



## CBCS CURRICULUM OF

# M.A. FASHION DESIGN & MANAGEMENT PROGRAMME

SUBJECT CODE = MFD

FOR POST GRADUATE COURSES UNDER RANCHI UNIVERSITY



Implemented w.e.f. Academic Session 2019-2021



# **DEPARTMENT OF FASHION DESIGN & MANAGEMENT**

Ranchi University, Ranchi-834008 (Jharkhand)

ef. No				Date :
	N		Board of Studies of CBCS P.G. Syllabus gement as per Guidelines of Ranchi Unive	
	1.	Chairman –	Dr. Manju Kumari Director, Department of Fashion Design & Managemen Ranchi University, Ranchi	MXK. 05/02/2020
	2.	Internal Mer	ibers-	
			Dr. Asha Kumari Prasad Head, P.G. department of Home Science, Ranchi University, Ranchi	*
		ii	<b>Dr. Meenakshi Akhouri</b> Coordinator, Department of Fashion Design and Mana, Ranchi University, Ranchi	gement, 105/02/2022
		iii	Mrs. Astha Kiran Faculty, Department of Fashion Design and Managem Ranchi University, Ranchi	
		iv.	Ranchi University Panchi	igh Hunda
		v.	Miss Neha Department of Fashion Design and Management, Ranchi University, Ranchi	05/02/2020
3	3.	Special Invite	e:	a b
			Dr. Neeraj O.S.D. (Examination), Ranchi University, Ranchi.	20.00
4	4.	External Men	iber :-	
			Mrs. Sangeeta Sharma	

Mrs. Sangeeta Sharma
Principal, ATDC Ranchi
G. Floor, Riada Bhawan
Namkum Industrial Area
Lowardih, Jharkhand 834010
Mobile: +91 8789175010

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DIRECTOR DIRECTOR

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## COURSE STUCTURE FOR M.A. in FASHION DESIGN & MANAGEMENT

Table AI-1: Distribution of 80 Credits for P.G. Courses

[\*wherever there is a practical examination there will be no tutorial and vice –versa.]

Course		Papers	Credits Theory + Practical	Credits Theory + Tutorial
I. Foundation C	Course (FC)			
1. Foundation		(FC)		
Compulsory For Elective Foundate		1 Paper	1X5=5	1X5=5
II. Core Course	(CC)	(CC 1 to 10/11)		
Theory	` ,	7 Papers/11 Papers	7X5 = 35	11X5=55
Practical/	Tutorial*	3 Papers/	3X5=15	
Project		1 Paper	1X5=5	1X5=5
III. Elective Cour	rse (EC)			
	hancement Course	(AE/EC 1)		
	e Course opted	1 Paper	1X5=5	1X5=5
B. Discipline (	Centric Elective	(DC/EC 2&3)		
Theory +		2 Papers	2X5=10	
Practical		1 Paper	1x5=5	
OR Theor	y/Practical/Tutorial*	1Paper + 1 Practical	Dissertation (	2X5=10
<b>OR</b> Generic E	lective/ Interdisciplina	rv (GE/EC 2&3)		
Theory OF		2 Papers		
•	actical/Tutorial*	1 Paper + 1 Practical	/Dissertation	
		Total Cr	edit = 80	= 80

**Table AI-1.1: Course structure for M.A./M.Com Programme** 

Semester	Subject (Core Courses) 12 Papers	Allied (Elective Courses) 3 Papers	Foundation Course (Compulsory Course) 1 Paper	Total Credits
Sem-I	C-1, C-2, C-3 (5+5+5=15 Credits)		Foundation Course FC (05 Credits)	20 Credits
Sem-II	C-4, C-5, C-6, C-7 (5+5+5+5=20 Credits)			20 Credits
Sem-III	C-8, C-9, C-10 (5+5+5=15 Credits)	EC1 (05 Credits)		20 Credits
Sem-IV	C-11, (05 Credits) C-12 (Project) (05 Credits)	EC2, EC3 (5+5=10 Credits)		20 Credits

**Total = 80 Credits** 

## COURSES OF STUDY FOR M.A. in Fashion Design & Management

Table AI-2 Subject Combinations allowed for M. A. Programme (80 Credits)

Foundation Course	Core Subject	Ability Enhancement Course	Discipline Centric Elective/
FC	CC	AE	Generic Elective Course
1 Paper	12 Papers	1 Paper	DC/ GE
<b>p</b>	<b>p.</b>	WP	2 Papers

Table AI-2.1 Semester wise Examination Structure for Mid Sem & End Sem Examinations:

		Core, AE/ GE/	Examination Structure				
Sem	Paper	Paper Code	Credit	Name of Paper	Mid Semester Evaluation (F.M.)	End Semester Evaluation (F.M.)	End Semester Practical/ Viva (F.M.)
	Foundation Course	FCMFD101	5	Fashion Communications & Fundamentals of Design	30	70	
I	Core Course	CCMFD102	5	Apparel Manufacturing Technology & Indian Textile	30	70	
1	Core Course	CCMFD103	5	History of Fashion & Study of Fashion Eras	30	70	
	Core Course	CCMFD104	5	Practicals – I			70 + 30
	Core Course	CCMFD201	5	Advanced Fashion Illustration	30	70	
11	Core Course	CCMFD202	5	World Costumes & Surface Ornamentation	30	70	
II	Core Course	CCMFD203	5	International Trade, Fashion Marketing and Merchandising	30	70	
	Core Course	CCMFD204	5	Practicals – II			70 + 30
	Ability Enhancement Course	ECMFD301	5	Research Methodology & Statistics	30	70	
III	Core Course	CCMFD302	5	Rendering Techniques/ Fashion CAD	30	70	
	Core Course	CCMFD303	5	Advance Pattern-making with Draping & Grading Techniques	30	70	
	Core Course	CCMFD304	5	Practicals – III			70 + 30
	Elective	ECMFD401	5	A. World Textile Industry and Printing     Technology     B. Boutique Management and Fashion     Portfolio Design	30	70	
IV	Elective	ECMFD402	5	A. Fashion Production Future Technology B. Product Design & Realisation	30	70	
	Core Course	CCMFD403	5	Practicals – IV	30	70	
	PROJECT	PRMFD404	5	Seminar/ Internship/ Fashion Show/ Dissertation			70 + 30

## COURSE OBJECTIVE

## Syllabus & Scope:

M.A. Fashion design is a two-year post-graduation program. The course focuses on the application of design and aesthetics of natural beauty to clothing, accessories and creating products as per the global fashion needs.

To provide a gradual learning pathway through a distinct level of subject competencies and differentiated areas of in-depth learning in the field of apparel fashion and design.

M.A. fashion design course has been designed for the students to gain in-depth knowledge about the world of fashion and explore its economic, ethical, social and cultural aspects.

Students are given exposure to different areas of design and will learn designing vocabulary, which will become important learning for their core discipline areas.

The candidate will be availing to explore learning opportunities of fashion industries which can be integrated with mainstream designing. The program also focuses to develop thinking skill in students in various areas like research skill for fashion, experimental practice, construction techniques, product development and fashion portfolio skills. The course integrates the theoretical and practical knowledge of the studies through various workshops, projects and dissertations.

## Full-Time M.A. in Fashion Designing Under Self-Financing Scheme:

- ➤ Course duration 2 years in Semester System.
- > Each Semester consists of four papers.

## Rule and Regulations:

- 1. **Duration:** Two Years (Four Semester). One semester will be of six months.
- 2. Eligibility: Graduate in Fashion Designing with 45% aggregate
- 3. Criteria for selection Through admission test/ Merit List
- 4. Cost of the application form and prospectus is Rs. 500/-
- 5. **Semester Fees:** Rs.30,000/- (Rupee Thirty Thousand per semester) i.e. Rs.1,20,000/- (One Lac Twenty Thousand for Four Semesters) only.
- 6. **Examination** It is mandatory to pass Mid Semester **MSE** (Pass Marks = 17 out of 30) & End Semester University Examinations **ESUE** (Pass Marks = 40 out of 70) separately to clear each papers. (For detail refer Regulations for P.G. CBCS Examinations of Ranchi University, Ranchi)
- 7. **Marks structure -** Each paper will carry 100 marks.

#### Note:

- Cost of Application Form & Prospectus as well as Semester Fees are subject to revision time to time.
- ➤ Rules & Regulations of Examination will be the same implemented to other CBCS Courses under Ranchi University, Ranchi.
- > The decision of Ranchi University Administration taken in times will be binding to all concerned.

4 Papers

# **SEMESTER I**

Total  $100 \times 4 = 400 \text{ Marks}$ [FCMFD101]:

#### I. **COMPULSORY FOUNDATION COURSE**

(Credits: Theory-04, Tutorial-01)

Pass Marks (MSE:17 + ESE:28)=45 Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100

#### Instruction to Question Setter:

Mid Semester Examination (MSE):

There will be two groups of questions in written examinations of 20 marks. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type five questions of five marks each, out of which any three are to be answered.

#### End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of five questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to be answered.

There may be subdivisions in each question asked in Theory Examinations Note:

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Attendance/regular interactions of 05 marks and (c) Seminar/assignment of 05 marks. "Better of **Two**" shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1mark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd. 5 marks).

## FASHION COMMUNICATIONS & FUNDAMENTALS OF DESIGN

Theory: 60 Hours; Tutorial: 15 Hours

#### Course Objective:

The fashion communication program encompasses integrated course study relating to the areas of visual marketing, styling, graphic design, advertisement, journalism, creative writing, photography, interaction designing and new media design, specific to the fashion and lifestyle industry. For fashion design students, it is very helpful to understand branding, styling, social media marketing of companies.

Students should know all about the fundamentals of designing. This is the key element of fashion designing.

## Topics-

- 1. Elements of Design, Principles of design, silhouettes, colour story.
- 2. Basic figure sketching and croqui illustration.
- 3. Fashion block figures with all kind of poses.
- 4. Fleshing block figures.
- 5. Draping of garments of fashion.
- 6. Thematic sketching.
- 7. Mood boards.
- 8. Stylize illustration.
- 9. Trend forecasting.
- 10. Colour pattern and colour theory.
- 11. Fashion Journalism theory.
- 12. History of design.
- 13. Philosophy of design.
- 14. Fashion Photography skills.
- 15. Fashion terminology.

Fashion Illustration Techniques (Zesha Takmatra)
Fashion Sketches (A colouring book) (Taryn Brook)
Liberty Fashion Sketchbook (Basic)
The School of Fashion (30 parsons designers)
Fashion Design, Drawing and presentation (Patrick John Ireland)

(Credits: Theory-04, Tutorial-01)

## II. <u>CORE COURSE [CCMFD102]:</u>

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100 Pass Marks (MSE:17 + ESE:28)=45

#### Instruction to Question Setter:

#### Mid Semester Examination (MSE):

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

#### End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of five questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Attendance/regular interactions of 05 marks and (c) Seminar/assignment of 05 marks. "Better of Two" shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1mark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd, 5 marks).

## APPAREL MANUFACTURING TECHNOLOGY & INDIAN TEXTILES

Theory: 60 Hours; Tutorial: 15 Hours

#### Course Objective:

The Program focuses on strengthening the key technological functions of the apparel industry and the understanding of industrial engineering. The emphasis is on production, planning, control and management practices applicable in the apparel industry. The basic objective of this program is to enhance the students' perception of the commercial environment and matching it with the professional understanding of manufacturing technology, marketing and management principles related to the garment industry.

Fabric science or textile science plays a major role in the development of fabric. The process of developing fabric is quite complex as it has to go through a series of process. In this subject, students will learn about the development of fabric.

The textile industry of India has generated huge employment for both skilled and un-skilled labour. India is listed first in global jute production and shares 63% of the global textile and garment market. It comprises knowledge about Indian textiles and its heritage.

#### **Unit 1. Development of Basic Technical Skills:**

- a) Pattern-making essential, graphic methodology.
- b) Form measurements and figure analysis.
- c) Drafting the basic pattern.
- d) Dart manipulations.
- e) Style lines.
- f) Yokes, flanges, pintucks and pleats.
- g) Contouring.
- h) Basic garments constructions.
- i) Garment production machinery and types of equipment.
- j) Study of basic applied science and textile science.
- k) Introduction of knitting.
- 1) Fabric and garment finishing techniques.

## **Unit 2. Development of Professional Skills:**

- a) Knowledge of spreading and cutting apparel products.
- b) Apparel standard system.
- c) Handling different types of fabrics.
- d) Quality control and safety precautions.
- e) Costing of apparel products.
- f) Survey of apparel marketing and merchandising.
- g) Plant layout and computer and designing.

#### **Unit 3. Fabric Science:**

- 1. Classification of textile fibres.
- 2. Composition of fibres.
- 3. Type of fibres.
- 4. Yarns and properties of yarns.
- 5. Looms and power loom.
- 6. Fabrics:
  - a. Weaving
- b. Knitting c. Woven and Non-woven
- 7. Finishing of fabric.
- 8. Dying and printing methodology.
- 9. Study of new fabrics.
  - a. Paper cloth
- b. Orange fibre
- c. Pantex

- d. Micotex
- e. Eucalyptus yarn
- 10. Practical project work on screen printing, block printing, tie & dye colouring.

## **Unit 4. Indian Textiles:**

- 1. Origin of textile industry in India.
- 2. Categories of Textile Industry.
  - a. Conventional textile.
  - b. Technical textile.
- 3. Production of fibres
  - a. Cotton production sector.
  - b. The handloom sector.

c. The woollen sector.

d. The Jute sector.

- 4. The cotton textile of India.
- 5. The silk textile of India.
- 6. Flow chart for production processes of fibres.
- 7. Knitted garments Introduction
- 8. Classification of knitting (Weft and Warp)
- 9. Indian prints on textile.
  - a. Bandhani

g. Varak gold and silver leaf print h. Dabu print

b. Patola

i. Bagru print

c. Batik

j. Bagh print

d. Kalamkari

k. Block print

- e. Ikat
- f. Ajrak

## **Essential Readings**

Patternmaking for Fashion Designing
Patternmaking for Fashion Design, Pearson new international edition (Helen Joseph Armstrong)
The Fashion Designer (The pattern artist book) – Nancy Moser
Textbook of Fabric science (Fundamentals to Finishing) Seema Shekhar
Cutting and Draping Party and Evening wear, Dressmaking and Pattern-cutting for special occasion clothes
Textile Motifs of India (Pepin Press Artn Books)
Sacred Textiles of India (Jasleen Dhamija)
Imprints of Culture (Eiluned Edwards)
Daisley's and other textiles Design from India (K. Prakash)
Tie-Dyed Textiles of India (Veronica Murphy and Rosemary Crill)
Textile Science (Rastogi Deepali)
Textile Science: Explanation of Fibre Properties
World Textiles: A Visual Guide to Traditional Techniques (John Gillow)

☐ New Product Development in Textiles: Innovation and Production (L. Horne)

☐ Fashion Science Swatch Kit (J.J. Pizzuto)

## III. CORE COURSE [CCMFD103]:

(Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100 Pass Marks (MSE:17 + ESE:28)=45

#### Instruction to Question Setter:

#### Mid Semester Examination (MSE):

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

### End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of five questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Attendance/regular interactions of 05 marks and (c) Seminar/assignment of 05 marks. "Better of Two" shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1mark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd, 5 marks).

## HISTORY OF FASHION & STUDY OF FASHION ERAS

Theory: 60 Hours; Tutorial:15 Hours

## Course Objective:

Fashion designing has evolved into a full-fledged industry today. In this subject, the students will go through the study of world fashion and its emergence and evolution. Development in the field of fashion designing across the world is the main focus of this subject.

Fashion designers can do comparative studies of different societies which existed during that time period. The cyclical nature of fashion can make trend spot feel like a journey to the past as it is understood that "History repeats itself". Here we can explore some major fashion trends and discover the modern equivalents of today's fashion.

#### Unit 1. Emergence and evolution of fashion:

- 1. Chronological study of world fashion through ages.
- 2. Haute couture, Prêt à Porter and mass market studies.
- 3. Environmental impact on fashion development.
- 4. Correlation between men's women's, children's and the social, economic, artistic and political environmental influences through ages.
- 5. "History of fashion influences today's fashion" a comparative study.
- 6. Influence of fashion design on the current trend.
- 7. Fashion flow chart.
- 8. Evolution of Indian fashion and famous fashion designers.
- 9. Biography of French fashion designer Coco Chanel, Giorgio Armani, Calvin Klein, Donatella Versace.
- 10. Islamic clothing styles, their intricacy of embroidered fabrics and their influence of fashion in the Indian market.
- 11. Measure the styling house of the fashion world.
- 12. Changing scenario of fashion worldwide.

## Unit 2. Fashion, costume and design era terminology.

- 1. Late Georgian era.
- 2. Romantic era.
- 3. Early Victorian era.
- 4. Mid-Victorian dress.
- 5. Late Victorian dress.
- 6. Naughty Nineties.
- 7. Oriental Era.
- 8. First World War era (1914-1918)
- 9. 1920's fashion.
- 10. The era of utility clothing of world war-II (1939-1945)
- 11. The new look era
- 12. The era of ready to wear Prêt à Porter
- 13. 1950's era of Rock & Roll teenagers
- 14. The 1960s to 1970s era of ethnic & folkloric
- 15. OP Art: 1964
- 16. 1970s Era of Disco Fever
- 17. New Romantic Era, 1980s, with power dressing & yuppies
- 18. Study of Grunge fashion
- 19. Deconstructionism Era
- 20. Minimalism era: 1990s
- 21. Purism Era
- 22. BO-HO-Hippy Era: 1990s
- 23. Comparative study of fashion trends of past present and future.

The Evolution of Everything (Matt Ridleys)
Fashion History (A Stylish Journey through History and the Ultimate Code for Being Fashionable in
Every Era)
The Emergence of Everything (Harrold I. Morowitz)
Modern Fashion (A History) (Daniel James Cole And Nancy Deity)
Survey of Historic Costume. 6 <sup>th</sup> edition. (Phyllis G. Tortora, Sara B. Marcketti)
Medieval Clothing and Textiles (Robin Netherton, Gale R. Owen-Crocker)
Indian Fashion: Tradition, Innovation, Style. (Arti Sandhu)
Culture and Privilege in Capitalist Asia (Michael Pinches)
2000 years of Fashion: The History of Costume and Adornment (François Boucher)
The Clothing of Renaissance World: Europe, Asia, Africa, The Americas (Cesare Vecellio, Margaret F.
Rosenthal)

(Credits: Practical-05)

#### IV. CORE COURSE PRACTICAL [CPMFD104]:

Marks: 30 (ESE: 20 Viva + 5Attd. + 5 Record) + 70 (ESE Pr: 6Hrs)=100 Pass Marks =45

#### Instruction to Question Setter:

#### End Semester Practical Examination (ESE Pr):

The questions in practical examination will be of equal to 70 marks and will be so framed that the students are able to answer them within the stipulated time. 20 marks will be awarded on the performance in viva voce whereas 10 marks will be awarded on cumulative assessment which is further subdivided as 5 marks for Practical record and 5 marks for Attendance.

#### Note:

(Attendance Upto60%, 1mark; 60<Attd.<80, 2 marks; 80<Attd.<85, 3 marks; 85<Attd.<90, 4 marks; 90<Attd, 5 marks).

PRACTICAL-III **Practical: 60Hours** 

#### Unit-1:

- 1. Pattern-making essential, graphic methodology.
- 2. Form measurements and figure analysis.
- 3. Drafting the basic pattern.
- 4. Dart manipulations.
- 5. Style lines.
- 6. Yokes, flanges, pintucks and pleats.
- 7. Contouring.
- 8. Basic garments constructions.
- 9. Garment production machinery and types of equipment.
- 10. Study of basic applied science and textile science.
- 11. Introduction of knitting
- 12. Fabric and garment finishing techniques

## Unit-2:

- 1. Indian prints on textile
  - a. Bandhani
- b. Patola
- c. Batik
- d. Kalamkari

- e. Ikat
- f. Ajrak
- g. Dabu print
- h. Bagru print

- i. Bagh print

- j. Block print k. Varak gold and silver leaf print

- Unit-3:
  - 1. Elements of Design, Principles of design, silhouettes, colour story.
  - 2. Basic figure sketching and croqui illustration.
  - 3. Fashion block figures with all kind of poses.
  - 4. Fleshing block figures.
  - 5. Draping of garments of fashion.
  - 6. Thematic sketching.
  - 7. Mood boards.
  - 8. Stylize illustration.
  - 9. Trend forecasting.
  - 10. Colour pattern and colour theory.

## **Unit-4:** Suggested assignments on History of Fashion:

1. Indian traditional costumes of different states-Jharkhand, Bihar, Punjab, Rajasthan, Gujarat, Madhya Pradesh, Uttar Pradesh, Maharashtra, West Bengal, North-East, Kerala, Tamil Nadu, Andhra Pradesh, Goa, Karnataka and Orissa.

#### Unit-5:

- 1. A project report on French Fashion-Designer Coco Chanel.
- 2. Islamic clothing style.

3. Fashion in films.

### **SEMESTER II**

4 Papers

Total  $100 \times 4 = 400 \text{ Marks}$ 

I. CORE COURSE [CCMFD201]:

(Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100

Pass Marks (MSE:17 + ESE:28)=45

#### Instruction to Question Setter:

Mid Semester Examination (MSE):

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

#### End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of five questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to be answered.

*Note:* There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Attendance/regular interactions of 05 marks and (c) Seminar/assignment of 05 marks. "Better of Two" shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1mark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd, 5 marks).

## ADVANCED FASHION ILLUSTRATION Theory: 60 Hours; Tutorial:15 Hours

## Course Objective:

Advanced Fashion Courses are required in Fashion designing to teach students to create images of apparel, shoes and accessories for fashion advertisements, campaigns, magazines and other fashion media. Course emphasizes drawing methods, such as proportion, colour, texture and composition.

## **Topics:**

- 1. Introduction to drawing tools like Corel DRAW, Adobe Photoshop and Adobe Illustration.
- 2. Human Anatomy.
- 3. Shades and stroke techniques.
- 4. The element of design lines, shapes and silhouettes.
- 5. The principle of design.
- 6. Draping details.
- 7. Face features.
- 8. Various type of croqui stylization.
- 9. Mood board development on a theme.
- 10. Designing a logo and promoting a brand.
- 11. Texture development and print development.

Nine heads (Nancy Riegelman)
The Fundamentals of Fashion Design (Jenny Udale)
Flats: Technical Drawings of Fashion, a 2 <sup>nd</sup> edition, a complete guide
Illustrating Fashion concept to Creation (Steven Stipleman)
Fashion Details: 4000 drawings

## II. CORE COURSE [CCMFD202]:

(Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100 Pass Marks (MSE:17 + ESE:28)=45

#### Instruction to Question Setter:

#### Mid Semester Examination (MSE):

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

#### End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of five questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to be answered.

*Note:* There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Attendance/regular interactions of 05 marks and (c) Seminar/assignment of 05 marks. "Better of Two" shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1mark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd, 5 marks).

#### WORLD COSTUMES AND SURFACE ORNAMENTATION

Theory: 60 Hours; Tutorial: 15 Hours

#### Course Objective:

The course comprises an essential note of clothing in society and in theoretical career. To recognize the figure emphasis and silhouettes that develop within the chronology of each historical period is the main focus for fashion designing students.

The art of embroideries is found worldwide. Embroidery art or handicraft of decorating fabric or other materials with needles and threads. Studying various artworks of the world would enhance the skills of fashion students.

#### **Unit 1. World Costumes:**

- 1. The concept and fashion theories related to world costumes.
- 2. Introduction 'The Empire of fashion'.
- 3. Costumes of European countries. (Germany, Egypt, Roman)
- 4. Costumes of African countries.
- 5. Costumes of South-East Asian Countries (India, China, Sri Lanka, Pakistan, Malaysia).
- 6. Costumes of American countries.
- 7. What is power dressing?
- 8. Hip-op and fashion dressing style.
- 9. Fashion statements: With communication and culture.
- 10. Accessories statement and its development style

#### Unit 2. Embroideries and Ethnic Art Work of the World

- 1. History of embroidery.
- 2. Types of embroidery its classification.
- 3. The ethnic art form of the world.
- 4. Indian embroideries and its style.
- 5. Computerized embroidery work.
- 6. Zardozi work.

- 7. Dori work.
- 8. Kutch embroidery.
- 9. African ethnic artwork.
- 10. Islamic embroidery.
- 11. Chinese embroidery.
- 12. Boho art.
- 13. Tribal art and embroidery.
- 14. Folk artwork of different states of India.
- 15. Mexican art and embroidery.
- 16. Berlin thread and wool embroidery.
- 17. Applique work.

D 2	schuai Reauings
	Fabric Science Swatch Kit (Ingrid Johnson)
	Beyond Design: The Synergy of Apparel Product Development (Sandra Keiser)
	The Worldwide History of Dress-1 <sup>st</sup> edition (Patricia Anawalt)
	Roman Costume (Wisconsin Studies in Classics)-Judith Lynn Sebert
	The Fashion Book: New and Expanded edition (Phaidon)
	Embroidered Textiles: A world guide to Traditional Patterns (Sheila Pinay)
	Fashion Designers Textiles Directory (Gail Baugh)
	Krokbragd (How to design and weave)
	The Pattern Base (over 550 contemporary textiles surface design)
	Decorative Stencil design (A. Wiggers, J. Trischka, Francis A. Davis)

## III. CORE COURSE [CCMFD203]:

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100 Pass Marks (MSE:17 + ESE:28)=45

#### Instruction to Question Setter:

#### Mid Semester Examination (MSE):

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

#### End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type six** questions of fifteen marks each, out of which any four are to be answered.

*Note:* There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Attendance/regular interactions of 05 marks and (c) Seminar/assignment of 05 marks. "Better of Two" shall be applicable for computation of marks for SIA.

(Attendance Upto75%, Imark; 75<Attd.<80, 2 marks; 80<Attd.<85, 3 marks; 85<Attd.<90, 4 marks; 90<Attd, 5 marks).

## INTERNATIONAL TRADE, MANAGERIAL SKILLS AND MERCHANDISING

Theory: 60 Hours; Tutorial:15 Hours

(Credits: Theory-04, Tutorial-01)

## Course Objective:

The course is suitable for understand the fashion industry cycle from product development to consumer through merchandising software, marketing strategy and analyzing them.

#### Unit 1:

- 1. Introduction of international trade, study of Indian apparel and overseas market globalization.
- 2. GATT & WTO description.
- 3. Trade documentation.
- 4. Export/Import policies of government.
- 5. Quality control and shipment.
- 6. Study of technical skills, statistics and industrial organization.
- 7. Personnel management and industrial relation.

#### Unit 2:

- 1. Study of retail marketing management.
- 2. Fashion merchandising theory and concept.
- 3. Fashion analysis and forecasting.
- 4. Selection of research topic, selection of research problem.
- 5. Meaning and concept of experimental design.
- 6. Visual merchandising.
- 7. Financial accounting.
- 8. Fashion market research.
- 9. Data gathering instrument.
- 10. Evaluate fashion trends and how they affect clothing selection and decision.

Fashion Marketing and Merchandising (Mary Wolfe)
Fashion Buying and Merchandising (Miguel Hebreo)
Fashion Buying (David Shaw, Dimtri Koumbis)
Visual Merchandising-2 <sup>nd</sup> Edition (Tony Morgan)
Fashion Logistics (John Fernie, David V. Grant)

## IV. CORE COURSE PRACTICAL [CPMFD204]:

Marks: 30 (ESE: 20 Viva + 5Attd. + 5 Record) + 70 (ESE Pr: 6Hrs)=100 Pass Marks =45

(Credits: Practical-05)

#### Instruction to Question Setter:

End Semester Practical Examination (ESE Pr):

The questions in practical examination will be of equal to 70 marks and will be so framed that the students are able to answer them within the stipulated time. 20 marks will be awarded on the performance in viva voce whereas 10 marks will be awarded on cumulative assessment which is further subdivided as 5 marks for Practical record and 5 marks for Attendance.

#### Note:

(Attendance Upto60%, 1mark; 60<Attd.<80, 2 marks; 80<Attd.<85, 3 marks; 85<Attd.<90, 4 marks; 90<Attd, 5 marks).

PRACTICAL-II Practical: 60Hours

#### Unit-1:

- 1. Introduction to drawing tools like Corel DRAW, Adobe Photoshop and Adobe Illustration.
- 2. Human Anatomy.
- 3. Shades and stroke techniques.
- 4. The element of design lines, shapes and silhouettes.
- 5. The principle of design.
- 6. Draping details.
- 7. Face features.
- 8. Various type of croqui stylization.
- 9. Mood board development on a theme.
- 10. Designing a logo and promoting a brand.
- 11. Texture development and print development.

### Unit-2:

- 1. Costumes of European countries.
- 2. Famous embroideries of India.

#### Unit-3:

- 1. Computerized embroidery work.
- 2. Zardozi work.
- 3. Dori work.
- 4. Kutch embroidery.
- 5. African ethnic artwork.
- 6. Islamic embroidery.
- 7. Chinese embroidery.
- 8. Boho art.
- 9. Tribal art and embroidery.
- 10. Folk artwork of different states of India.
- 11. Mexican art and embroidery.
- 12. Berlin thread and wool embroidery.
- 13. Applique work.
- 14. Project work on Jharkhand state artwork and embroidery.

## **Unit-5 Suggested Assignments: -**

- 1. A project report on International trade and market globalization.
- 2. GATT and WTO.
- 3. Packaging, shipment, license and import/export policies.

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#### SEMESTER III

4Papers

Total  $100 \times 4 = 400 \text{ Marks}$ 

## I. ABILITY ENHANCEMENT COURSE

[ECMFD301]:

(Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100 Pass Marks (N

Pass Marks (MSE:17 + ESE:28)=45

#### Instruction to Question Setter:

#### Mid Semester Examination (MSE):

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

#### End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of five questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to be answered.

**Note:** There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Attendance/regular interactions of 05 marks and (c) Seminar/assignment of 05 marks. "Better of Two" shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, Imark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd. 5 marks).

#### RESEARCH METHODOLOGY & STATISTICS

Theory: 60 Hours; Tutorial: 15 Hours

#### Course Objective:

This course is focused on basic research methods and provide basic knowledge of statistics.

#### **Unit 1: Introduction**

- Introduction: Meaning & Objectives of research, types of research: basic, applied action, approaches to research; research methods, research methods, research process; criteria for good research, common problem, nature and significance of research problems, qualitative & quantitative research methods.
- Selection of Research Topic: Selection of research problem, literature review, evaluation of research problem, research design; meaning, concept & features of research design, experimental design, plan of research work.

## Unit 2: Methods & Tools of Research

• Reliability and validity of research tool, Qualitative and quantitative studies, Primary& Secondary data collection method, Preparing questionnaire and opinionnaire, identification of sources of information, searching and classifying information; organization of data collection, processing & analyzing of data & information Limitation & Sources of error.

## **Unit 3: Preparing a research proposal**

• Format of research proposals; finding related literature, Individual & Institutional research proposals, submitting research proposal to funding agencies.

Session 2019-21 Onwards

- The Research Report/Report writing
- Style manuals, format of research report, The thesis or dissertation, style of writing, typing the report, reference form, pagination, tables, figures, evaluating a research report, summary, references.

## **Unit 4: Applied Statistics**

- Descriptive Statistics: Classification of variable, measures of central tendency Interquartile range, variance, standard deviation, Properties of sample variance and standard deviation, Graphic representation of data.
- Estimation and Hypothesis testing: Null Hypothesis, confidence level, Point, & interval estimation, concept of hypothesis testing & types of error, Student 't' test, Chi-Square test, F test (NOVA)

## Unit 5: Data & Reports

• Data gathering instrument- questionnaire, interview, observation, scaling methods reliability and validity of measuring instruments sampling – types of samples, selection of samples, benefits of sampling, evaluating a sample. Analysis of the data- categorization, coding, tabulation and statistical testing. Presentation and interpretation of test data. Conclusion and recommendations. Report writing.

	Gupta S.P. Statistical methods. Sultan chand & Co, New Delhi 1994.
[	Snedocor G.W. and Cochram W.G. Statistical methods, Oxford and IBH 1967.
	Bert J.W. Research in education. Prentice hall. New Delhi 1983.
[	Philyis B.S, Social research strategy and tactics. Macmillian, 1977.
	Young. P.V and Sehmid C.F. scientific social survey and research, Prentice hall, New Delhi
	1968.

## II. CORE COURSE [CCMFD302]:

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100 Pass Marks (MSE:17 + ESE:28)=45

#### Instruction to Question Setter:

Mid Semester Examination (MSE):

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

#### End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of five questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Attendance/regular interactions of 05 marks and (c) Seminar/assignment of 05 marks. "Better of Two" shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1mark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd, 5 marks).

## RENDERING TECHNIQUES/ FASHION CADS

Theory: 60 Hours; Tutorial: 15 Hours

(Credits: Theory-04, Tutorial-01)

## Course Objective:

For a fashion designer, knowledge of basic tools and techniques of Adobe Photoshop is a must. Rendering is a visual art and technical drawing. It is used to describe the quality of an image by using colour, shading and texturing of any fashion sketching or fabric.

In this course student will get knowledge of advance rendering process, their two-dimensional image and forming stylish models by using the advance application.

#### Unit 1.

- 1. Rendering type and techniques:
  - a) Stippling
  - b) Hatching
  - c) Cross-hatching
- 2. Rendering of fabrics.
- 3. Study of fibre fundamentals and fabric structure.
- 4. Adobe Photoshop basics
  - a) Introduction
  - b) Tools and textiles
  - c) Menu items for texture
  - d) Naming, saving and exporting a file
- 5. Rendering the basics:
  - a) Rendering solid coloured fabrics
  - b) Rendering woven backgrounds for fabric
  - c) Creating and rendering plain weave fabric

#### Unit 2.

- 1. Advance rendering process on the fabric.
- 2. A variation on checks.
- 3. Rendering plaids.
- 4. Rendering fabric finishes.
- 5. Sourcing inspiration for prints.
- 6. Print layout and design basics.
- 7. Making a professional board.

- d) Shading
- e) Texturing
- e) Colouring
- f) Colour reduction of a fabric
- g) Pattern generation

#### Unit 3.

- 1. Knowledge of Adobe Illustrator Workplace.
- 2. Adobe Illustrator Drawing Tools.
- 3. Using Adobe Illustrator to Fashion Design.
- 4. Uses of Shape Tools.
- 5. Cutting and pasting objects.
- 6. Pattern-making process.
- 7. Designing a T-shirt, female dress and a cap.

Design-rendering Techniques: A Guide to Drawing and Presenting Design Ideas (Dick Powell)
Digital Costume Design and Rendering: Pens, Pixels and Paint (Annie O. Cleveland)
CAD for Fashion Designing and Merchandising (Stacy Steward Smith)
The Little Dictionary of Fashion: A Guide to Dress Sense for Every Woman (Christian Dior)
Advance CAD/CAM systems for garment design and simulation (Conference Paper)
Rendering Fashion, Fabric and prints with Adobe Illustrator (M. Kathleen Colussy, Steve Greenberg)
Presentation Techniques: A guide to Drawing and Presenting Design (Dick Powell)
Digital Costume Design and Rendering: Pen, Pixels and Paint (Annie O. Cleveland)
Fundamentals of Computer Graphics-4 <sup>th</sup> edition (Steve Marschner, Peter Shirley)
3D Animation for The Raw Beginner using Autodesk Maya-2 <sup>nd</sup> Edition (Roger Buzz King)

## III. CORE COURSE [CCMFD303]:

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100 Pass Marks (MSE:17 + ESE:28)=45

(Credits: Theory-03, Practical-02)

#### Instruction to Question Setter:

#### Mid Semester Examination (MSE):

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

#### End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of five questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to be answered.

*Note:* There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Attendance/regular interactions of 05 marks and (c) Seminar/assignment of 05 marks. "Better of Two" shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1mark; 75< Attd. <80, 2 marks; 80< Attd. <85, 3 marks; 85< Attd. <90, 4 marks; 90< Attd, 5 marks).

# ADVANCE PATTERN-MAKING WITH DRAPING AND GRADING TECHNOLOGY Theory: 60 Hours; Tutorial:15 Hours

## Course Objective:

Apparel Design through basic draping techniques on industry-standard dress forms, analysis of fitting, designing, problem-solving and interaction of fabric characteristics with style, features the main focus of this course. Grading is the process of turning base-size or sample-size patterns into additional size using a specification sheet. Dealing with different sizes are comprised in this topic.

This course will enable the students to adopt swing pattern to elevated designs while retaining the fitting of dress. It also involves modified swing patterns and style.

## Unit 1. Uses of structural pattern, wired pattern and smocking:

- 1. Fundamentals of pattern-making.
- 2. Measurement chart.
- 3. Bodice with sloper sleeves.
- 4. Skirt sloper pattern.
- 5. Pant sloper pattern.
- 6. Stylized skirt sewing patterns Two types.
- 7. Top sewing patterns Two types.
- 8. Pant stylized patterns Two types.
- 9. Creation of a bodice block and sleeve block for child and adult.
- 10. Knock off copying a readymade design.
- 11. Making a corset with perfect boning channels.
- 12. Creating a wire dress and hoops skirts for a ball gown.
- 13. Pattern-making for bias cut dresses.

#### Unit 2.

- 1. Standard body measurements for man, woman and child.
- 2. Methods of pattern-making.
- 3. Drafting methods.
- 4. Flat patter and commercial paper pattern.

- 5. Basic draping technique Three types:
  - a. Manipulating dart excess b. Adding fullness. c. Contour draping.
- 6. Identifying the creative elements and determining proper techniques needed to translate a sketch into a garment.
- 7. Producing pattern for parts of garments from a drape.
- 8. Slash and spread method.
- 9. Pivot method.
- 10. Experimentation in design studies with the creative draping style.
- 11. Skirt, bodice and sleeves drape technique.
- 12. Converting draping style into a dress form through sewing.
- 13. Pattern grading: concept and principal of pattern grading.
- 14. Basic size chart.
- 15. Grading terminology.
- 16. The technique of pattern grading.

Draping Period Costumes: Classic Greek to Victorian (Sharon Sobel)
Pattern Cutting: The architecture of Fashion (Pat Parish)
Draping for Apparel design-3 <sup>rd</sup> Edition (Helen Joseph Armstrong)
Reconstructing History (Pattern for Historical Clothes: The 1740s to '90s)
Drape drape (Hisako Sato)
Patternmaking for a Perfect Fit: Using the Rub-off Techniques to Recreate and Re-design Your Favourite
Fashion (Steffani Lincecum)
The Pattern-Making Primer: All that you need to know about Designing (Jo Barnfield)
Basics Fashion Design 02: Textiles and Fashion (Jennie Udale)
Fashion, Costume and Culture (Sara Pendergast)
Fabric Manipulation-150 Numeric Creative Sewing Techniques (Ruth Singer)

## IV. CORE COURSE PRACTICAL [CPMFD304]:

Marks: 30 (ESE: 20 Viva + 5Attd. + 5 Record) + 70 (ESE Pr: 6Hrs)=100 Pass Marks = 45

(Credits: Practical-05)

### Instruction to Question Setter:

#### End Semester Practical Examination (ESE Pr):

The questions in practical examination will be of equal to 70 marks and will be so framed that the students are able to answer them within the stipulated time. 20 marks will be awarded on the performance in viva voce whereas 10 marks will be awarded on cumulative assessment which is further subdivided as 5 marks for Practical record and 5 marks for Attendance.

#### Note:

(Attendance Upto60%, 1mark; 60<Attd.<80, 2 marks; 80<Attd.<85, 3 marks; 85<Attd.<90, 4 marks; 90<Attd, 5 marks).

PRACTICAL-III Practical: 60Hours

Unit-1: Anatomy: Standard body measurements: -

- 1. Fundamentals of pattern-making.
- 2. Measurement chart.
- 3. Bodice with sloper sleeves.
- 4. Skirt sloper pattern.
- 5. Pant sloper pattern.
- 6. Stylized skirt sewing patterns Two types.
- 7. Top sewing patterns Two types.
- 8. Pant stylized patterns Two types.
- 9. Creation of a bodice block and sleeve block for child and adult.
- 10. Knock off copying a readymade design.
- 11. Making a corset with perfect boning channels.
- 12. Creating a wire dress and hoops skirts for a ball gown.
- 13. Pattern-making for bias cut dresses.

#### Unit-2:

- 1. Principles of fitting.
- 2. Creation of a bodice block and sleek block for a child and adult.
- 3. Sleeves variations- plain, puff, bell, cap, flared, ruffled, Magyar and reglan.
- 4. Dart manipulations.
- 5. Slash-and-Spread method, pivot method.
- 6. Designing with tucks, dart, pleat, flare, gather, yoke, flange, collar and cowl.
- 7. Pattern-making for bias-cut dresses.
- 8. Concept and principle of pattern-grading.
- 9. Basic size-chart.
- 10. Studying size-charts.
- 11. Size increments and their application for grading.
- 12. Grading terminology- zero points, cardinal points, cardinal lines, suppression grading, 3D and 2D grading.
- 13. Techniques of pattern-grading.

#### Unit-3:

- 1. Dying and printing methodology.
- 2. Study of new fabrics:
  - a. Paper cloth
  - b. Orange fibre
  - c. Pantex
  - d. Micotex
  - e. Eucalyptus yarn
- 3. Practical project work on screen printing, block printing, tie & dye colouring.

#### Unit-4:

- 1. Rendering type and techniques:
  - a. Stippling
  - b. Hatching
  - c. Cross-hatching
  - d. Shading
  - e. Texturing
- 2. Rendering of fabrics:
- 3. Study of fibre fundamentals and fabric structure.
- 4. Adobe Photoshop basics
  - a. Introduction
  - b. Tools and textiles
  - c. Menu items for texture
  - d. Naming, saving and exporting a file
  - e. Colouring
  - f. Colour reduction of a fabric
  - g. Pattern generation
- 5. Rendering the basics:
  - a. Rendering solid coloured fabrics
  - b. Rendering woven backgrounds for fabric
  - c. Creating and rendering plain weave fabric

#### Unit-5:

- 1. Working with pen tools.
- 2. Tracing images.
- 3. Practice work with combining shapes using the shape builder tools.
- 4. Creating colorful Illustrations.
- 5. Symbol addition and saving swatches.
- 6. Exploring the Pattern option panel.

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#### SEMESTER IV

4 Papers

Total  $100 \times 4 = 400 \text{ Marks}$ 

## I. GENERIC/ DISCIPLINE CENTRIC ELECTIVE [ECMFD401A]:

(Credits: Theory-03, Practical-02)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100 Pass Marks (MSE:17 + ESE:28)=45

#### Instruction to Question Setter:

#### Mid Semester Examination (MSE):

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

#### End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of five questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to be answered.

**Note:** There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Attendance/regular interactions of 05 marks and (c) Seminar/assignment of 05 marks. "Better of Two" shall be applicable for computation of marks for SIA.

(Attendance Upto75%, Imark; 75<Attd.<80, 2 marks; 80<Attd.<85, 3 marks; 85<Attd.<90, 4 marks; 90<Attd, 5 marks).

## A. WORLD TEXTILE INDUSTRY AND PRINTING TECHNOLOGY

Theory: 60 Hours; Tutorial: 15 Hours

## Course Objective:

The global textile industry includes textile production, refinement and retail garment sales. World textile industry provides huge employment of fashion designers in this sector. Study of global market trend and analyzing the fashion trend improves the knowledge of a fashion designer.

#### **Topics:**

- 1. The top textile industry of the world.
- 2. History of textile development in the scenario of the world.
  - a) Mughal Empire
  - b) Britain
  - c) 19<sup>th</sup> Century development of textile
  - d) Textile of 20<sup>th</sup> century
- 3. The Industrial revolution and the textile manufacturing process.
- 4. World textile printing methodology:
  - a) Hand block printing
  - b) Perrotine printing
  - c) Engraved copper plate printing
  - d) Roller cylinder or machine printing
  - e) Stencil Printing
  - f) Screen printing

- g) Digital Textile Printing
- h) Flexo textile printing
- i) Discharge printing
- j) Calico printing
- k) Woollen printing
- 1) Silk printing
- 5. Embroider textiles of the world: Ribbon embroidery, crewel work, net embroidery, floral embroidery and cutwork.
- 6. Eco & green textile of the world and their processing.
- 7. Overview of the Global textile industry and its economic impact.
- 8. Leading global textile market.

Essen	tial	Rea	ding	gs

ent	iai Readings
	The Global Textile Industry (World Industry Studies) (B. Tone)
	The New England Cotton Textile Industry: A Study in Industrial Geography (Burgy, J. Herbert)
	Productivity, Technology and Industrial Development: A Case Study in Textiles (A World Bank
	Research Publication)
	The Global Textile and Clothing Industry (Roshan Shishoo)
	The Textile Book (Colin Gale, Jasvir Kaur)

## OR

## GENERIC/ DISCIPLINE CENTRIC ELECTIVE

[ECMFD401B]:

(Credits: Theory-03, Practical-02)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100 Pass Marks (MSE:17 + ESE:28)=45

#### Instruction to Question Setter:

#### Mid Semester Examination (MSE):

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

#### End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of five questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to be answered.

*Note:* There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Attendance/regular interactions of 05 marks and (c) Seminar/assignment of 05 marks. "Better of Two" shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1mark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd, 5 marks).

## B. BOUTIQUE MANAGEMENT AND FASHION PORTFOLIO DESIGN

Theory: 60 Hours; Tutorial: 15 Hours

## Course Objective:

Boutique management is designed to enhance the thought process of students that goes into designing creative fashion pieces for the market and establishing a boutique. Fashion design students must have a portfolio of their work. The purpose of the portfolio shows strong artistic ability and entrance in fashion and the ability to sew garments with their own original design. In fashion design, employers usually seek individuals having knowledge of textiles, fabrics, ornamentation and fashion trends with their specialized subject.

## **Boutique Management: -**

- 1. "POSDCORB" theory for establishing a boutique
- 2. Thematic promotional program for boutique setup
- 3. Promotion and advertising policies for boutique
- 4. Trading and marketing strategies
- 5. Focusing on making a brand name

#### **Fashion Portfolio Design**

- 1. Building-up own brands
- 2. Create a mood board
- 3. Market survey for creating the latest trend
- 4. Creating original work for art portfolio
- 5. Adding fashion illustrations to portfolio
- 6. Swatches and sewing patterns are added to portfolio management.
- 7. Software and rendering work for portfolio

Fashion Portfolio: Design and Presentation (Anna Kiper)
Portfolio Theory and Performance Analysis-1 <sup>st</sup> edition (Noel Amenc, Veronique Lesourd)
The Fashion Book (Phaidon Editors)
Security Analysis and Portfolio Management (Fisher)
Start-up Your Fashion Label (Aarthi Gunnupuri)

## II. GENERIC/ DISCIPLINE CENTRIC ELECTIVE

[ECMFD402A]:

(Credits: Theory-05)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100 Pass Marks (MSE:17 + ESE:28)=45

#### Instruction to Question Setter:

#### Mid Semester Examination (MSE):

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

#### End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of five questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Attendance/regular interactions of 05 marks and (c) Seminar/assignment of 05 marks. "Better of Two" shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1mark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd, 5 marks).

## A. FASHION PRODUCTION FUTURE TECHNOLOGY

Theory: 60 Hours; Tutorial: 15 Hours

- 1. Introduction of fashion, production and styling.
- 2. Key concepts in styling and production.
- 3. Better lives.
- 4. Cultural and historical studies for fashion production.
- 5. Mediating fashion for future.
- 6. Fashion and sustainability.
- 7. Study of luxury fashion in changing world.
- 8. Comprehensive study of future technology in fashion designing.

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#### OR

## GENERIC/ DISCIPLINE CENTRIC ELECTIVE

[ECMFD402B]:

(Credits: Theory-05)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100 Pass Marks (MSE:17 + ESE:28)=45

#### Instruction to Question Setter:

#### Mid Semester Examination (MSE):

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

#### End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No.1 will be very short answer type consisting of five questions of 1 mark each. Question No.2 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to be answered.

*Note:* There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Attendance/regular interactions of 05 marks and (c) Seminar/assignment of 05 marks. "Better of Two" shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1mark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd, 5 marks).

#### B. PRODUCT DESIGN & REALISATION

Theory: 60 Hours; Tutorial: 15 Hours

- 1. Comprehensive study on innovative design development.
- 2. Study of Entrepreneurial methods and contemporary industrial policies through product development.
- 3. Product design: Its realization and research.
- 4. In-house product development strategies.
- 5. Target audience's analysis.
- 6. MVP/Proof Analysis and conceptualization.
- 7. Market analyzing theory.
- 8. Technical study to support product design.
- 9. Finance System.

(Credits: Practical-05)

**Practical: 60Hours** 

## III. GE/DC PRACTICAL [EPMFD403A]:

Marks: 30 (ESE: 20 Viva + 5Attd. + 5 Record) + 70 (ESE Pr: 6Hrs)=100 Pass Marks =45

## Instruction to Question Setter:

#### End Semester Practical Examination (ESE Pr):

The questions in practical examination will be of equal to 70 marks and will be so framed that the students are able to answer them within the stipulated time. 20 marks will be awarded on the performance in viva voce whereas 10 marks will be awarded on cumulative assessment which is further subdivided as 5 marks for Practical record and 5 marks for Attendance.

#### Note:

(Attendance Upto60%, 1mark; 60<Attd.<80, 2 marks; 80<Attd.<85, 3 marks; 85<Attd.<90, 4 marks; 90<Attd, 5 marks).

## A. PRACTICALS-IV

#### Unit-1:

- 1. World textile printing methodology:
  - a. Hand block printing
  - b. Perrotine printing
  - c. Engraved copper plate printing
  - d. Roller cylinder or machine printing
  - e. Stencil Printing
  - f. Screen printing
  - g. Digital Textile Printing
  - h. Flexo textile printing
  - i. Discharge printing
  - j. Calico printing
  - k. Woollen printing
  - 1. Silk printing
- 2. Embroider textiles of the world: Ribbon embroidery, crewel work, net embroidery, floral embroidery and cutwork.
- 3. Eco & green textile of the world and their processing.
- 4. Overview of the Global textile industry and its economic impact.
- 5. Leading global textile market.

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## OR

## GE/DC PRACTICAL [EPMFD403B]:

(Credits: Practical-05)

**Practical: 60Hours** 

Marks: 30 (ESE: 20 Viva + 5Attd. + 5 Record) + 70 (ESE Pr: 6Hrs)=100

Pass Marks =45

#### Instruction to Question Setter:

#### End Semester Practical Examination (ESE Pr):

The questions in practical examination will be of equal to 70 marks and will be so framed that the students are able to answer them within the stipulated time. 20 marks will be awarded on the performance in viva voce whereas 10 marks will be awarded on cumulative assessment which is further subdivided as 5 marks for Practical record and 5 marks for Attendance.

#### Note:

(Attendance Upto60%, 1mark; 60<Attd.<80, 2 marks; 80<Attd.<85, 3 marks; 85<Attd.<90, 4 marks; 90<Attd, 5 marks).

## **B. PRACTICAL-IV**

#### Unit-1:

### **Boutique Management:**

- 6. "POSDCORB" theory for establishing a boutique
- 7. Thematic promotional program for boutique setup
- 8. Promotion and advertising policies for boutique
- 9. Trading and marketing strategies
- 10. Focusing on making a brand name

#### Unit-2:

## Fashion portfolio design:

- 8. Building-up own brands
- 9. Create a mood board
- 10. Market survey for creating the latest trend
- 11. Creating original work for art portfolio
- 12. Adding fashion illustrations to portfolio
- 13. Swatches and sewing patterns are added to portfolio management.
- 14. Software and rendering work for portfolio

(Credits: Practical-05)

## IV. CORE COURSE (PROJECT) [PRMFD404]:

Marks: 100 (ESE: 3Hrs)=100 Pass Marks =45

#### Guidelines to Examiners for

#### End Semester Examination (ESE):

Overall project dissertation may be evaluated under the following heads:

- *Motivation for the choice of topic*
- Project dissertation design
- Methodology and Content depth
- Results and Discussion
- Future Scope & References
- Participation in Internship Programme with reputed organization
- Application of Research technique in Data collection
- Report Presentation
- Presentation style
- Viva-voce

## SEMINAR/ INTERNSHIP/ FASHION-SHOW/ DISSERTATION

#### Unit-1: Seminars: -

- 1. Entrepreneurship development.
- 2. Theme-based fashion shows.

## Unit-2: Designing on themes for social benefit: -

- 1. Eco-friendly dresses.
- 2. Save girl child.
- 3. Global Warming.
- 4. Art and Culture of Jharkhand.
- 5. Retro, Punk, Hip-Hop, Traditional and Bridal wear.

## **Unit-3:** Internship: Visit to govt./pvt. Textile testing and research laboratories.

- 1. Visit to Governmental or Non-Governmental Organizations for textile activities.
- 2. Visit to fashion industry, boutique, fashion houses.
- 3. Project on photography/fashion journalism.
- 4. At the end of the internship, students are required to submit a soft copy and hard/bound report to the college and have to make a presentation.

#### **Internship Protocol**

Students are required to take up an internship /hands-on training with any garment based industry or company or textile/ fashion apparel related industries for a minimum period of 30 days. A report to be submitted for evaluation.

**NB:**- Students will select topics for the Project/Dissertation work in consultation with a teacher of the department.

The Seminar will be held in the Department of Fashion Designing, Ranchi University, Ranchi.

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## DISTRIBUTION OF CREDITS FOR P.G. PROGRAMME (SEMESTER-WISE) FOR POSTGRADUATE 'P.G. Voc./M.Sc./M.A./M.Com' PROGRAMME

Table B-1: Semester wise distribution of 80 Credits for Subjects with Practical Papers.

Semester	CC	FC	GE/DC	AE	Total credits
Semester I	15	05			20
Semester II	20				20
Semester III	15			05	20
Semester IV	5		15		20
	55	05	15	05	80

Table B-1: Semester wise distribution of 80 Credits for Subjects without Practical Papers.

Semester	CC	FC	GE/DC	AE	Total credits
Semester I	15	05			20
Semester II	20				20
Semester III	15			05	20
Semester IV	10		10		20
	60	05	10	05	80

CC=Core Course; FC=Foundation Compulsory/Elective Course; GE=Generic Elective; SE=Skill Enhancement Course; DC=Discipline Centric Elective

## SAMPLE CALCULATION FOR SGPA & CGPA FOR POSTGRADUATE 'P.G. Voc./M.Sc./M.A./M.Com' PROGRAMME

Table B-2: Sample calculation for SGPA for M.Sc./M.A./M.Com Programme

Course	Credit	Grade Letter	Grade Point	Credit Point (Credit X Grade)	SGPA (Credit Point/Credit)
Semester I					
FC	05	A	8	40	
C-1	05	B+	7	35	
C-2	05	В	6	30	
C-3/CP	05	В	6	30	
Total	20			135	6.60 (135/20)
Semester II					
C-4	05	В	6	30	
C-5	05	С	5	25	
C-6	05	B+	7	35	
C-7/CP	05	A+	9	45	
Total	20			135	6.60 (135/20)
Semester III					
EC-1	05	A+	9	45	
C-8	05	0	10	50	
C-9	05	A	8	40	
C-10/CP	05	A	8	40	
Total	20			175	8.75 (175/20)
Semester IV					
EC-2/EC-2	05	В	6	30	
EC-3/EC-3	05	A+	9	45	
C11/EP	05	В	6	30	
Project	05	A+	9	45	
Total	20			150	7.50 (150/20)
CGPA					
<b>Grand Total</b>	80			595	7.44 (595/80)

Table B-3: Sample calculation for CGPA for P.G. Vocational M.Sc./M.A./M.Com Programme

Semester I	Semester II	Semester III	Semester IV	
Credit:20; SGPA:6.60	Credit:20; SGPA: 6.60	Credit:20; SGPA: 8.75	Credit:20; SGPA: 7.50	

Thus CGPA= (20x6.60+20x6.60+20x8.75+20x7.50)/80=7.36

## DISTRIBUTION OF MARKS FOR EXAMINATIONS AND FORMAT OF QUESTION PAPERS

## **Distribution of Marks for Mid Semester Evaluation:**

Table No. 15: Distribution of marks of Theory Examinations of Mid Semester

Topic	Code	Full Marks	Pass Marks	Time	Group-A (Very short answer type	Group-B (Descriptive	Total No. of Questions to Set	
					Compulsory Questions) No. of Questions x Marks = F.M.	<b>Questions)</b> No. of Questions x Marks = F.M.	Group A	Group B
Mid Sem*	T30*	30 (20 +5 +5)	17	1 Hr	5 x1 =5	3 (out of 5) x5 =15	05	5

<sup>\*</sup>There shall be 20 marks theory examination for mid sem, 05 marks for attendance/regular interactions & 05 marks for seminar/ assignment/ term paper given by faculty concerned in classrooms.

## **Distribution of Marks for End Semester Theory Examinations:**

Table No. 16: Marks distribution of Theory Examinations of End Semester

	Code	Full Marks	Pass Marks	Time	Group-A# (Very short answer type	Group-B (Descriptive	Total No. of Questions to Set	
Topic					Compulsory Questions) No. of Questions x Marks = F.M.	Questions) No. of Questions x Marks = F.M.	Group G	Group B
End	T50	50		3 Hrs	2 x5 =10	2 (out of 3) x20 =40	2	3
Sem	Т70	70	28	3 Hrs	Q.No.1 (5x1) + 1x5 =10	4 (out of 6) x15 =60	2	6

## # Question No.1 in Group-A carries very short answer type questions of 1 Mark

**Note**: There may be subdivisions in each question asked in Theory Examinations.

# FORMAT OF QUESTION PAPER FOR MID SEM EXAMINATION 20 MARKS



## Ranchi University, Ranchi

Mid Sem No. Exam Year

## Subject/ Code

**F.M.** =20 **Time**=1Hr.

#### **General Instructions:**

समान्य निर्देश :

- i. **Group A** carries very short answer type compulsory questions. (खंड 'A' में अत्यंत लघु उत्तरीय अनिवार्य प्रश्न हैं।)
- ii. **Answer 3 out of 5** subjective/ descriptive questions given in **Group B**. (खंड 'B' के पाँच में से किन्हीं तीन विषयनिष्ठ / वर्णनात्मक प्रश्नों के उत्तर दें।)
- iii. Answer in your own words as far as practicable. (यथासंभव अपने शब्दों में उत्तर दें।)
- iv. Answer all sub parts of a question at one place. (एक प्रश्न के सभी भागों के उत्तर एक साथ लिखें।)
- v. Numbers in right indicate full marks of the question. (पूर्णांक दायीं ओर लिखे गये हैं।)

#### Group A

1.	 [5x1=5]
2.	
3.	
4.	
5.	

#### 

**Note:** There may be subdivisions in each question asked in Theory Examination.

## FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION

#### **70 MARKS**



## Ranchi University, Ranchi

End Sem No. Exam Year

## **Subject/ Code**

**F.M.** =70 **P.M.**=28 **Time**=3Hrs.

#### **General Instructions:**

1.

- i. Group A carries very short answer type compulsory questions.
- ii. Answer 4 out of 6 subjective/ descriptive questions given in Group B. (खंड 'B' के छ: में से किन्हीं चार विषयनिष्ट / वर्णनात्मक प्रश्नों के उत्तर दें।)
- iii. Answer in your own words as far as practicable. (यथासंभव अपने शब्दों में उत्तर दें।)
- iv. Answer all sub parts of a question at one place. (एक प्रश्न के सभी भागों के उत्तर एक साथ लिखें।)
- v. Numbers in right indicate full marks of the question. (पूर्णांक दायीं ओर लिखे गये हैं।)

## Group A

[5x1=5]

[15]

	i.				
	ii.				
	iii.	•••••			
	iv.				
2	v.	•••••			F.6.1
2.	•••••	••••			[5]
			Group B	<u> </u>	
3.		·····			[15]
4.		·····			[15]
5.		·····			[15]
6.		••••			[15]
7.		••••			[15]

**Note:** There may be subdivisions in each question asked in Theory Examination.

8. .....