

SHIVAJI UNIVERSITY, KOLHAPUR



**Faculty of Interdisciplinary Studies Structure,
Scheme and Syllabus
for Community College (C.C)
Advanced Diploma**

FASHION DESIGNING

Part II- Sem. III & IV

(Subject to the modifications that will be made from time to time)
Syllabus to be implemented from 2020-2021 onwards.

SHIVAJI UNIVERSITY, KOLHAPUR
PROPOSED STRUCTURE AND SYLLABUS (SEMESTER PATTERN)

Community College (C.C) Part II - Fashion Designing

1. TITLE: C.C Part II (Fashion Designing)
Syllabus (Semester Pattern)

2. YEAR OF IMPLEMENTATION: Syllabus will be implemented from 2020-21

3. DURATION: C.C. Part I, II (Two Years)
C.C Part I- Diploma in Fashion Designing (First Year)
C.C Part II- Advanced Diploma in Fashion Designing
(Second Year)

4. PATTERN OF EXAMINATION - Semester Pattern

5. Theory Examination – At the end of semester as Per Shivaji University Rules-
Practical Examination –

i) In the 1st, 3rd semester of C.C there will be internal assessment of practical record, related reports submission and project reports.

ii) In the second semester of CC. there will be internal practical examination.

iii) In the 2nd and 4th semester of CC. There will be external practical examination at the end of the semester.

6. MEDIUM OF INSTRUCTION : English / Marathi

7. STRUCTURE OF COURSE : C.C. Part-I, II

Two Semester Per Year

Two General Papers per year / semester

Three Vocational Papers per Year /

Semester Three Practical papers per

Year / Semester

One Project/Industry Visit/Study Tour /Survey

8. THEORY –

The theory examination shall be at the end of the each semester.

All the general theory papers shall carry 40 marks and all the vocational theory papers shall carry 50 marks.

Evaluation of the performance of the students in theory shall be on the basis of semester examination as mentioned above

Question paper will be set in the view of entire syllabus preferably covering each Unit of the syllabus.

Nature of question paper for Theory examination (excluding Business Communication)

i. There will be seven questions carrying equal

ii. There will be seven questions carrying equal

Q. No. 1 : Short answer type question with internal choice (Two out of Three)

Q. No. 2 to Q. No. 6 : Long answer type questions

Q. No. 7 : Short Notes with internal choice (Two out of Three)

B)PRACTICAL

Evaluation of the performance of the students in practical shall be on the basis of semester examination (Internal assessment at the end of I, II Semester and external examination at the end of III and IV semester as mentioned separately in each paper.

8.STANDARD OF PASSING–

C.C Part II (Advanced Diploma) Semester – III

| Sr No. | Paper No. | Title | Theory/Practical/ Project | Marks (Total) | Theory | Practical |
|---------------|------------------|--|----------------------------------|----------------------|---------------|------------------|
| 19 | XIX | Fundamental of Financial Accounting- I | Theory /Practical | 50 | 40 | 10 |
| 20 | XX | Fashion Forecasting | Theory /Practical | 50 | 40 | 10 |
| 21 | XXI | Brand Management | Theory | 50 | 50 | - |
| 22 | XXII | Costume Designing | Theory | 50 | 50 | - |
| 23 | XXIII | Fabric Artistry & Embroidery | Theory | 50 | 50 | - |
| 24 | XXIV | Laboratory Work PaperNo.XXI | Practical | 50 | - | 50 |
| 25 | XXV | Laboratory Work Paper No.XXII | Practical | 50 | - | 50 |
| 26 | XXVI | Laboratory Work Paper No.XXIII | Practical | 50 | - | 50 |
| 27 | XXVII | Project | Practical | 50 | - | 50 |

CC. Part II (Advanced Diploma)Semester– IV

| Sr | Paper | Title | Theory/Practical/ | Marks | Theory | Practical |
|------------|--------------|---|--------------------------|----------------|---------------|------------------|
| No. | No. | | Project | (Total) | | |
| 28 | XXVIII | Fundamentals of Financial Accounting- II | Theory /Practical | 50 | 40 | 10 |
| 29 | XXIX | Fashion Merchandising | Theory /Practical | 50 | 40 | 10 |
| 30 | XXX | Apparel Technology | Theory | 50 | 50 | - |
| 31 | XXXI | Export and Import Management | Theory | 50 | 50 | - |
| 32 | XXXII | Quality Control & Production Management | Theory | 50 | 50 | - |
| 33 | XXXIII | Laboratory Work Paper No. XXX | Practical | 50 | - | 50 |
| 34 | XXXIV | Laboratory Work Paper No. XXXI | Practical | 50 | - | 50 |
| 35 | XXXV | Laboratory Work Paper No. XXXII | Practical | 50 | - | 50 |
| 36 | XXXVI | Industrial Visit /Study Tour | Practical | 50 | - | 50 |

SCHEME OF TEACHING:**C.C. Part II (Advanced Diploma) Semester– III**

| Sr No. | Paper No. | Title | Distribution of workload | | |
|-------------------|----------------------|---|---------------------------------|------------------|--------------|
| | | | Theory | Practical | Total |
| 19 | XIX | Fundamentals of Financial Accounting– II | 4 | 2 | 6 |
| 20 | XX | Fashion Forecasting | 4 | 2 | 6 |
| 21 | XXI | Brand Management | 4 | - | 4 |
| 22 | XXII | Costume Designing | 4 | - | 4 |
| 23 | XXIII | Fabric Artistry & Embroidery | 4 | - | 4 |
| 24 | XXIV | Laboratory Work Paper No. XXI | - | 4 | 4 |
| 25 | XXV | Laboratory Work Paper No. XXII | - | 4 | 4 |
| 26 | XXVI | Laboratory Work Paper No. XXIII | - | 4 | 4 |
| 27 | XXVII | Project | - | - | - |
| | | Total | 20 | 16 | 36 |

C.C. Part II (Advanced Diploma) Semester– IV

| Sr No. | Paper No. | Title | Distribution of workload | | |
|--------|-----------|--|--------------------------|-----------|-------|
| | | | Theory | Practical | Total |
| 28 | XXVIII | Fundamentals of Financial Accounting– II | 4 | 2 | 6 |
| 29 | XXIX | Fashion Merchandising | 4 | 2 | 6 |
| 30 | XXX | Apparel Technology | 4 | - | 4 |
| 31 | XXXI | Export and Import Management | 4 | - | 4 |
| 32 | XXXII | Quality Control & Production Management | 4 | - | 4 |
| 33 | XXXIII | Laboratory Work Paper No. XXX | - | 4 | 4 |
| 34 | XXXIV | Laboratory Work Paper No. XXXI | - | 4 | 4 |
| 35 | XXXV | Laboratory Work Paper No. XXXII | - | 4 | 4 |
| 36 | XXXVI | Industrial Visit/ Study Tour | - | - | - |
| | | Total | 20 | 16 | 36 |

Eligibility for Admission : 10 + 2 from any faculty or equivalent Diploma /

- **Eligibility for Faculty:**

Below Qualified Teachers are eligible for Advanced Diploma Fashion Designing

- 1) Diploma in Fashion Designing
- 2) Degree in Bachelor's in Dress Making & Fashion Co-Ordination
- 3) Masters in Fashion Designing or Textiles

- **Eligibility for Lab Assistant:** Graduation with related field

- **Staffing Pattern**

Teaching: In the 1st year of C.C–One Full Time one C. H. B. for Business Communication

Lab. Assistant : For 1st Year of C.C– 1 C. H. B.

For 2nd (Inclusive of 1st Year) of C.C.–2 Full Time

SEMESTER – III

GENERAL EDUCATION:

Paper – XXVIII: FUNDAMENTALS OF FINANCIAL ACCOUNTING – I

GENERAL EDUCATION PAPER:

C.C. Part-II (Diploma)

Total Workload: 06 lectures per week of 50 mins.

Distribution of Workload:

Theory: 04 lectures per week

Practical: 02 lectures per week per batch of 20 students

Units Prescribed for Theory: (50 Marks)

Unit I Computerized Accounting System

Introduction – Concept – Components –Features - Importance and Utilization of Computerized Accounting System.

Unit II Computer Application through Accounting Package Tally

Creation of Company, Group, Ledger Accounts, Feeding of Accounting Data Receipts, Payments, Purchase, Sale, Contra, Journal, Credit Note and Debit Note Inventory Information – Groups, Items and Valuation.
Generation of various Accounting Reports.

Unit III Accounts of Professionals

Preparation of Receipts and Payment Account – Income and Expenditure Account and Balance Sheets of Non Profit Organization.

Unit IV Single Entry System

Conversion of Single Entry System into Double Entry System.

PRACTICAL :

1. Understanding computerized accounting practices applied in different retail malls in and around Kolhapur city
2. Practical problems based on computerized accounting using Tally
3. Practical problems on preparation of Receipts and Payment Account
4. Preparation of Income and Expenditure account and Balance Sheet of Non-profit making organizations
5. Solving the problems on conversion of Single Entry system into Double entry system.
6. Oral / Seminar

REFERENCE BOOKS :

1. Advanced Accountancy, M. C. Shukla and T. S. Garewal.
2. Advanced Accountancy, S.C. Jain and K. L. Narang.
3. Advanced Accountancy, S.N. Maheshwari.
4. Theory and practice of Computer Accounting, RajanChougule and Dhaval Chougule.

WEB SITES :

- 1) www.nos.org
- 2) www.wiki.answers.com
- 3) Chow.com

Scheme of External Practical Examination**10 marks**

- 1) Submission of Record book
- 2) Viva – Voce

5 marks

5 marks

Community College(C.C.)PartII-Sem.III

Paper No.XX: Fashion Forecasting

Theory:4 lectures/ week

Practical:2lectures/week/batch

Total Marks : 50 (Theory 40 + Practical10)

Unit 1: Introduction

Topics

Activities of Fashion Forecasting

Long term of Fashion Forecasting

Short term of Fashion Forecasting

Unit 2: Process of Forecasting

Topics:

Introduction &Defination

Chart of Process

Steps of Developing

Unit 3: Need of Forecasting

Topics:

Identifing Consumer

Market Research

Importance of Fashion Forecasting

Unit 4: Shopping

Topics:

Types of Shopping Places

Tips for Shopping for Clothes

➤ Practicals(Based onthe aboveUnits):

1. Visit toIndustry/RetailMall
- 2.Oral /Seminar

➤ References:

- 1]Evelyn L. Brannon- Fashion Forecasting-Published 2000
- 2]Lorynn Divita –Fashion Forecasting –Published 2015
- 3]Chelsea Rousso & Nancy Kaplan Ostroff –Fashion Forward :A Guide to Fashion Forecasting –Published 7Feburary 2012
- 4] Jaine Munslow & Kathryn Mckelvey –Fashion Forecasting –Published 20 October 2008
- 5]HyejeongKim ,Eundeok Kim –Fashion Trends :Analysis & Forecasting
- 6]Gwyneth Holland & Rae Jones – Fashion Trend Forecasting- Published 8 August 2017

➤ Websites-

- 1] <https://www.amazon.com/fashion-forecasting-Economic-mr-Akhil/dp/1523222379>

Paper No.XXI: Brand Management

Theory:4 lectures/ week

Total Marks : 50

Unit 1: Introduction

Topics

Defination of Brand Management

Phases of the Branding Process

Unit 2:Brand Identity & Strategy

Topics:

Key Points of Brand Management in Fashion

Franchisor & Franchisee in Fashion -Defination

Difference between franchisor & franchisee

Examples of Apparel Shopes of Franchisor & Franchisee

Unit 3:Elements of Branding

Topics:

Why Branding is important?

Different Elements of Branding

How to choose Brand Elements ?

Unit 4: Fashion Brands

Topics:

Different Brands in Fashion

Brand Loyalty – Defination& Meaning

Brand Loyalty Benefits

➤ Reference:

1]Mark Tungate-Fashion Brands:Branding Style from Armani to Zara- Published 2005

2]Mary Gehlhar –The Fashion Designer Survival Guide, Revised & Expanded Edition –Start & Run your own fashion Business- Published 2008

3] Jain Deleon-The incomplete :Highsnobiety Guide to street fashion & Culture

4] Joseph Hancock – Brannd /Story : Cases & Explorations in fashion Branding –Published 10 march 2016

5] William D’Arienzo –Brand Management Strategies: Luxury & mass market –Published 2016

➤ Websites-

1] <https://www.goodreads.com/show>

2]<https://www.amazon.in/fashion-Designer-survival-Revised.Expanded/dp/1427797102>

3]<https://www.intellectbooks.com/global-fashion-brands>

Paper No.XXII: Costume Designing

Theory:4 lectures/ week

Total Marks : 50

Unit 1: Introduction

Topics

What is Costume Designing?

Principales of Costume Designing

Elements of Costume Designing

Unit 2: Process in Costume Designing

Topics:

Design Process

Production Process

Unit 3: Types of Costume

Topics:

Different state costume –Maharashtra, Kerla ,Karnatak , Assam , Bengal & Orissa
Kashmir etc.

Unit 4: Costume Designers

Topics:

List of different Costume Designers

Collection of Designers Costume

➤ **References**

- 1] Sharon L.Tate,MonaS.Edwards –Inside in fashion -5th edition
- 2] Elinor Renfrew,Colin Renfrew – Developing A Fashion Collection
- 3] Fashion Rendering –Ranjana Singhal ,Kannaki Bharali
- 4]Lara Flecker – A Practical Guide to Costume Mounting
- 5] Miller Lesley Ellis – Balenciage – V& A Publishing
- 6] Ellsworth Evelyn Peters- Textiles & Costume Design
- 7] Digital Costume Design &Rendering : Pens ,Pixcels& Paint by Annie O. Cleveland
- 8]Dressed : A century of Hollywood costume design –by Deborah Nadoolman Landis

➤ **Websites-**

- 1] <https://www.indiewire.com/shop/best-costume-design-books-1234628423>
- 2]<https://www.amazon.in/costume-Designers-Handbook-Complete-Professional/dp/0435086073>
- 3]<https://www.goodreads.com/shelf/show/costume-design>

Paper No.XXIII: Fabric Artistry & Embroidery

Theory:4 lectures/ week

Total Marks : 50

Unit1:Techniques of thread embroidery

Topics:

- Mirror work places of India
- Types of mirror work

Unit2:Applique Work & Qulting

Topics:

- Defination & Traditional Examples –Raw edges applique
- Qulting- Defination& Traditional work

Unit3:Lace Work

Topics:

- Types of Hand &Machine made embroidery
- Attaching lace to fabric

Unit4:Basic of fabric Embellishment

Topics:

- Yarn Design
- Knitwear Design

> References:

1. Creative Publishing Miunezota,Colour and Design on Fabric(Singer Design)2000
2. The Buttrick Co.NY,USA ,Buttrick Dressmaking ,1940

> YouTubeLinks-

1. <https://www.illustrationx.com>
2. <https://medium.com>
3. <https://www.shutterstock.com>

> Websites-

1. <https://mymodernmet.com>
2. <https://design.tutsplus.com>

Paper No.XXIV: Laboratory Work Paper No. XXI

Total Marks– 50

Practical : 4 lectures / week/perbatch

Practicals:

Women's wear

1. Sarri Petticoat – 6 kali, A-Line
2. Designer Blouse
3. Kameez / Kurti
4. Salwar/churidar.
5. Princess cut
6. Choli cut
- 7.Long Blouse
- 8.Four dart

Paper No.XXV: Laboratory Work Paper No. XXX

Total Marks– 50

Practical : 4 lectures / week/perbatch

Practicals:

1. Pattern Making & Garment Construction-Design Stylish own Traditional Garment with matching accessories
2. Analyze details of the costume in term of silhouette,fabric & surface embellishment.
3. semi fitted or fitted with neckline & style line variations
4. waist band & cuff – straight & shaped
5. pleats – box, knife
6. drafting of kurta
7. fitted & non-fitted seams – vertical & straight
8. fitted & non-fitted seams – horizontal, curved

Paper No.XXVI: Laboratory Work Paper No. XXXI

Total Marks– 50

Practical: 4 lectures / week/perbatch

Practicals:

1. Practical Aspects of Merchandising Communication. Designing and Preparation Of Tech Pack Interpretation and updating.
2. Merchandising Documentation (Manually And with the help of Software).
3. Garment costing analyzing test report
4. understanding quality standards – job, batch, mass production
5. texture mapping
6. mood board
7. color board
8. cleaning & selection of fabric

Paper No.XXVII: Project Work

Total Marks– 50

Internal practical evaluation 50 marks

- i) Submission of practical record book =20 marks
- ii) Submission of visit report =15 marks
- iii) Viva-voce 15 = marks

SEMESTER IV

GENERAL EDUCATION PAPER:

C.C. Part-II (Diploma)

Paper –XXVIII :FUNDAMENTALS OF FIANACIAL ACCOUNTING – II

Total Workload: 06 lectures per week of 50 mins.

Distribution of Workload:

Theory: 04 lectures per week
Practical: 02 lectures per week per batch of 20 students

Units Prescribed for Theory: (50 Marks)

Unit I Computerized Accounting System

Introduction – Concept – Components –Features - Importance and Utilization of Computerized Accounting System.

Unit II Computer Application through Accounting Package Tally (10 Lectures)

Creation of Company, Group, Ledger Accounts, Feeding of Accounting Data Receipts, Payments, Purchase, Sale, Contra, Journal, Credit Note and Debit Note Inventory Information – Groups, Items and Valuation.
Generation of various Accounting Reports.

Unit III Accounts of Professionals

Preparation of Receipts and Payment Account – Income and Expenditure Account and Balance Sheets of Non Profit Organization.

Unit IV Single Entry System

Conversion of Single Entry System into Double Entry System.

PRACTICAL :

7. Understanding computerized accounting practices applied in different retail malls in and around Kolhapur city
8. Practical problems based on computerized accounting using Tally
9. Practical problems on preparation of Receipts and Payment Account
10. Preparation of Income and Expenditure account and Balance Sheet of Non-profit making organizations
11. Solving the problems on conversion of Single Entry system into Double entry system.
12. Oral / Seminar

REFERENCE BOOKS :

1. Advanced Accountancy, M. C. Shukla and T. S. Garewal.
2. Advanced Accountancy, S.C. Jain and K. L. Narang.
5. Advanced Accountancy, S.N. Maheshwari.
6. Theory and practice of Computer Accounting, RajanChougule and Dhaval Chougule.

WEB SITES :

- 1) www.nos.org
- 2) www.wiki.answers.com
- 3) Chow.com

Scheme of External Practical Examination

10 marks

- 1) Submission of Record book
- 2) Viva – Voce

5 marks

5 mark

Paper No. XXIX: Fashion Merchandising

Theory:4 lectures/ week

Practical:2lectures/week/batch

Total Marks : 50 (Theory 40 + Practical10)

Unit 1: Introduction

Topics:

Introduction of Fashion Merchandising

Defination

Activities of Merchandiser

Responsibilities of merchandiser

Unit 2: Categories of merchandising

Topics:

Different types of merchandising

Advantages & Disadvantages of merchandising

Six Rights of merchandising

Unit 3: Merchandising File

Topics:

What is merchandising documentation ?

Types of merchandising document

Importance of merchandising files

Unit 4: Market Segmentation

Topics:

What is market Segmentation?

Fashion Retail Organisation – Overview of retailing

➤ **Practicals(Based onthe aboveUnits):**

1.Visit toIndustry/RetailMall

2.Oral /Seminar

➤ **References**

1]James Clark- Fashion Mrchandising :Principles& Practice

2]Janathan Basker & Sarah Bailey – Visual Merchandising for Fashion – Published Sep.2014

3]Virginia Gorse –Basics Fashion Management 01: Concept to Customer-Published December 2011

➤ **Website-**

1] <https://www.sanfoundrt.com>

2]<https://inafotogo.meredith.edu>

3]<https://csulb.libguides.com>

➤ **Ebook-**

1] Sustainable fashion :New approaches –Kirsi Niinimaki- Source :Aaltodoc

Paper No. XXX: Apparel Technology

Theory:4 lectures/ week

Total Marks : 50

Unit 1: Introduction

Topics:

Garment Manufacturing Process
Garment Manufacturing Flow Chart
Finishing Process of Fabric

Unit 2: Garment Production System

Topics:

Different Production Systems
Differences between Manufacturing & Production
Packing Section
Pressing Section

Unit 3: Cutting Room

Topics:

Introduction
Importance of Cutting Room
Flow Chart of Cutting Room
Different Methods of Cutting Room

Unit 4: Fabric Inspection

Topics:

Introduction
Inspection System
Garment Inspection Defects

➤ References

- 1]T.Karthik,P.Gansesan,D.GopalaKrishanan- Apparel Manufacturing Technology 1st Edition
- 2].Praburaj Venkatraman ,Steven G. Hayes- Materials & Technology for Sportswear & Performance Apparel -8 December 2015
- 3] Rajiv Padhye ,Rajkishore Nayak- Garment Manufacturing- 26 May 2015
- 4] Subramanian Senthilkannan Muthu- Sustainable Innovations in Apparel Production – 13 April 2018

➤ Websites-

- 1]<https://www.routledge.com>
- 2]<https://apparelresources.com>
- 3]<https://www.springer.com>

➤ Ebook-

- 1] Learn to design your own cloth –Judith Christensen

Paper No. XXXI: Export & Import Management

Theory:4 lectures/ week

Total Marks : 50

Unit 1:Introduction

Topics:

Introduction of Export
Types of Exporting
Introduction Of Import

Unit 2: Export Merchandising

Topics:

Flow Chart of Exporting
Six Rights of Merchandise

Unit 3: Retail Merchandising

Topics:

Introduction of Retailing
Defination of Retail Management
Types of Retail Merchandising

Unit 4: Visual Merchandising

Topics:

Introduction
What is Display ?
- Types of Display
- Purpose of Display
- Advantages of Dispalry

Fashion Shows

- Different Fashion Shows
- Advantages

➤ References

- 1] Michael Londrigan & Jaqueline M.Jenkis- Fashion Supply Chain Management – Published 2018
- 2]Parul Gupta –Fashion Technology & Management-MD Publication PVT.LTD
- 3]Susan Dillon –The Fundamental of fashion Management 2nd edition
- 4]Rosemary Varley,AnaRoncha,Liz Gee-Fashion Management –A Strategic Approach- Bloomsbury Publishing Pvt.
- 5]Dr.V.RameshBabu,A.Arunraj-Fashion Marketing Manageent –Woodhead Publishing
- 6]Ita Scenario-Export Prospects of Indian Garments to US in post –LAP Lambert Academic Pub.
- 7]Justin Paul, Rajiv Aserkar –Export Import Management 2nd edition

Paper No. XXXII: Quality Control & Production Management

Theory:4 lectures/ week

Total Marks : 50

Unit 1:Introduction

Topics:

Production Management

Meaning & Need for Production Management

Unit 2: Material Planning & Allocation

Topics:

Process Planning

Production Control

Unit 3: Workroom Management

Topics:

Marker of planning & placement of marker

Line & Sample Development

Unit 4: Inventory Control

Topics:

Need of inventory control

Advantages

Functions of cost estimation

-

➤ References

1] Michael Londrigan & Jaqueline M.Jenkis- Fashion Supply Chain Management – Published 2018

2]Parul Gupta –Fashion Technology & Management-MD Publication PVT.LTD

Paper No.XXXIII: Laboratory Work Paper No. XXX

Total Marks– 50

Practical : 4 lectures / week/perbatch

Practicals:

- 1.Design garments with style features using drafting , flat pattern, Cost sheet ,Trimming details, fashion illustration – Causal wear, party wear , traditional wear, Office Wear, Picnic Wear, Western Wear etc
- 2.Designing with style features & constructing kid's wear.
- 3.Designing with style features & constructing ladies wear.
- 4.Fashion Accessories-Making Different accessories
- 5.Design Development- Using the design elements & Principles.
- 6.Face Analysis.
- 7.Draw features eye, nose, feet, hair, face, hands.
- 8.Bodyline reading through different poses.
- 9.Make figure in different poses.

Paper No.XXXIV: Laboratory Work Paper No. XXXI

Total Marks– 50

Practical : 4 lectures / week/perbatch

Practicals:

1. Sketching of costumes – Men’s wear & Women’s wear according to different state.
2. Embroidery – make motifs of different stitches
3. Tie &Dye of cotton fabric- Making sample
4. Dyeing of cotton Fabrics- Making sample
5. Collection of different fibre samples & observation under microscope
6. Collection & analysis of woven , knitted & non woven fabric swatches.
7. Preparing samples for dart manipulation.
8. Preparing samples for neck variations

Paper No.XXXV: Laboratory Work Paper No. XXXII

Total Marks– 50

Practical : 4 lectures / week/perbatch

Practicals:

1. Analysis on Clothing Consumption Between Urban & Rural area.
2. Market Research on Modern Clothing-Youth style & Fashion, Skins Modes, Ancient to modern clothing.
3. Collection for fashion retail outlet .
4. Preparation of fashion forecast for different season.
5. Analyze the coverage of advertising campaigns of different large chain store.
6. Collecting various techniques of sale promotion activities.
7. Scanning images from photography,magazines.
8. Editing the scanned images for design changes.

Paper No.XXXVI: Project Work

Total Marks– 50

Internal practical evaluation 50 marks

iii) Submission of practical record book = 20 marks

iv) Submission of visit report =15 marks

v) Viva-voce 15=marks

Annexure I

Standard of passing:

- A. For Advance diploma programme total credits shall be 120 with 30 credits for each semester. There shall be 12 credits for theory and 18 credits for practical per semester.
- B. Subject wise credits are mentioned in the concerned syllabus of every Advance diploma Program.
- C. The standard of passing shall be 35 % where the student will have to score 18 marks out of 50, 14 marks out of 40 and 4 marks out of 10.
- D. Rules for ATKT are mentioned below:
 - I. Internal examination will be compulsory for all students. If the student is absent/fail in the internal examination then he/she will have to clear the internal examination. However ATKT rules will be followed in respect of theory and practical papers only. Then the student is allowed to keep term in the third semester even if he/she has failed in the three less than three beads (i.e. theory and practical) of passing each semester
 - II. In the Advance diploma Part II, every student has to complete internship of concerned industry

Award of Certificate:

- Advance diploma is a four semester integrated course spread over the period of 2 years. The course of Advance diploma will be 2 years integrated course commencing from the years as mentioned below:
 - a. diploma Part-I: Semester I & II- Diploma (C.C)
 - b. Advance diploma Part-II: Semester III & IV-Advanced diploma (C.C)
- The candidate may take exit after one year of successful completion of the course. After successful completion of one year (Semester I & II) the candidate will get Diploma. After successful completion of two years (Semester III & IV), the candidate will get Advanced Diploma.
- The candidate admitted for direct second year or second year will get Class (First/Second/Passclass) as per their performance for Advance diploma.

▪ **Scheme of mark:**

Grading chart:

A. Grading chart of 50 points:

| Sr.No. | Marks Obtained | Numerical grade (grade point) | CGPA | Letter grade |
|--------|----------------|----------------------------------|------------|------------------|
| 1 | Absent | 0 (Zero) | - | - |
| 2 | 0-17 | 0 (Zero) | 0.0-4.99 | F (Fail) |
| 3 | 18-22 | 5 | 4.50-5.49 | C (Satisfactory) |
| 4 | 23-27 | 6 | 5.50-6.49 | B (Average) |
| 5 | 28-32 | 7 | 6.50-7.49 | B+ (Good) |
| 6 | 33-37 | 8 | 7.50-8.49 | A (Very Good) |
| 7 | 38-42 | 9 | 8.50-9.49 | A+ (Excellent) |
| 8 | 43-50 | 10 | 9.50-10.00 | O (Outstanding) |

Note:

- i. Marks obtained 0.5 shall be rounded off to next higher digit.
- ii. The SGPA & CGPA shall be rounded off to 2 decimal points.
- iii. Marks obtained in 50 marks or 200 marks paper shall be converted to 100 marks.

Calculation of SGPA & CGPA

1. Semester Grade Point Average (SGPA)

SGPA = $\frac{\Sigma (\text{Course Credits} \times \text{Grade Points Obtained}) \text{ of a semester}}{\Sigma (\text{course credits}) \text{ of respective semester}}$

2. Cumulative Grade Point Average (CGPA)

CGPA = $\frac{\Sigma (\text{Total Credits of A Semester} \times \text{SGPA of Respective Semester}) \text{ of all semesters}}{\Sigma (\text{Total Course Credits}) \text{ of all semester}}$