# 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.

#### SHIVAJIUNIVERSITY,KOLHAPUR PROPOSED STRUCTUCTUREANDSYLLABUS (SEMESTERPATTERN )

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

**1. TITLE**: C.C PartII(Fashion Designing) Syllabus ( Semester Pattern )

#### **2. YEAROFIMPLEMENTATION**: Syllabus will be implemented from 2020-21

**3. DURATION**: C.C.Part I,II(TwoYears)

C.C Part I- Diplomain Fashion Designing(First Year)
C.C Part II-AdvancedDiploma in Fashion Designing

(Second Year)

#### **4. PATTERNOFEXAMINATION** - SemesterPattern

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

i)In the 1<sub>st</sub>, 3<sub>rd</sub> semester of C.C therewill be internal assessment of practical record,relatedreportsubmissionandproject reports.

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

iii)In the  $2^{nd}$  and  $4^{th}$  semester of CC .There willbe external practical examination at the end of these mester.

#### **6. MEDIUMOFINSTRUCTION** : English / Marathi

#### 7. STRUCTUREOFCOURSE : 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 40marks and all the vocational theory papers shallcarry50marks.

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 OFTEACHING:**

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

Sr	Paper	Title	Distribution ofworkload			
No.	No.		Theory	Practical	Total	
19	XIX	Fundamentals of Financial	4	2	6	
		Accounting- II				
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 PaperNo.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	Paper	Title	Distribution ofworkload		
No.	No.		Theory	Practical	Total
28	XXVIII	Fundamentals of Financial	4	2	6
		Accounting- II			
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 1stYear 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

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**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	5 marks	
2) Viva – Voce	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 + Practical 10)

#### **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 on the above Units):

- 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] Hyejeong Kim , Eundeok Kim Fashion Trends : Analysis & Forecasting
- 6]Gwyneth Holland & Rae Jones Fashion Trend Forecasting- Published 8 Augest 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
- $3] \underline{https://www.intellectboooks.com/global-fashion-brands}$

### 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 5<sup>th</sup> 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

 $3] \underline{https://www.goodreads.com/shelf/show/costume-design}$ 

### 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. <a href="https://www.illustrationx.com">https://www.illustrationx.com</a>
- 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

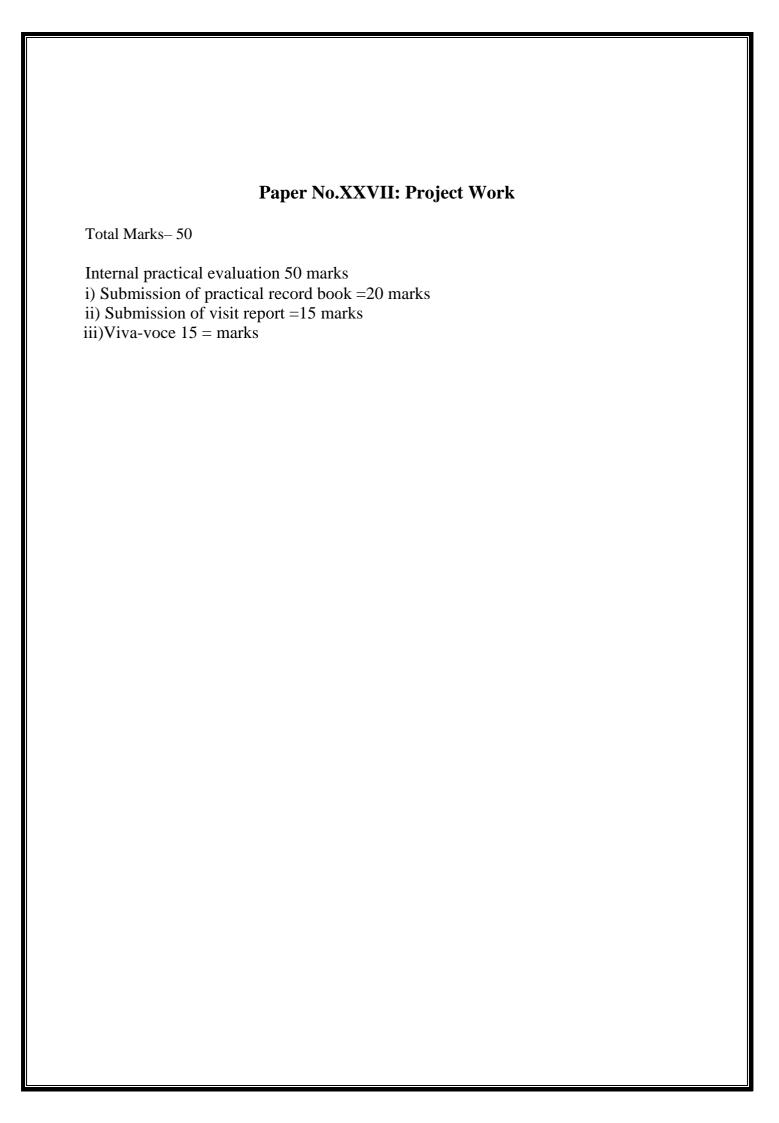
- 1. Pattern Making & Garment Construction-Design Stylish own Traditional Garment with matching accessories
- 2. Analyze details of the costume in term of silhouette, fabric & surface embellishment.
- 3. semi fitted or fitted with neckline & style line variations
- 4. waist band & cuff straight & shaped
- 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

- 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



#### **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

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**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**

1) Submission of Record book

2) Viva – Voce

### 10 marks

5 marks

5 mark

### Paper No. XXIX: Fashion Merchandising

Theory:4 lectures/ week

Practical:2lectures/week/batch

Total Marks: 50 (Theory 40 + Practical 10)

#### **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 to Industry/Retail Mall
- 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 Insepection**

#### **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 Dispaly

#### **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 2<sup>nd</sup> edition
- 4]Rosemary Varley, AnaRoncha, Liz Gee-Fashion Management A Strategic Approch-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 2<sup>nd</sup> 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

- 1. Design garments with style features using drafting, flat pattern, Cost sheet ,Trimming details, fashion illustration Causal war, 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

- 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

- 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 inthe 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 diplomaPart 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 diplomawill be 2 years integrated course commencing from the years as mentioned below:
- a. diploma Part-I: Semester I & II- Diploma (C.C)
- b. Advance diplomaPart-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**= $\Sigma$ (Course Credits X Grade Points Obtained) of a semester $\Sigma$ (course credits) of respective semester

2. Cumulative Grade Point Average (CGPA)

**CGPA** =  $\Sigma$ (Total Credits of A Semester X SGPA f Respective Semester) of all semesters  $\Sigma$  (Total Course Credits) of all semester