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Department of Home Science
B.A (Prog.) with Apparel Design & Construction (ADC)

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SEMESTER-IV
B.A (Prog.) with Apparel Design and Construction (ADC) as Major
Category-II

**DISCIPLINE SPECIFIC CORE COURSE – DSC-7-ADC:
 FASHION: DESIGN AND DEVELOPMENT**

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		
Fashion: Design & Development	4	2	0	2	Class XII	NIL

Learning Objectives:

- To give the learners an overview of the garment design and development process.
- To provide an understanding of the industrial practice of techpack preparation and sample development and testing.

Learning Outcomes:

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

- Develop a garment collection using the steps of design and development process.
- Develop techpack for garment designs.
- Estimate the material requirement and prepare a cost sheet for a garment design.
- Describe the role of various types of samples used in garment manufacturing.
- Enumerate the steps in the development of proto and fit samples
- Evaluate proto samples based on various criteria
- Conduct fitting sessions for sample evaluation.

SYLLABUS OF DSC-7

THEORY
(Credits 2; Hours 30)

UNIT I: Design and Development process

5 Hours

This unit provides an overview of design and development process in the preparation of a garment collection.

- Basic Steps in the Design process: Ideation and inspiration research, Mood board/theme board development, Design Development, Flat and technical drawings, Use of CAD software for design development, Design finalization based on feedback and improvement.
- Basic steps in the Development process: Techpack development, Sourcing, Sampling, Fit review, Design approval, Production

Unit II: Techpack Development and Cost sheet

15 Hours

This unit appraises the learners of the Industry practice of using Techpack and cost sheet in garment making.

- Tech pack and its importance, Components of Tech pack
- Tech pack terminology
- Steps in the development of tech packs
- Estimation of fabrics, materials, supplies and production processes
- Development of Cost Sheet

Unit III: Sample Development and testing

10 Hours

This unit imparts knowledge about the concept of sample development and testing

- Importance of sample making - Types and roles of sample
- Steps in development of prototype and fit samples, Evaluation criteria for prototype samples
- Fit - Factors influencing fit, Conducting fit sessions, Preparations for fitting, sample evaluation

PRACTICAL (Credits 2; 60 Hours)

1. Development of design collection of four garments for selected season.
2. Development of mock tech-pack of any one design
3. Preparation of cost sheet
4. Preparation of prototype sample of any one garment.

ESSENTIAL READINGS:

- Aspelund K., (2010), *Design Process*, Fairchild Publication. USA.
- Bryant Michele W., DeMers Diane (2005), *The Spec Manual* 2nd Edition, Fairchild Books.
- Jaeil Lee, Camille Steen, (2019), *Technical Sourcebook For Apparel Designers*, Bloomsbury
- Sarkar Prasanta, (2015), *Garment Manufacturing: Processes, Practices and Technology, Online Clothing Study*
- *Tech Pack Book For Fashion: Clothing design sketchbook Journal for fashion designers* (2021), Independently published

SUGGESTED READINGS:

- Frings G., (2007), *Fashion: From Concept to Consumer* (9th Edition). Prentice Hall. USA.
- Grace Kunz, Ruth Glock, (2004), *Apparel Manufacturing: Sewn Product Analysis* (4th Edition), Pearson
- Janace E. Bubonia, (2017), *Apparel Production Terms and Processes*, Fairchild Books; 2nd edition
- Seivewright S., Sorger R, (2016), *Research and Design for Fashion*, New York: Fairchild Books
- Tain L. (2018), *Portfolio Presentation for Fashion Designers*, New York: Fairchild Books

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

**DISCIPLINE SPECIFIC CORE COURSE – DSC-8-ADC:
INTRODUCTION TO FASHION AND GARMENT INDUSTRY**

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		
Introduction to Fashion and Garment industry	4	3	0	1	Class XII	NIL

Learning Objectives:

- To provide an understanding of the concepts related to Fashion and Garment Industry.
- To introduce garment design concepts and their application
- To apprise the learners of the social aspects of clothing
- To provide an overview of the structure of Indian garment industry and to create an awareness of the various fashion centres of the world and their leading designers and brands.

Learning Outcomes:

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

- Define and describe fashion related basic terms and concepts.
- Illustrate and explain the stages of a fashion cycle curve.
- Identify fashion consumers belonging to different phases of the fashion cycle.
- Describe the theories of fashion adoption.
- Explain the various sources of fashion and design inspirations.
- Explain the elements and principles of design with examples drawn from garment design.
- Explain the various theories of origin and functions of clothing.
- List the major fashion centres of the world and their leading designers and brands.
- Describe the various factors influencing the spread of fashion
- Explain the role and responsibilities of a fashion designer
- Illustrate garments or components such as necklines, sleeves, tops and collars, skirts, trousers, etc.
- Illustrate select garments on a fashion croqui using basic rendering techniques.

SYLLABUS OF DSC-8

THEORY (Credits 3; Hours 45)

UNIT – 1: Terms and concepts related to Fashion

15 Hours

This unit introduces the learners to the various terms and concepts related to Fashion

- Fashion terms: Fashion, Fad, Classic, Style, Haute-couture, Mass fashion, Fashion Label, Prêt-a-porter, Knockoff, Accessory, Atelier, Boutique, Avant Garde, Empire line, Season, Slow and Fast Fashion, Fashion Forecasting
- Fashion Concepts:
 - Fashion cycle
 - Consumer identification with fashion life cycle – fashion leaders, fashion followers, fashion victims, fashion laggards
 - Theories of Fashion adoption – trickle down, trickle up, trickle across
 - Factors favouring and retarding the spread of fashion
 - Sources of fashion research - printed and electronic media, web resources, historic/traditional costumes, travel, fabrics, nature, street, architecture, awareness

UNIT – 2: Design Concepts and Clothing

15 Hours

This unit provides an understanding of the use of various elements and principles of design in garment designing. It also provides an understanding of the various functions of clothing and theories about its origin.

- Elements and principles of design and their use in creating well designed garments.
- Body Shapes and their design requirements
- Theories of origin of clothing, Functions of clothing
- Clothing Terminology

Unit - 3: Fashion and Garment Industry

15

Hours

This unit provides an overview of the structure of Indian garment industry. It also aims to apprise the learners to the various fashion centres of the world and their leading designers and brands.

- Structure and status of the Indian Readymade Garment Industry
- Overview of the different departments of Garment Industry and their respective functions
- Role and responsibilities of a Fashion Designer
- Major fashion centers of the world and their leading designers and fashion labels/brands - Paris, Milan, Tokyo, New York, London, India

PRACTICAL
(Credits 1; Hours 30)

1. Development of flat sketches and technical drawings of various garment components, and their style variations– Necklines, Collars, Sleeves, Skirts, Pants, Dresses
2. Illustration of select garments on Fashion Croqui. Basic fabric rendering techniques.
3. Collection of garment images and Style Reading to describe various garments and their parts
4. Analysis of the use of elements and principles of design in garment design.

ESSENTIAL READINGS:

- Frings G. (2013). *Fashion-From Concept to Consumer* (9th Edition). USA: Prentice Hall Publications.
- N. Gokarneshan, (2019), *Garment Manufacturing Technology*, Abhishek Publications
- Stone E., Farnan, Sheryl A. (2023). *The Dynamics of Fashion*. New York: Fairchild Publication.
- Tate Sharon, (2006), *Inside Fashion Design*, Pearson Education India

SUGGESTED READINGS:

- Abling Bina, (2019), *Fashion Sketch Book* (7th edition), Fairchild Books
- Irina V Ivanova, (2016), *How to Draw Fashion Flats: A practical guide to fashion technical drawing (pencil and marker techniques) (Fashion Croquis)* (Volume 2)
Art Design Project
- Marshall S G, et al. (2009). *Individuality in Clothing & Personal Appearance* (6th Edition). USA: Pearson Education
- Ilaria Caielli, (2022), *Beyond Fashion: Inside the Fashion Business*, Hoaki

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

**DISCIPLINE SPECIFIC CORE COURSE – DSC-8-ADC:
INTRODUCTION TO FASHION AND GARMENT INDUSTRY**

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		
Introduction to Fashion and Garment industry	4	3	0	1	Class XII	NIL

Learning Objectives:

- To provide an understanding of the concepts related to Fashion and Garment Industry.
- To introduce garment design concepts and their application
- To apprise the learners of the social aspects of clothing
- To provide an overview of the structure of Indian garment industry and to create an awareness of the various fashion centres of the world and their leading designers and brands.

Learning Outcomes:

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

- Define and describe fashion related basic terms and concepts.
- Illustrate and explain the stages of a fashion cycle curve.
- Identify fashion consumers belonging to different phases of the fashion cycle.
- Describe the theories of fashion adoption.
- Explain the various sources of fashion and design inspirations.
- Explain the elements and principles of design with examples drawn from garment design.
- Explain the various theories of origin and functions of clothing.
- List the major fashion centres of the world and their leading designers and brands.
- Describe the various factors influencing the spread of fashion
- Explain the role and responsibilities of a fashion designer
- Illustrate garments or components such as necklines, sleeves, tops and collars, skirts, trousers, etc.
- Illustrate select garments on a fashion croqui using basic rendering techniques.

SYLLABUS OF DSC-8

THEORY (Credits 3; Hours 45)

UNIT – 1: Terms and concepts related to Fashion

15 Hours

This unit introduces the learners to the various terms and concepts related to Fashion

- Fashion terms: Fashion, Fad, Classic, Style, Haute-couture, Mass fashion, Fashion Label, Prêt-a-porter, Knockoff, Accessory, Atelier, Boutique, Avant Garde, Empire line, Season, Slow and Fast Fashion, Fashion Forecasting
- Fashion Concepts:
 - Fashion cycle
 - Consumer identification with fashion life cycle – fashion leaders, fashion followers, fashion victims, fashion laggards
 - Theories of Fashion adoption – trickle down, trickle up, trickle across
 - Factors favouring and retarding the spread of fashion
 - Sources of fashion research - printed and electronic media, web resources, historic/traditional costumes, travel, fabrics, nature, street, architecture, awareness

UNIT – 2: Design Concepts and Clothing

15 Hours

This unit provides an understanding of the use of various elements and principles of design in garment designing. It also provides an understanding of the various functions of clothing and theories about its origin.

- Elements and principles of design and their use in creating well designed garments.
- Body Shapes and their design requirements
- Theories of origin of clothing, Functions of clothing
- Clothing Terminology

UNIT - 3: Fashion and Garment Industry

15 Hours

This unit provides an overview of the structure of Indian garment industry. It also aims to apprise the learners to the various fashion centres of the world and their leading designers and brands.

- Structure and status of the Indian Readymade Garment Industry
- Overview of the different departments of Garment Industry and their respective functions
- Role and responsibilities of a Fashion Designer
- Major fashion centers of the world and their leading designers and fashion labels/brands - Paris, Milan, Tokyo, New York, London, India

PRACTICAL
(Credits 1; Hours 30)

1. Development of flat sketches and technical drawings of various garment components, and their style variations– Necklines, Collars, Sleeves, Skirts, Pants, Dresses
2. Illustration of select garments on Fashion Croqui. Basic fabric rendering techniques.
3. Collection of garment images and Style Reading to describe various garments and their parts
4. Analysis of the use of elements and principles of design in garment design.

ESSENTIAL READINGS:

- Frings G. (2013). *Fashion-From Concept to Consumer* (9th Edition). USA: Prentice Hall Publications.
- N. Gokarneshan, (2019), *Garment Manufacturing Technology*, Abhishek Publications
- Stone E., Farnan, Sheryl A. (2023). *The Dynamics of Fashion*. New York: Fairchild Publication.
- Tate Sharon, (2006), *Inside Fashion Design*, Pearson Education India

SUGGESTED READINGS:

- Abling Bina, (2019), *Fashion Sketch Book* (7th edition), Fairchild Books
- Irina V Ivanova, (2016), *How to Draw Fashion Flats: A practical guide to fashion technical drawing (pencil and marker techniques) (Fashion Croquis)* (Volume 2)
Art Design Project
- Marshall S G, et al. (2009). *Individuality in Clothing & Personal Appearance* (6th Edition). USA: Pearson Education
- Ilaria Caielli, (2022), *Beyond Fashion: Inside the Fashion Business*, Hoaki

SEMESTER-V
B.A (Prog.) with Apparel Design and Construction (ADC) as Major
Category-II

**DISCIPLINE SPECIFIC CORE COURSE – DSC-9-ADC:
 APPAREL QUALITY MANAGEMENT**

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 Quality Management	4	3	1	0	Class XII	NIL

Learning Objectives:

- To introduce the learners to the concept of Quality and Quality management in the apparel industry.
- To provide an understanding of quality control practices in apparel manufacturing in the pre-production, production and post – production stages.

Learning Outcomes:

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

- Describe the dimensions of quality and components of quality management.
- Identify and differentiate the various quality standards applicable to the apparel industry.
- Describe the process of inspection and testing of the raw material at the pre-production stage of apparel manufacturing.
- Identify and explain the various pattern and marker defects, spreading defects, cutting defects, sewing and seam defects, pressing and finishing defects
- Correctly measure ready garments such as shirt, trousers, t-shirt, skirt
- Describe the common garment tests for checking its functionality and durability
- Evaluate the ready garment for its overall appearance, workmanship and against the specific requirements of the buyer/ client

SYLLABUS OF DSC-9

THEORY
(Credits 3; Hours 45)

UNIT I: Introduction to Quality and Quality Management

5 Hours

This unit provides an understanding of the concepts relating to quality and quality management in the apparel industry. It also aims to apprise the learners of the various quality standards and specifications applicable to the garment industry.

- Quality and Quality Management – Definition and importance, Dimensions of Quality, Components of Quality management – Quality Planning, Quality Assurance, Quality Control
- Quality Standards and Specifications – Importance and types, National and International Standards

UNIT II: Quality Control in Apparel Manufacturing: Pre-production Stage **10 Hours**

This unit provides basic understanding of the quality control practices in apparel manufacturing in the pre-production stages.

- Fabric Inspection and Testing – Inspection machines/Equipment, Grading of fabric - 4 point and 10 point system, Fabric Testing – Need and Importance, Physical Tests, Color fastness tests
- Accessories Inspection – Interlining, Sewing thread, Zipper, Buttons

UNIT III: Quality Control in Apparel Manufacturing: Production Stage **15 Hours**

This unit provides basic understanding of the quality control practices in apparel manufacturing in the production stages.

- Pattern and marker defects, Spreading defects, Cutting defects, sewing and seam defects, Pressing and finishing defects
- Key Inline checkpoints for standard Garment Types

UNIT IV: Quality Control in Apparel Manufacturing: Post-production Stage **15 Hours**

This unit provides basic understanding of the quality control practices in apparel manufacturing in the post-production stages.

- Garment Measuring - Shirt, Trouser, T-Shirt, and Skirt
- Garment Testing for functionality, durability, safety
- Evaluation on the basis of overall appearance, workmanship, specific requirements of the buyer/ client
- Sampling Plans, AQL

TUTORIALS
(Credits 1; Hours 15)

Tutorial classes will involve:

1. Q&A sessions/ Group discussions/ Problem Solving exercises with the Students
2. Presentation of project/ research activity by students
3. Any other scholastic work related to application of conceptual understanding of the subject.
4. Evaluation and feedback by the teacher

ESSENTIAL READINGS:

- B. Purushothama, (2021), *Handbook of Managing Apparel Production and Quality*, Woodhead Publishing India Pvt Ltd

- Pradip V. Mehta, (2012), *Quality Management Handbook For The Apparel Industry*, New Age International Private Limited
- Sara J. Kadolph, (2007), *Quality Assurance for Textiles and Apparel*, Fairchild Books

SUGGESTED READINGS:

- Janace E. Bubonia, (2014), *Apparel Quality: A Guide to Evaluating Sewn Products*, Fairchild Books
- Mehta & Bharadwaj, (1998), *Managing Quality in Apparel Industry*, New Age Publisher, Delhi
- J.E. Booth, (1996), *Principles of Textile Testing*, CBS Publishers & Distributors Pvt. Ltd.

DISCIPLINE SPECIFIC CORE COURSE – DSC-10-ADC: GARMENT PRODUCTION

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		
Garment Production	4	3	1	0	Class XII	NIL

Learning Objectives:

- To provide an overview of the functions and processes of various departments of a Garment production unit.
- To create an understanding of the garment production systems and the role of time and motion studies in productivity.

Learning Outcomes:

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

- Describe the Steps and strategies involved in the sourcing of fabrics and trims for garment production.
- Explain the role of Marker making, Marker Modes, Marker efficiency in garment production.
- Explain the processes involved in spreading, layout and cutting
- Identify and describe the function of general and specialised sewing machines, types of machine beds and related seams and stitches
- Explain the processes used in finishing and packing department.
- Compare and evaluate the alternative systems of production.
- Explain the importance of time and motion studies to improve productivity in garment production.

SYLLABUS OF DSC-10

THEORY (Credits 3; Hours 45)

UNIT – 1: Sourcing of fabrics and trims

10 Hours

This unit aims at providing a basic understanding of the steps involved in sourcing of raw materials required for garment production.

- Role and Functions of sourcing department
- Steps and strategies of sourcing – Commercial and technical specification of the required fabrics and trims, types of sources, finalisation of vendors and order placement

UNIT 2: Spreading, Marker making and Cutting Hours

10

This unit provides an understanding of the various equipment and processes used in marker making, spreading, layout and cutting room.

- Marker Making – Marker making and fabric consumption, Marker Modes, Marker efficiency
- Spreading and Layout – Spreading methods, Spreading Machines, Splicing, Fabric (Symmetrical and asymmetrical), Types of Lay
- Cutting Room – Cutting room workflow, Cut order planning, Cutting equipment, Fabric Reconciliation

UNIT – 3: Sewing, Finishing and Packing department

15 Hours

This unit provides an understanding of the various equipment and processes used in sewing, finishing and packing department.

- Sewing Room – Functions of sewing department, General and specialised sewing machines, Seams and stitches
- Finishing Department - Functions of finishing department, finishing equipment, types of pressing, washing and dry cleaning, Stain and dry removal, Types of folds, Folding equipment and accessories
- Packing department – Packing and packing material, types of packing, packing list

UNIT 4 – Production Systems and Productivity

10 Hours

This unit introduces the concept of Production systems and time and motion studies in garment production.

- Production systems: Make through system, Section or process system, Whole Garment Production System, Assembly Line System, Bundle system and PBS, Straight line or synchro, Unit production system, Modular Production System
- Role of time and motion study in the productivity of garment production.

TUTORIALS (Credits 1; Hours 15)

Tutorial classes will involve:

1. Q&A sessions/ Group discussions/ Problem Solving exercises with the Students
2. Presentation of project/ research activity by students
3. Any other scholastic work related to application of conceptual understanding of the subject.
4. Evaluation and feedback by the teacher

ESSENTIAL READINGS:

- N. Gokarneshan, (2019), *Garment Manufacturing Technology*, Abhishek Publications
- Gerry Cooklin, Steven George Hayes, John McLoughlin, (2006), *Introduction to Clothing Manufacture*, Wiley-Blackwell
- Shukla Atul, Tyagi Dharmendra, (2023), *Productivity Improvement in Garment Manufacturing Process*, LAP Lambert Academic Publishing
- T Karthik, (2016), *Apparel Manufacturing Technology*, Taylor and Francis

SUGGESTED READINGS:

- Eiri Staff, (2007), *Hand Book of Garments Manufacturing Technology*, Educa Books
- Jaeil Lee, Camille Steen, (2019), *Technical Sourcebook For Apparel Designers*, Bloomsbury
- Jung Ha-Brookshire, (2017), *Global Sourcing in the Textile and Apparel Industry*, Bloomsbury Publishing Plc
- Sarkar Prasanta, (2015), *Garment Manufacturing: Processes, Practices and Technology*, Online Clothing Study

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

DISCIPLINE SPECIFIC CORE COURSE – DSC-10-ADC: GARMENT PRODUCTION

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		
Garment Production	4	3	1	0	Class XII	NIL

Learning Objectives:

- To provide an overview of the functions and processes of various departments of a Garment production unit.

- To create an understanding of the garment production systems and the role of time and motion studies in productivity.

Learning Outcomes:

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

- Describe the Steps and strategies involved in the sourcing of fabrics and trims for garment production.
- Explain the role of Marker making, Marker Modes, Marker efficiency in garment production.
- Explain the processes involved in spreading, layout and cutting
- Identify and describe the function of general and specialised sewing machines, types of machine beds and related seams and stitches
- Explain the processes used in finishing and packing department.
- Compare and evaluate the alternative systems of production.
- Explain the importance of time and motion studies to improve productivity in garment production.

SYLLABUS OF DSC-10

THEORY (Credits 3; Hours 45)

UNIT – 1: Sourcing of fabrics and trims

10 Hours

This unit aims at providing a basic understanding of the steps involved in sourcing of raw materials required for garment production.

- Role and Functions of sourcing department
- Steps and strategies of sourcing – Commercial and technical specification of the required fabrics and trims, types of sources, finalisation of vendors and order placement

UNIT 2: Spreading, Marker making and Cutting

10 Hours

This unit provides an understanding of the various equipment and processes used in marker making, spreading, layout and cutting room.

- Marker Making – Marker making and fabric consumption, Marker Modes, Marker efficiency
- Spreading and Layout – Spreading methods, Spreading Machines, Splicing, Fabric (Symmetrical and asymmetrical), Types of Lay
- Cutting Room – Cutting room workflow, Cut order planning, Cutting equipment, Fabric Reconciliation

UNIT – 3: Sewing, Finishing and Packing department

15 Hours

This unit provides an understanding of the various equipment and processes used in sewing, finishing and packing department.

- Sewing Room – Functions of sewing department, General and specialised sewing machines, Seams and stitches
- Finishing Department - Functions of finishing department, finishing equipment, types of pressing, washing and dry cleaning, Stain and dry removal, Types of folds, Folding equipment and accessories
- Packing department – Packing and packing material, types of packing, packing list

UNIT 4 – Production Systems and Productivity

10 Hours

This unit introduces the concept of Production systems and time and motion studies in garment production.

- Production systems: Make through system, Section or process system, Whole Garment Production System, Assembly Line System, Bundle system and PBS, Straight line or synchro, Unit production system, Modular Production System
- Role of time and motion study in the productivity of garment production.

TUTORIALS (Credits 1; Hours 15)

Tutorial classes will involve:

1. Q&A sessions/ Group discussions/ Problem Solving exercises with the Students
2. Presentation of project/ research activity by students
3. Any other scholastic work related to application of conceptual understanding of the subject.
4. Evaluation and feedback by the teacher

ESSENTIAL READINGS:

- N. Gokarneshan, (2019), *Garment Manufacturing Technology*, Abhishek Publications
- Gerry Cooklin, Steven George Hayes, John McLoughlin, (2006), *Introduction to Clothing Manufacture*, Wiley-Blackwell
- Shukla Atul, Tyagi Dharmendra, (2023), *Productivity Improvement in Garment Manufacturing Process*, LAP Lambert Academic Publishing
- T Karthik, (2016), *Apparel Manufacturing Technology*, Taylor and Francis

SUGGESTED READINGS:

- Eiri Staff, (2007), *Hand Book of Garments Manufacturing Technology*, Educa Books
- Jaeil Lee, Camille Steen, (2019), *Technical Sourcebook For Apparel Designers*, Bloomsbury
- Jung Ha-Brookshire, (2017), *Global Sourcing in the Textile and Apparel Industry*, Bloomsbury Publishing Plc
- Sarkar Prasanta, (2015), *Garment Manufacturing: Processes, Practices and Technology*, Online Clothing Study

**Pool of Discipline Specific Elective Courses (DSE) for Odd Semester
B.A (Prog.) with Apparel Design and Construction (ADC)**

Category-V

**DISCIPLINE SPECIFIC ELECTIVE COURSE
DSE-1-ADC: INDIAN TEXTILES CRAFTS**

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		
Indian Textile Crafts	4	3	1	0	Class XII Pass	NIL

Learning Objectives:

To create an understanding and appreciation of the various traditional Indian textile crafts such as needle crafts, dyeing and printing techniques, and weaving of sarees and shawls.

Learning Outcomes:

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

- Explain briefly the origin, history, speciality and popularity of the needle crafts of India such as Toda, Chamba Rumal, Lambada, Sindhi, Suf embroidery of Kutchh
- Explain briefly the origin, history, speciality and popularity of the dyed, painted and printed textiles of India such as Kalamkari, Thangka, Pichhwai, Ajrakh, Dabu
- Explain briefly the origin, history, speciality and popularity of the woven saris and shawls of India such as Brocades, Chanderi and Maheshwari, Kota, Paithani, Kanjeevarams, Kasavu, Kashmir Shawl, Kullu Shawl, Wraps of North-east
- List the specific regions of the country having a concentration of artisans practising different types of traditional textile crafts.
- Identify the various types of traditional needle craft, traditional dyeing, painting and printing techniques and traditional woven saris and shawls of India.

SYLLABUS OF DSE-1-ADC

**THEORY
(Credits 3; Hours 45)**

Unit I: Traditional Needle-Craft Techniques

10 Hours

This unit provides an understanding of the origin of technique and design with reference to colours, stitches and motifs of different embroidered textiles.

- Study of traditional Indian needle craft techniques with reference to History, production centres, techniques, design, Motifs, Color combination, Type of thread used, Stitches: Toda, Chamba Rumal, Lambada, Sindhi, Suf embroidery of Kutchh

Unit II: Dyed, Painted and Printed Textiles

15 Hours

This unit provides basic knowledge of resist dyeing textile techniques of India in terms of process, production centres, colours, patterns and layout

- Study of Indian Dyed, painted and printed textiles with reference to History, production centres, techniques, designs and colours: Kalamkari, Thangka, Pichhwai, Ajrakh, Dabu

Unit III: Woven Saris and Shawls of India

20 Hours

This unit provides basic knowledge of the origin of technique and design with reference to colours, motifs, layouts of different hand-woven saris of India

- Study of woven saris and shawls of India with reference to History, production centres, techniques, motifs, designs and colours: Brocades, Chanderi and Maheshwari, Kota, Paithani, Kanjeevarams, Kasavu, Kashmir Shawl, Kullu Shawl, Wraps of North-east

TUTORIALS (Credits 1; Hours 15)

Tutorial classes will involve:

1. Q&A sessions/ Group discussions/ Problem Solving exercises with the Students
2. Presentation of project/ research activity by students
3. Any other scholastic work related to application of conceptual understanding of the subject.
4. Evaluation and feedback by the teacher

ESSENTIAL READINGS

- Dhamija J., (1989), *Hand-woven fabrics of India*, Ahmedabad: Mapin Publishing Pvt ltd
- John Gillow, Nicholas Barnard, (2014), *Indian Textiles*, Om books International, New Delhi.
- Naik S, (1996), *Fabric Art- Heritage of India*, Abhinav Publications
- Shailaja D. Naik, (1996), *Traditional Embroideries of India*, A.P.H. Publishing Corporation, New Delhi

SUGGESTED READINGS

- Chattopadhyaya, K.D. (1995), *Handicrafts of India*, New Delhi: Wiley Eastern Limited Das
- Neumann Helmut, Neumann Heidi, Crill Rosemary, (2020), *Textiles of India*, Prestel
- Sheila Paine, (1990), *Embroidered Textiles*, Thames and Hudson Ltd.
- Shah Archana, (2021), *Crafting a Future: Stories of Indian Textiles and Sustainable Practices*, Niyogi Books

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

Category-V

DISCIPLINE SPECIFIC ELECTIVE COURSE DSE-3-ADC: APPAREL RETAIL AND E-TAIL

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 Retail and E-tail	4	3	1	0	Class XII Pass	NIL

Learning Objectives:

- To provide an overview of Indian apparel retail and e-tail scenario.
- To create an understanding of basic marketing and operations of apparel retail and e-tail stores.

Learning Outcomes:

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

- List the important structural changes and emerging trends in the Indian apparel retail sector.
- Describe the unique aspects of apparel retail and e-tail
- Classify the different types of retail outlets.
- Compare the 4 Ps and 4Cs of retail and e-tail marketing mix
- Describe the main operational processes of retail and e-tail stores
- Compare the strengths & weaknesses of apparel retail & e-tail from the vendor and consumer points of view
- Identify the different types of e-tailing business models

SYLLABUS OF DSE-3-ADC

THEORY (Credits 3; Hours 45)

UNIT I: Overview of Apparel Retailing

5 Hours

This unit provides an overview of the Indian apparel retail scenario. It also provides classification of retail formats and stores.

- Overview of Indian apparel retail – Definition of Retail & Retailer, Special features of apparel retailing, Organised and unorganized retailing, Retail evolution in India: structural changes and emerging trends
- Strengths & weaknesses of apparel retail from vendor and customer points of view

- Classification of Retail Formats/ Stores – Types of Formats (in-store and non-store), Type of Stores (ownership and merchandise based)

UNIT II: Retail Marketing and Operations

10 Hours

This unit provides basic understanding of the concepts related to marketing and operation of retail stores.

- 4Ps of marketing - Product – merchandise assortment and inventory management; Place – Store Management, store location, Floor layout; Promotion – in-store and off-store promotion and advertising; Pricing strategy
- Retail Store Operations - Store Management (Store procedures, premises maintenance, Legal compliance); Customer management (Approaching and assisting the customer, Transaction flow system, Handling returns and exchanges, Following up on sales, Dealing with customers' grievances)

UNIT III: Overview of Apparel E-tailing

15 Hours

This unit provides an overview of the Indian apparel e-tail scenario. It also introduces the learners to categories of e-business models.

- Overview of Indian apparel e-tail - Indian apparel e-tail scenario, Uniqueness of apparel in e-tail, Steps involved in e-tailing, Types of fashion e-tail outlets
- Strengths & weaknesses of apparel e-tail from vendor and customer points of view
- Types of e-business: B2B, B2C, C2C, C2B, B2G, G2B, G2C
- Broad categories of e-commerce implementation strategies - Retail Model, Brokerage Model, Mall Model, Drop Shipping Model, Warehousing and Whole selling Model, Private Labelling, and White Labelling Models
- E-commerce revenue models: advertising, affiliate, Transaction Fee Revenue, sales revenue

UNIT IV: E-tail Marketing and Operations

15 Hours

This unit provides basic understanding of the concepts related to marketing and operation of e-tail stores.

- 4Ps Vs 4Cs of e-tail marketing mix
- E-commerce store-fronts
- Essentials of e-tail operations - Customer acquisition, supply-chain and delivery, Pricing strategy, customer service, returns and refunds, financial transaction, legal compliance, data privacy and security

TUTORIALS (Credits 1; Hours 15)

Tutorial classes will involve:

1. Q&A sessions/ Group discussions/ Problem Solving exercises with the Students
2. Presentation of project/ research activity by students
3. Any other scholastic work related to application of conceptual understanding of the subject.
4. Evaluation and feedback by the teacher

ESSENTIAL READINGS:

- Joseph P. T., (2019), *E-Commerce: An Indian Perspective*, New Delhi: PHI Learning
- Levy Michael, Weitz Barton A., Grewal Dhruv, (2021), *Retailing Management*. US: Irwin Publishers
- McMahon John, (2017), *E-commerce A Beginners Guide to e-commerce*, Createspace Independent Publishing Platform
- Whiteley D. (2017). *E-Commerce: Strategy, Technologies and Applications*. New York: McGraw Hill Education

SUGGESTED READINGS:

- Dunn Patrick, Lusch Robert, Griffith David A., (2002), *Retailing, USA*: Harcourt College Publishers
- Chaffey D. (2013). *E-Business and E-Commerce Management: Strategy, Implementation and Practice* (5th edition). New Delhi: Pearson Education India
- Laudon C., Traver C. (2018). *E-Commerce 13th Edition*. Pearson

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

Category-V

DISCIPLINE SPECIFIC ELECTIVE COURSE DSE-5-ADC: FASHION COMMUNICATION AND MEDIA

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		
Fashion Communication and Media	4	2	0	2	Class XII Pass	NIL

Learning Objectives:

To provide an understanding of the different types of media used in Fashion communication

Learning Outcomes:

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

- Describe the social aspect of clothing
- List and explain the 7Cs of communication
- Compare the characteristics of different types of media
- Describe the nature and application of various elements of fashion communication

SYLLABUS OF DSE-5-ADC

THEORY (Credits 2; Hours 30)

UNIT I: Concepts of Fashion and Communication

5 Hours

This unit provides an overview of the fashion concept relevant to media communication.

- Social aspects of Fashion and clothing – Communication through clothing
- Communication – Function and types of communication
- 7Cs of Communication

UNIT II: Concepts related to Media

5 Hours

This unit provides understanding of the importance and types of communication and media

- Characteristics, significance and types of print, electronic and web based media

- Importance of media in fashion industry

UNIT III: Elements of Fashion Communication

20 Hours

This unit provides an understanding of the elements of fashion communication and related aspects.

- Importance, impact, types, methods and tools, and related professions:
 - Fashion Journalism
 - Fashion Photography
 - Fashion Broadcasting and Fashion Films
 - Fashion Visual Merchandising
 - Fashion Styling
 - Fashion Advertising
 - Fashion Events
 - Fashion Blogging and Vlogging
 - Graphic Design for Fashion

PRACTICAL (Credits 2; 60 Hours)

1. Preparation of an article/Blog for publication in print media/ web media
2. Creation of a Video Blog of a fashion event/ news
3. Study of editorial photography of a fashion magazine
4. Development of print and web advertisement layout for selected fashion brand.
5. Comparative survey of window displays of fashion stores
6. Preparation of a press release for a fashion event
7. Content creation for Social Media

ESSENTIAL READINGS:

- Guntasha K. Tulsi, Nidhi Madan, (2022), *Media and Communication: A Handbook of Students*, Worldview Publications
- Jay, Phyllida (2015) *Fashion India*, Thames and Hudson, London.
- Lascity Myles Ethan, (2021), *Communicating Fashion: Clothing, Culture, and Media*, Bloomsbury Visual Arts

SUGGESTED READING:

- Anand, S. & Kumar, A. (2016). *Dynamics of Human Communication*. New Delhi: Orient Black Swan. ISBN: 9788125063254
- Greenwood, G. L. (2012) *Fashion Marketing Communications*, John Wiley and Sons
- Jade, L. (2012) *Fashion Photography 101, A Complete Course for the New Fashion Photographers*, Hachette UK

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

Category-V

DISCIPLINE SPECIFIC ELECTIVE COURSE DSE-2-ADC: FASHION EVENT MANAGEMENT

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		
Fashion Event Management	4	3	1	0	Class XII Pass	NIL

Learning Objectives:

- To create an understanding of the different types of fashion events and the planning required for their successful organisation.
- To familiarise the students with the various practical steps involved in the organisation of fashion events and their proper coordination
- To develop practical knowledge of the administrative, designing, planning, marketing, operational and risk management aspects of fashion events through project work.

Learning Outcomes:

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

- List the types and components of fashion events
- Create an initial event plan covering theme, duration, target audience and budget
- Prepare a checklist for venue related activities and their management
- Describe the steps required for successfully staging the fashion event
- Explain the process of marketing the event and mobilising sponsorships
- State the legal compliance and safety requirements
- Describe the role of themes, target audience and media communication in successful fashion shows
- List the logistics arrangements and personnel requirements of a fashion show
- Prepare a checklist of the organisational requirements of a fashion show

SYLLABUS OF DSE-2-ADC

THEORY (Credits 3; Hours 45)

UNIT I: Understanding and Planning Fashion Events

10 Hours

This unit introduces the students to the types of fashion events and their planning requirements.

- Types, categories and Principles of Event Management

- Types of fashion events – fashion show, fairs & trade show, product launch
- Role of an event coordinator - Administration, Design, Marketing, Operations, Risk
- Creating an event plan
- Initial Planning Requirements: Creating themes, targeting the audience /vendors, Timing the event, Finding a venue, Guest lists and Invitations, Team organisation, preparing duty charts, Budget estimation, seeking sponsorships

UNIT II: Designing & Executing Fashion Show

20 Hours

This unit creates an understanding of the various steps in the organisation of fashion shows.

- Venue requirements: Stage design, Seating plan, Lighting and allied audio-visual effects, Programme Booklet, Catering arrangements, Progress monitoring through checklists
- Catwalk Presentation Requirements: Merchandise selection, Models selection, Music and choreography, Final show sequence and rehearsals, Fitting sessions, Dressing area arrangements, Commentary requirements, Closing and striking the show

UNIT III: Marketing & Managing Fashion events

15 Hours

This unit helps in understanding the various aspects related to promoting, managing and analysing fashion events

- Creating a pre and post-event promotion plan; preparing press release and media kit
- Post Show Evaluation
- Ensuring Legal Compliance, Safety & Security: Licenses and permissions to be obtained, Risk Management for prevention of hazards, Security for people and merchandise

TUTORIALS (Credits 1; Hours 15)

Tutorial classes will involve:

1. Q&A sessions/ Group discussions/ Problem Solving exercises with the Students
2. Presentation of project/ research activity by students
3. Any other scholastic work related to application of conceptual understanding of the subject.
4. Evaluation and feedback by the teacher

ESSENTIAL READINGS:

- Everett C., Swanson K. (2018). *Guide to Producing a Fashion Show* (3rd Edition). New York: Bloomsbury Publications.
- Silvers J. (2012). *Professional Event Coordination* (2nd Edition). New Jersey: Wiley.
- Ukaegbu Raymond, (2023), *Essentials of Fashion Show Production*, Goloko Diaries

SUGGESTED READINGS:

- Berners P. (2017). *The Practical Guide to Organizing Events*. UK: Taylor & Francis Publisher.
- Robinson P., Dikson G., Wale D. (2010). *Event Management: An Introduction*. CABI Publication.
- Taylor P. (2012). *How to Produce a Fashion Show from A to Z*. New Jersey: Pearson Prentice Hall.

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

Category-V

**DISCIPLINE SPECIFIC ELECTIVE COURSE
DSE-4-ADC: ENTREPRENEURSHIP IN FASHION**

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		
Entrepreneurship in Fashion	4	3	1	0	Class XII Pass	NIL

Learning Objectives:

To provide an understanding of entrepreneurship and setting up a fashion business

Learning Outcomes:

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

- Describe the essential Qualities of an Entrepreneur
- Follow the steps required for setting up a business
- Identify the sources of funding
- List the Entrepreneurship promotion schemes and institutional support
- Identify business opportunities in the fashion sector.
- Describe the challenges specific to the clothing businesses.

SYLLABUS OF DSE-4-ADC

**THEORY
(Credits 3; Hours 45)**

UNIT I: Introduction to Entrepreneurship

10 Hours

This unit provides an overview of the concept of entrepreneurship.

- Entrepreneurship: Concept, Functions and Importance
- Essential Qualities of an Entrepreneur; Types of Entrepreneur
- Types of entrepreneurship
- Role of creative and innovative problem-solving in entrepreneurship

UNIT II: Setting up a new Enterprise

20 Hours

This unit provides basic understanding of the steps to be followed in the setting up a business.

- Idea Generation: Tools and techniques for idea generation

- Setting up an enterprise: Basic steps, Feasibility study, Components and Preparation of business plan
- Resource Requirements: Financial, Human, Technical, Marketing, Legal and other Resources
- Funding sources – Traditional and modern
- Marketing Channels

UNIT III: Promotional Schemes and Resources

15 Hours

This unit provides an overview of the Entrepreneurship promotion schemes and resources. It also provides an understanding of the opportunities and challenges of fashion businesses.

- Entrepreneurship promotion schemes and resources of Government and Financial Institutions
- Role of incubation centres in enterprise creation and development
- Important terms and concepts: Intellectual Property (IP) rights, Trademark, Copyright, Patent, Design, Trade secret, Investment, Turnover
- Business opportunities in the Fashion sector – Boutique Owner, Apparel store, Fashion label, Contract Manufacturer, Fashion event management, Garment exporter, Online retail
- Challenges in Clothing business – High inventory holding and costs, Heavy rate of returns, Fast fashion, Sustainability issues, High customer acquisition cost, varied customer segments

TUTORIALS (Credits 1; Hours 15)

Tutorial classes will involve:

1. Q&A sessions/ Group discussions/ Problem Solving exercises with the Students
2. Presentation of project/ research activity by students
3. Any other scholastic work related to application of conceptual understanding of the subject.
4. Evaluation and feedback by the teacher

ESSENTIAL READINGS:

- Aarathi Gunnupuri, (2016), *Start Up Your Fashion Label*, Collins
- Charantimath Poornima M., (2018), *Entrepreneurship Development and Small Business Enterprises*. Pearson Education India
- Gupta O. P., Gupta Vijay, Gupta Santosh, (2021), *Fundamentals Of Entrepreneurship*, SBPD Publishing House
- Sharma Sangeeta, (2017), *Entrepreneurship Development* New Delhi: PHI Learning Private Limited
- Harvard Business Review, (2018), *Harvard Business Review Entrepreneur's Handbook*, Harvard Business Review Press

SUGGESTED READING:

- Andrea Siracuse, (2020), *Voguepreneurs: Women Entrepreneurs Who Have Built Million Dollar Brands Through Digital Platforms*, New Degree Press
- Nath Dhruv, Mitra Sushanto, (2020), *Funding Your Startup and Other Nightmare*, Penguin Portfolio
- Cameron Brewer, (2021), *How to Start a Clothing Company - Deluxe Edition Learn Branding, Business, Outsourcing, Graphic Design, Fabric, Fashion Line Apparel, Shopify, Fashion, Social Media, and Instagram*, Ramtander Ltd

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

Category-V

DISCIPLINE SPECIFIC ELECTIVE COURSE DSE-6-ADC: RESEARCH METHODS IN HOME SCIENCE

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		
Research Methods in Home Science	4	3	0	1	XII Pass	NIL

Learning Objectives:

- To provide students understandings about the basic concepts, approaches and methods in conducting Home Science research.
- To enable learners to appreciate and critique the nuances of designing a research study well.
- To sensitize students towards ethical concerns while conducting Home Science research.

Learning Outcomes:

- Demonstrate knowledge of the scientific method, purpose and approaches to research in Home Science
- Compare and contrast quantitative and qualitative research approaches
- Explain different types of research design and their applicability in Home Science research
- Understand the key elements of a research process
- Explain ethical principles, issues and procedures

SYLLABUS OF DSE- 6- ADC

THEORY (Credits 3; Hours 45)

UNIT I: Research Purpose and Design

10 Hours

This unit will deal with meaning and importance of research in various areas of Home Science. Exposure to different types of research designs and measurement in Home Science research would also be given.

- Meaning, purpose and significance of research
- Research as a scientific method
- Types of research
- Quantitative, Qualitative and mixed method approaches
- Research Designs –Experimental and Non-Experimental; Descriptive and Observational; Participatory research
- Internal and external validity of research design
- Variables, concepts and measurement in research

- Levels of measurement
- Units of analysis

UNIT II: Sampling and Research tools & techniques

15 Hours

This unit will introduce the student to the concept of sampling and methods used to draw sample from population using examples from Home Science discipline. Students would also learn about types of data, its collection and reliability and validity concerns.

- Role of sampling in research
- Sampling techniques and their applicability, Sample size and sampling error
- Types of data: Primary and Secondary
- Tools of data collection; types, construction and administration- Interview, Questionnaire, Observation, Focus group discussion and other methods
- Validity and reliability of data collection tools

UNIT III: The Research Process

15 Hours

This unit will elaborate upon the various steps involved in conducting and reporting researches in Home Science.

- Defining the problem, research questions, objectives, hypotheses
- Review of related literature and originality in writing
- Systematic research: concept and methodology
- Planning the research
- Identifying variables and constructing hypothesis
- Selecting appropriate research methodology and tools
- Data analysis: coding and tabulation
- Writing a research report: styles and formats
- Citation formats: in medical sciences, social sciences

UNIT IV: Values, Social Responsibility and Ethics in Research

5 Hours

This unit will apprise the students about ethical concerns while conducting and reporting research.

- Ethical principles guiding research: from inception to completion and publication of research
- Plagiarism and Academic integrity in research: plagiarism tools and software
- Ethical issues relating to research participants and the researcher
 - Rights, dignity, privacy and safety of participants
 - Informed consent, confidentiality, anonymity of respondents, voluntary participation, harm avoidance

PRACTICAL (Credits 1; Hours 30)

1. Data visualization
2. Levels of Measurement
3. Types of research designs
 - a. Experimental and non-experimental; Descriptive and observational
 - b. Qualitative, Quantitative and mixed method
4. Sampling techniques and sample size calculation
 - a. Probability sampling method
 - b. Non-Probability sampling methods

5. Tools of data collection- Interview schedule, questionnaire and FGD
 - Designing/ Construction
 - Preparation of tools for ethical review
 - Pilot testing/ validity and reliability of the tool\
6. Data collection and analysis process: conducting interviews, administering questionnaire
7. Coding and tabulation of data for analysis
8. Citation formats and Plagiarism
9. Reviewing a research paper from a specific area of specialization in Home Science

ESSENTIAL READINGS

- Kerlinger F. N. and Lee, H.B. (2017). *Foundations of Behavioral Research* 4th Ed. Harcourt College Publishers.
- Kothari, C. R. (2019). *Research Methodology: Methods and Techniques*. New Age International Pvt Ltd, New Delhi.
- Kothari, C. R. (2022). *Shodh Padhati* 1st Ed. New Age International Pvt Ltd, New Delhi.
- Kumar, R. (2019) *Research Methodology: A Step-by-Step Guide for Beginners*. 5th Ed. Sage Publications, New Delhi.

SUGGESTED READINGS

- Bernard, H. R. (2000). *Social research methods: Qualitative and quantitative approaches*. Thousand Oaks, CA.: Sage.
- Creswell, J. W. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches*. Thousand Oaks, CA: Sage Publications.
- Davis, A. M., Treadwell, D. (2019). *Introducing Communication Research: Paths of Inquiry*. United Kingdom: SAGE Publications.
- Flynn, J.Z., Foster, I.M. (2009). *Research Methods for the Fashion industry*. Fairchild books, Bloomsbury publishing.
- Indian National Science Academy (INSA) (2019). *Ethics in Science Education, Research and Governance*. ISBN:978-81-939482-1-7.
<http://www.insaindia.res.in/pdf/EthicsBook.pdf>
- Jacobsen, K. H. (2020). *Introduction to health research methods: A practical guide*. Jones & Bartlett Publishers.
- UGC (2021) *Academic Integrity and Research Quality*. New Delhi: UGC, Retrieved from https://www.ugc.ac.in/e-book/Academic%20and%20Research%20Book_WEB.pdf

Pool of Generic Elective Courses (GE)
B.A (Prog.) with Apparel Design and Construction (ADC)

**GENERIC ELECTIVE COURSE – GE-1-ADC:
APPAREL DESIGN AND 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		
Apparel Design & Construction	4	2	0	2	Class XII Pass	NIL

Learning Objectives:

To familiarise the students with the terminologies and concepts related to apparel design and its construction

Learning Outcomes:

- After completing this course, the learner will be able to:
- Define the basic sewing and pattern making terminologies
- Describe and use the tools used for measuring, drafting, pinning, marking and cutting, sewing and pressing.
- Explain the steps and processes used in Clothing construction
- List the different parts of a sewing machine and their functions
- Identify the causes of working defects of sewing machines and suggest their remedies
- State the apparel categories
- Take body measurements correctly
- List and describe the factors influencing designing garments for different seasons, age groups, occasions & profession
- Classify fibre types and list examples
- Describe the basic processes of dyeing and printing fabrics.
- Do basic hand stitches such as basting, hemming, back stitch and running
- Make use of basic seams for constructing garments
- Construct a few women's garment using the direct method of cutting fabrics and sewing.
- Use tie and dye technique to design an article.

SYLLABUS OF GE-1-ADC

THEORY

(Credits 2; Hours 30)

UNIT I: Apparel Design and Pattern Development

10 Hours

This unit introduces the students to classification of apparels and concepts related to design and development of garment patterns.

- Apparel Classification
- Body measurements – Correct procedure of taking body measurements.
- Methods of pattern development: Drafting, Flat pattern making, Draping
- Garment designing according to age, climate, occasion, occupation

UNIT II: Introduction to Textiles

8 Hours

This unit provides basic understanding of textile fibres and fabrics.

- Common Fibre types – natural and man-made
- Introduction to methods of fabric construction – woven, knitted, non-woven
- Fabric Glossary of commonly available fabrics
- Common methods of dyeing and printing – tie & Dye, Block Printing

UNIT III: Introduction to Apparel Construction

12 Hours

This unit imparts knowledge regarding terms, equipment and processes connected with apparel construction.

- Common terms: Apparel, basting, seam finishing, Dart, Gathers, Seam allowance, Pattern, Grading, Notch, Stay stitching, Yoke, Gusset, Basic blocks
- Fabric grain- types, identification and importance in apparel construction
- Tools and equipment required for measuring, drafting, pinning, marking and cutting, sewing, pressing
- Steps in clothing construction- pre-shrinking, grain straightening, layout, pinning, marking, cutting, sewing, pressing
- Main parts of a sewing machine and their functions, Common sewing problems & remedies, care of machine, safety measures to be taken while sewing

PRACTICAL
(Credits 2; Hours 60)

1. Basic hand stitches – basting, hemming, back stitch, running
2. Seams – plain seam, French seam, Top-stitching
3. Preparation of body measurement chart for self.
4. Construction by direct method: (any one in each category)
 - Women's upper garment – Kameez/ kurti/ Blouse
 - Lower garment – Palazzo/ Petticoat/ skirt
5. Tie and Dye samples – Stripes, Tritik, folds, knots

6. Preparation of an article by tie and dye

ESSENTIAL READING:

- Armstrong H. (2009). *Pattern Making for Fashion Design*. New York: Collins Publishers.
- Colton V. (1995). *Reader's Digest- Complete Guide to Sewing*. New York: The Reader's Digest Association, Inc.
- Joseph M.L. (1988). *Essentials of Textiles* (5th Edition). Florida: Rinehart and Winston Inc.
- Marshall S G, et al. (2009). *Individuality in Clothing & Personal Appearance* (6th Edition). USA: Pearson Education

SUGGESTED READING:

- Amita, A. Stamper A., et al. (2005). *Evaluating Apparel Quality*. New York: Fairchild publications
- Kindersley D. (1992). *The Complete Book of Sewing*. London: Dorling Kindersley Limited.
- Sinclair R. (2015). *Textiles and Fashion: Materials, Design and Technology*. New York: Woodhead Publishing Limited.
- Verma, P. (2003). *Vastra Vigyan Evam Paridhan*. Bhopal: Hindi Granth Academy
- Zarakar K. R. (2017). *System of Cutting*. New Delhi: Navneet Education (India) Limited.

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

**GENERIC ELECTIVE COURSE – GE-2-ADC:
APPRECIATION OF INDIAN TEXTILE CRAFTS**

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		
Appreciation of Indian Textile Crafts	4	3	1	0	Class XII Pass	NIL

Learning Objectives:

To create an understanding and appreciation of the various traditional Indian textile crafts such as needle crafts, dyeing and printing techniques, and weaving of sarees and shawls.

Learning Outcomes:

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

- Explain briefly the origin, history, speciality and popularity of the needle crafts of India such as Kashida, Kasuti, Kantha, Chikankari, Kutch work and Phulkari
- Explain briefly the origin, history, speciality and popularity of the dyed, painted and printed textiles of India such as Kalamkari, Bandhani, Ikats, Pichwais, Ajrakh and Bagru.
- Explain briefly the origin, history, speciality and popularity of the woven saris and shawls of India such as Brocades, Jamdani, Baluchar, Paithani, Chanderi and Kanjeevarams.
- List the specific regions of the country having a concentration of artisans practising different types of traditional textile crafts.
- Identify the various types of traditional needle craft, traditional dyeing, painting and printing techniques and traditional woven saris and shawls of India.

SYLLABUS OF GE-2-ADC

THEORY (Credits 3; Hours 45)

UNIT I: Traditional Needle-Craft Techniques

10 Hours

This unit provides an understanding of the origin of technique and design with reference to colours, stitches and motifs of different embroidered textiles.

- Study of traditional Indian needle craft techniques with reference to History, production centres, techniques, design, Motifs, Color combination, Type of thread used, Stitches: Kashida, Kasuti, Kantha, Chikankari, Phulkari and Bagh

UNIT II: Dyed, Painted and Printed Textiles

15 Hours

This unit provides basic knowledge of resist dyeing textile techniques of India in terms of process, production centres, colours, patterns and layout

- Study of Indian Dyed, painted and printed textiles with reference to History, production centres, techniques, designs and colours: Kalamkari, Bandhani, Ikat and Patola, Ajrakh

UNIT III: Woven Saris and Shawls of India

20 Hours

This unit provides basic knowledge of the origin of technique and design with reference to colours, motifs, layouts of different hand-woven saris of India

- Study of woven saris and shawls of India with reference to History, production centres, techniques, motifs, designs and colours: Brocades, Jamdani, Baluchar, Chanderi, Kanjeevarams, Kashmir Shawl, Kullu Shawl, Wraps of North-east

TUTORIALS (Credits 1; Hours 15)

Tutorial classes will involve:

5. Q&A sessions/ Group discussions/ Problem Solving exercises with the Students
6. Presentation of project/ research activity by students
7. Any other scholastic work related to application of conceptual understanding of the subject.
8. Evaluation and feedback by the teacher

ESSENTIAL READINGS

- Naik S, (1996), *Fabric Art- Heritage of India*, Abhinav Publications
- Shailaja D. Naik, (1996), *Traditional Embroideries of India*, A.P.H. Publishing Corporation, New Delhi
- John Gillow, Nicholas Barnard, (2014), *Indian Textiles*, Om books International, New Delhi.
- Dhamija J., (1989), *Hand-woven fabrics of India*, Ahmedabad: Mapin Publishing pvt ltd

SUGGESTED READINGS

- Crill R., Murphy M. (1991). *Tie-dyed Textiles of India*. London: Victoria and Albert museum.
- Desai C. (1988). *Ikat textiles of India*. San Francisco: Chronical Books
- Sheila Paine, “Embroidered Textiles”, Thames and Hudson Ltd., 1990.
- Chattopadhaya, K.D. (1995). *Handicrafts of India*. New Delhi: Wiley Eastern Limited Das S.

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

GENERIC ELECTIVE COURSE – GE-3-ADC: UNDERSTANDING FASHION DESIGN

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		
Understanding Fashion Design	4	2	0	2	Class XII Pass	NIL

Learning Objectives:

To provide an understanding of the concepts related to Fashion and Garment Design and Development.

Learning Outcomes:

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

- Define and describe fashion related basic terms and concepts.
- Illustrate and explain the stages of a fashion cycle curve.
- Identify fashion consumers belonging to different phases of the fashion cycle.
- Describe the theories of fashion adoption.
- Explain the elements and principles of design with examples drawn from garment design.
- List the major fashion centres of the world and their leading designers
- Describe the basic steps of design and development process
- Explain the role and responsibilities of a fashion designer

- Illustrate garments or components such as necklines, sleeves, tops and collars, skirts, trousers, etc.
- Illustrate select garments on a fashion croqui using basic rendering techniques.

SYLLABUS OF GE-3-ADC

THEORY (Credits 2; Hours 30)

UNIT – 1: Terms and concepts related to Fashion

10 Hours

This unit introduces the learners to the various terms and concepts related to Fashion

- Fashion terms: Fashion, Fad, Classic, Style, Haute-couture, Mass fashion, Fashion Label, Prêt-a-porter, Knockoff, Accessory, Atelier, Boutique, Avant Garde, Empire line, Season, Slow and Fast Fashion, Fashion Forecasting
- Fashion Concepts:
 - Fashion cycle
 - Fashion leaders, fashion followers, fashion victims, fashion laggards
 - Theories of Fashion adoption – trickle down, trickle up, trickle across

UNIT – 2: Application of Design Concepts in Clothing

10 Hours

This unit provides an understanding of the use of various elements and principles of design in garment designing. It also provides an understanding of the various functions of clothing and theories about its origin.

- Elements and principles of design and their use in creating well designed garments.
- Body Shapes and their design requirements
- Clothing Terminology

UNIT - 3: Design and Development Process

10 Hours

This unit provides an overview of the steps in the Design and Development process. It also aims to apprise the learners to the various fashion centres of the world and their leading designers.

- Basic Steps in the Design and Development process: Ideation and inspiration research, Mood board/theme board development, Design Development, Flat and technical drawings, Design finalization based on feedback and improvement, Specification sheet, Fabric Sourcing, Sample development, Design approval, Production
- Role and responsibilities of a Fashion Designer
- Major fashion centers of the world and their leading designers - Paris, Milan, Tokyo, New York, London, India

PRACTICAL (Credits 2; 60 Hours)

1. Development of flat sketches of various garment components, and their style variations – Necklines, Collars, Sleeves, Skirts, Pants, Dresses
2. Illustration of select garments on Fashion Croqui.
3. Collection of garment images and their Style Reading
4. Analysis of the use of elements and principles of design in garment design.

ESSENTIAL READINGS:

- Frings G. (2013). *Fashion-From Concept to Consumer* (9th Edition). USA: Prentice Hall Publications.
- Stone E., Farnan, Sheryl A. (2023). *The Dynamics of Fashion*. New York: Fairchild Publication.
- Tate Sharon, (2006), *Inside Fashion Design*, Pearson Education India

SUGGESTED READINGS:

- Abling Bina, (2019), *Fashion Sketch Book* (7th edition), Fairchild Books
- Irina V Ivanova, (2016), *How to Draw Fashion Flats: A practical guide to fashion technical drawing (pencil and marker techniques) (Fashion Croquis)* (Volume 2) Art Design Project
- Marshall S G, et al. (2009). *Individuality in Clothing & Personal Appearance* (6th Edition). USA: Pearson Education

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

GENERIC ELECTIVE COURSE - GE-4-ADC: FASHION ACCESSORIES DESIGN

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		
Fashion Accessories Design	4	2	0	2	Class XII Pass	NIL

Learning Objectives:

- To give the learners an overview of the accessory design and development process
- To develop the skills required for creating and restyling fashion accessories.
- To impart the basic knowledge about styles and production techniques of select fashion accessories.

Learning Outcomes:

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

- State the importance of fashion accessories.
- Describe the role of an accessory designer
- Describe the Common styles, materials used and production of handbags, footwear, Jewellery, Belts, Hats
- Provide a brief description of the sources of design inspiration and research.
- Describe the various steps in the accessory design development process.
- Explain how to design development is used for creating an accessory range.
- Use illustration and rendering techniques for designing fashion accessories.
- Adopt restyling techniques creatively for making accessories through recycling
- Create a theme/inspiration based accessory collection.

SYLLABUS OF GE-4-ADC

THEORY (Credits 2; Hours 30)

UNIT I: Importance of Fashion Accessories 8 Hours

This unit introduces the students to role and importance of accessories and accessory designer.

- Importance of accessories in fashion industry
- Role of an accessory designer
- Leading contemporary accessory designers and brands

UNIT II: Understanding Fashion Accessories 12 Hours

This unit creates an understanding of the common styles, production methods of common fashion accessories.

- Common style, materials used and the production methods of common accessories: Handbags, Footwear, Jewellery, Belt, Hats

UNIT III: From Concept to Creation: Key Steps in Accessories Design 10 Hours

This unit provides an overview of steps in the designing of an accessories collection/ range.

- Inspiration and Research
- Trend forecasting of fashion accessories
- Design development
- Developing a theme-based range
- Presentation techniques

PRACTICAL (Credits 2; 60 Hours)

1. Illustrating fashion accessories - Handbag, Footwear, Jewellery
2. Designing and construction of any one fashion accessory
3. Restyling project- Restyling of plain accessories using creative techniques

4. Final Project- Based on an inspiration, designing a collection of accessories on paper.

ESSENTIAL READING:

- Darla-Jane Gilroy, (2023), *Fashion Bags and Accessories: Creative Design and Production*, Laurence King Publishing
- Diamond E. (2007). *Fashion Apparel, Accessories, and Home Furnishings*. New Jersey:Pearson.
- Fringes S. (2007). *Fashion: From Concept to Consumer* (9th Edition). New Jersey:Prentice Hall
- Jarnow J. (1987). *Inside the Fashion Business*. New Jersey: Pearson.
- Lau J. (2012). *Basics Fashion Design 09: Designing Accessories: Exploring the design and construction of bags, shoes, hats and jewellery*. New York: A Publishing

SUGGESTED READING:

- Gerval O. (2010), *Fashion Accessories*. USA: Firefly Books publisher
- Peacock J. (2000). *Fashion Accessories: The Complete 20th Century Sourcebook*., London: Thames & Hudson Publisher
- Marshall S., Jackson H., Stanley S. (2011). *Individuality in Clothing Selection and Personal Appearance* (7th Edition). New Jersey: Pearson.
- Vilaseca E. (2008). *Essential Fashion Illustration: Color and Medium*. USA: Rockport Publishers

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**GENERIC ELECTIVE COURSE - GE-5-ADC:
FASHION AND MEDIA**

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		
Fashion and Media	4	2	0	2	Class XII Pass	NIL

Learning Objectives:

To provide an understanding of the different types of media used in Fashion communication

Learning Outcomes:

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

- Describe the common fashion related concepts.
- List and explain the 7Cs of communication
- Compare the characteristics of different types of media
- Describe the nature and application of various elements of fashion communication

SYLLABUS OF GE-5-ADC

THEORY (Credits 2; 30 Hours)

UNIT I: Fashion Concepts

7 Hours

This unit provides an overview of the fashion concept relevant to media and communication.

- Social aspects of Fashion and clothing – Communication through clothing
- Terms and concepts related to fashion – Fashion, Style, Fashion Cycle, Fashion adoption, Fashion movement, Fashion brands and designers

UNIT II: Communication and Media

5 Hours

This unit provides understanding of the importance and types of communication and media

- Communication – Function and types of communication, 7Cs of Communication
- Characteristics, significance and types of print, electronic and web based media
- Importance of media in fashion industry

UNIT III: Elements of Fashion Communication

18 Hours

This unit provides an understanding of the elements of fashion communication and related aspects.

- Importance, impact, types, methods and tools, and related professions:
 - Fashion Journalism
 - Fashion Photography
 - Fashion Broadcasting and Fashion Films
 - Fashion Visual Merchandising
 - Fashion Styling
 - Fashion Advertising
 - Fashion Events
 - Fashion Blogging and Vlogging
 - Graphic Design for Fashion

PRACTICAL (Credits 2; 60 Hours)

8. Preparation of an article/Blog for publication in print media/ web media
9. Creation of a Video Blog of a fashion event/ news
10. Study of editorial photography of a fashion magazine
11. Development of print and web advertisement layout for selected fashion brand.
12. Comparative survey of window displays of fashion stores

13. Preparation of a press release for a fashion event
14. Content creation for Social Media

ESSENTIAL READINGS:

- Guntasha K. Tulsi, Nidhi Madan, (2022), *Media and Communication: A Handbook of Students*, Worldview Publications
- Jay, Phyllida (2015) *Fashion India*, Thames and Hudson, London.
- Lascity Myles Ethan, (2021), *Communicating Fashion: Clothing, Culture, and Media*, Bloomsbury Visual Arts

SUGGESTED READING:

- Anand, S. & Kumar, A. (2016). *Dynamics of Human Communication*. New Delhi: Orient Black Swan. ISBN: 9788125063254
- Greenwood, G. L. (2012) *Fashion Marketing Communications*, John Wiley and Sons
- Jade, L. (2012) *Fashion Photography 101, A Complete Course for the New Fashion Photographers*, Hachette UK

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**GENERIC ELECTIVE COURSE - GE-6-ADC:
FASHION STYLING**

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		
Fashion Styling	4	2	0	2	Class XII Pass	NIL

LEARNING OBJECTIVES:

- To provide an understanding of the different aspects of fashion styling that suit different occasions
- To create an awareness of the body types and the art of selecting styles that improve the overall visual appeal.

LEARNING OUTCOMES:

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

- Explain the psychological and sociological influences of clothing.
- Assess the personality and personal style preferences
- Select suitable clothing based on season, body types, occasions
- Use elements and principles of design effectively in garment designing and illusion dressing.
- Prepare wardrobe plans

- Coordinate clothing with accessories

SYLLABUS OF GE-6-ADC

THEORY (Credits 2; 30 Hours)

UNIT I: Basics of Fashion and Styling

8 Hours

This unit introduces the students to role and importance of accessories and accessory designer.

- Effect of clothing on Self-Concept & Image and social response
- Introduction to fashion - Types of fashion (Haute couture, Ready-to-wear fashion, Mass market, Custom-tailored), Classics, Fads, Fashion cycles, Fashion trends
- Fashion styles: Casual/ street wear, Business casual, Office formal, Chic, Bohemian, Ethnic/traditional, Vintage, Artsy, Gothic, Professional, Sporty, Classic, Feminine, Modest and Minimalist.

UNIT II: Concepts of Garment Design and Accessories

14 Hours

This unit introduces the learner to various styles of garments and accessories and familiarises them with the application of elements and principles of design for dressing up an individual.

- Garment style terminology - women's and men's wear.
- Elements and Principles of Design and their application in garment designing.
- Dressing up according to season and occasion
- Characteristic features and design requirements of various body types.
- Accessory styles – Handbags, Footwear, Scarves; Accessory coordination with clothing

UNIT III: Wardrobe Planning

8 Hours

This unit helps in understanding the various aspects of wardrobe planning and execution

- Factors influencing wardrobe planning
- Wardrobe evaluation, organization and categorization
- Capsule wardrobe – Importance, types and planning for self

PRACTICAL (Credits 2; 60 Hours)

1. Analysis of self-image, personality and fashion style for self
2. Development of a Fashion and accessory style board for an individual, for different occasions based on body types
3. Presentation of a wardrobe plan for self/ an individual
4. Analysis of the use of elements and principles of design in any garment

ESSENTIAL READINGS:

- Stone, E., (2023), *The Dynamics of Fashion*, Fairchild Books

- Brown, P., & Janett, R. (1998), *Ready to Wear Apparel Analysis*. Prentice Hall, New Jersey.
- Frings, Stephens, G., 2007, *Fashion: From Concept to Consumer*, 9th edition, Pearson Education, India.
- Stall-meadows, C. (2003), *Know your Fashion Accessories*, Bloomsbury Publishing.
- Rasband, J. (2001), *Wardrobe Strategies for Women*, Fairchild Books, Bloomsbury Publishing.
- Romano, C. (2002), *Plan your Wardrobe*, New Holland Publishers.

SUGGESTED READINGS:

- Baumgartner, J. (2012), *You are What You Wear*, Da Capo Press.
- Constantine, S. & Woodall, T. (2007), *The Body Shape Bible: Forget Your Size Discover Your Shape Transform Yourself*, Weidenfeld & Nicolson
- Lewis S.D. etal. (1956), *Clothing Construction & Wardrobe Planning*, Macmillan Co. New York.
- Sumathi, G. J., (2002), *Elements of Fashion and Apparel Design*, New Age International Publishers, New Delhi.
- Aneta G. (2011), *Accessory Design*, Fairchild Publications, 1st edition
- Jane S., & Sue S. (2012), *Fashion Design Course: Accessories: Design Practice and Processes for Creating Hats, Bags, Shoes, and More*, Barron's Educational Series