a merchandiser in garment industry and retail

- Concept of merchandising
- Merchandising Process
- Apparel retail – Meaning, retail formats
- Role of a merchandiser in garment Industry
- Role of a merchandiser in apparel retail
- Merchandise Category-Staple, Fashion & Seasonal; Assortment Planning

PRACTICAL (Credits 1; Hours 30)

1. Study of Fashion forecast: Development of mood boards & theme boards depicting colour, silhouettes & detailing, material & textures, print & graphics, accessories
2. Case study of an apparel brand- signage, logo, tagline, positioning, target market, product mix
3. Comparative survey of Apparel Retail stores

4. Development of Promotional material – Brand, Logo, Visiting card, Print advertisement, Shopping bag

ESSENTIAL READINGS:

- Kotler P and Armstrong G. (2017). *Principles of Marketing* (17th Edition). New Delhi: Prentice Hall of India
- Krishnakumar, M., (2010), *Apparel Merchandising, An integrated Approach*, Abishek Publications
- Mary G. Wolfe, (2017), *Fashion Marketing & Merchandising*, Goodheart-Willcox Pub
- Stone Elaine, Farnan Sheryl A., (2023), *The Dynamics of Fashion*, Fairchild Books
- V. Ramesh Babu (Author), A. Arunraj, (2019), *Fashion Marketing Management*, Woodhead Publishing India Pvt Ltd

SUGGESTED READINGS:

- Harriet Posner, (2015), *Marketing Fashion*, Laurence King Publishing
- Olga Mitterfellner, (2019), *Fashion Marketing and Communication: Theory and Practice Across the Fashion Industry*, Routledge
- Wendy K. Bendon, (2017), *Social Media for Fashion Marketing: Storytelling in a Digital World*, Fairchild Books

**B.A (Prog.) with Apparel Design and Construction (ADC) as Non-Major
Category-III**

**DISCIPLINE SPECIFIC CORE COURSE – DSC-12-ADC:
APPAREL MARKETING AND MERCHANDISING**

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical/ Practice		
Apparel Marketing & Merchandising	4	3	0	1	Class XII	NIL

Learning Objectives:

- To introduce the learners to the principles of apparel marketing.
- To create an understanding of the fashion trend forecasting process.
- To impart basic knowledge relating to apparel merchandising in garment industry and retail.

Learning Outcomes:

After completion of the course, the students will be able to:

- Explain the role and application of the 4 Ps in apparel marketing
- List and explain the importance and methods of market segmentation, targeting and positioning

- Explain the process of fashion forecasting and compare qualitative and quantitative methods of forecasting.
- Describe the role and functions of a merchandiser in garment industry and retail.

SYLLABUS OF DSC-12

THEORY (Credits 3; Hours 45)

UNIT – 1: Fundamentals of Apparel Marketing

20 Hours

This unit introduces the students to the concepts of marketing as applied to apparels

- Marketing Concept, Marketing Mix - 4Ps of Marketing
- Product - Product classification, Product mix, product life cycle and marketing strategies; Branding and brand attributes
- Price - Factors affecting price, Methods of price fixation
- Place - Channels of distribution, Factors affecting Channels of distribution
- Promotion – Advertising, Publicity, Personal selling, Sales promotion
- Market: Segmentation, Targeting & Positioning, Advantages and types of market segmentation

UNIT 2: Fashion Trend Forecasting

10 Hours

This unit imparts basic knowledge of fashion trend forecasting.

- Function and process of Forecasting
- Long term and short term forecasting
- Qualitative and Quantitative forecasting
- Sources of Fashion Forecasting Information

UNIT – 3: Basics of Apparel Merchandising

15 Hours

This unit provides an understanding of the role and functions of a merchandiser in garment industry and retail

- Concept of merchandising
- Merchandising Process
- Apparel retail – Meaning, retail formats
- Role of a merchandiser in garment Industry
- Role of a merchandiser in apparel retail
- Merchandise Category-Staple, Fashion & Seasonal; Assortment Planning

PRACTICAL (Credits 1; Hours 30)

1. Study of Fashion forecast: Development of mood boards & theme boards depicting colour, silhouettes & detailing, material & textures, print & graphics, accessories
2. Case study of an apparel brand- signage, logo, tagline, positioning, target market, product mix
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