

**P.G. Diploma in Fashion Designing & Marketing (PGDFDM)
One Year Diploma Affiliated to Devi Ahilya University, Indore**

1 Year - 2 Semesters
Ist Semester - (6 Month) July to December
IInd Semester - (6 Month) January to June

I Semester (Already Existing)

**SUBJECTS CHART
FIRST SEMESTER**

Ser No	Name of Subject	Marks Division			
		Practical	Theory	Internal	Total
1.	New Horizon in Fashion Designing & Communication Skills	No	80	20	100
2.	Fundamental of Apparel Construction	40	40	20	100
3.	Fashion Illustration	40	40	20	100
4.	Ornamentation Technique	40	40	20	100
5.	Jewellery Design	40	40	20	100

As already clear from the chart one subject New Horizon of Fashion Designing is totally theory which makes it difficult for the student to cope up.

Fashion being a very fast developing industry all over the globe and very active participation of the Indian market in the fashion world it has become very important to have strong language command on English to communication to the world as in the domestic market.

We would here request that kindly divide the (Ist Subject) theory subject into **40 Marks Communication Skill (English) and 40 Marks as the New Horizon of Fashion Designing and 20 Marks of Theory including Internal Marks.**

The Syllabus for the same is attached here with. We have also tried to improvise other subjects on the basis of the demand and changes in the fashion word. The changed syllabus is enclosed here with.

SECOND SEMESTER

Ser No	Name of Subject	Marks Division			
		Practical	Theory	Internal	Total
1.	Marketing Management & Packing Presentation	No	80	20	100
2.	CAD for Apparel Design	40	40	20	100
3.	Fashion Illustration	40	40	20	100
4.	Advance Apparel Construction & Draping	40	40	20	100
5.	Project	50	-	50	100

Project should have the work of the students for the full year and presentation of their collection on the ramp with the understanding of the commercial value of the design.

FIRST SEMESTER

Course of Study

P.G. Diploma in Fashion Designing & Marketing

Subject:-New Horizons in Fashion Designing & Communication Skills

Code No.-DFDM-11

Theory -

Max Marks-100

Section (A) - New Horizon in fashion Designing & (50 Marks)

Section (B) - Communication Skills (50 Marks).

Section (A)

New Horizon in fashion Designing

Unit I:

The Nature of Fashion:

What is Fashion Designing?, What is Fashion?, The Terminology of fashion , fashion cycles, factor influencing fashion movement, how to be in touch with latest fashion ?

Fashion forecast & flash back: creating the demand of fashion, fashion pyramid- Hierarchy retailing of fashion.

Unit II:

Designing Principals, Fashion Show and Exhibition:

Components of fashion: Body analysis chart.

Silhouette type shapes space and forms, Principal of designing balance proposition rhythm emphasis & harmony.

Fashion Show organize and participation its role in modern fashion trade and industry.

Fashion Exhibition: Organizing and participation in exhibition strategies for successful publicity.

Unit III:

Fashion Accessories:

Fashion Accessories foot wear, jewellery , lingerie , hand bags, etc go with fashion apparel, national and international brand of jewellery and footwear .

Makeup and hairstyle.

Section (B)

Communication Skills

Unit I:

1. Fundamental of Business Communication & Modern Techniques of Communication
 - a) Communication: It's meaning objectives and process.
 - b) Business Communication :Basic forms
 - c) Principal of effective communication.
 - d) Information technology and business communication.
 - e) Use of Internet, e-Mail, Voice Mail, and Facsimile fax.
 - f) Tele printer or Tele typewriter.

Unit II:

2. Fundamental of Effective Business Writing.
 - a) Written Communication.
 - b) Business letter writing.
 - c) Letters regarding enquiries, quotation and orders.
 - d) Letters regarding trade reference.
 - e) Letters of complaint.
 - f) Letters of introduction and follow up letters.
 - g) Resume writing and interview letters and appointment letters.

Course of Study
P.G. Diploma in Fashion Designing & Marketing
Subject:-Fundamental of Apparel Construction
Code No.-DFDM-12

Theory -of Fundamental of Apparel Construction

Max Marks-100

Unit I:

Tools and equipment for construction and measurement.

(a) Tools

- Cutting tools
- Drafting tools
- Measuring tools
- Marking tools
- Sewing tools
- Finishing & pressing tools

(b) Measurement:-

- Body measurement
- Ready garment measurement
- Standard measurement
- Sequence of recoding measurement
- Direct and Indirect measurement

Unit II:

Garment Designing-

- Impact of texture, color & print to designing of kids wear according to party.
- Impact of texture, color & print to ladies wear according to party.
- Impact of age, sex, season, social status, economics, education, religion, and other factor on garment designing.

Unit III:

Regional Dresses

- Indian regional dresses for Men's wear in different states.
- Indian regional dresses for Women's wear in different states.

Unit IV:

Trimming materials- Introduction of material, type of trimming material.

- Compulsory Trimming
- Decorative Trimming

Unit V:

Fitting Strategies

- Fitting check points- fitting factor, first fitting, second fitting and final fitting.
- Good fitting

Course of Study
P.G. Diploma in Fashion Designing & Marketing
Subject:-Fundamental of Apparel Construction
Code No.-DFDM-12

Practical-of Fundamental of Apparel Construction

Unit I:

Basic technique of construction.

Sewing technique:-

- Basic hand stitches- Basting, over costing, hamming, lock stitch, eyehole seam, buttonhole.
- Seams plain seam, counter double top seam, French seam, bound seam, lapped seam.
- Piping, facing and zip attaching.
- Tucks, dart, pleats, pocket, and gathering.

Unit II:

Different type of collar and stand collar.

- Type of yoke - upper garment yoke, lower garment yoke.
- Type of sleeves plain sleeve, puff sleeve, kimono sleeve, reglen sleeve and flared sleeve.

Unit III:

Opening

- Standard center opening.
- Double breasted opening
- A symmetrical opening.
- Shirt front opening.

Unit IV:

Drafting, cutting & stitching.

- Basic body block
- Basic sleeve block
- Basic skirt block

Garment Construction

- Kids Garment- Jhabla & Baby frock.
- Ladies Garment-
 - (a) Upper body garment- Top, Shirt, Kurta, blouse.
 - (b) Lower body Garment- Skirt. Trouser, Chuddidar.

Course of Study
P.G. Diploma in Fashion Designing & Marketing
Subject:-Fashion Illustration
Code No.-DFDM-13

Theory -of Fashion Illustration

Max Marks-100

Unit I:

Study of human body with reference to skeleton, muscles, joints, organs, growth of lady, various considerations in making cloths.

Fashion Illustration, Illustration of normal and fashion flesh figure in different views- front, side, ¾ back, tilted, figure in different position.

Basic sketching and technique- lines, diagonal, checks, simple checks.
National and International motif collection- Microtip pen (medium)

Unit II:

Basic Sketching used mediums.

- Pencil 's
- 6B Pencil 's
- Charcoal pencil
- Wax pencil
- Marker, water color
- Color pencil
- Microtip pen

Tools-Scale, French carve Eraser, Stencil, Brush, and Color Medium.

Unit III:

Garment Design Details-Neck lines, Collars, Sleeves, Cuffs and Pocket.

- a) Neck Lines-V shaped, square, rounded, oval slit, sweet heart shaped, plunge asymmetrical.
- b) Collars-flat collar, shirt collar, mandarin collar, collar with small & big lapels, casual collar.
- c) Sleeves- Petal or tulip sleeves, kimono, bell Juliet short sleeve, fitted full sleeve.
- d) Cuffs- Casual cuff, elegant cuff.
- e) Pockets- Patch pocket, patch pocket with flap, inside pocket with flap, cargo pocket.

Hand and legs movement with skin color hand, the arms, the foot, the legs, upper body fashion figure under illustration.

Unit IV:

Draping of swimwear, sports wear, basic garment draping.
Swim wear- one piece, two pieces
Sports Wear- Men's sports wear, women's sports wear.
Basic garment draping – Indian garment, Western garment.

Unit V:

Different creative Textures & Prints
Creative Textures: - Different any Ten types.
Prints: - Traditional, Floral, Geometrical, Animal prints.

Course of Study
P.G. Diploma in Fashion Designing & Marketing
Subject:-Fashion Illustration
Code No.-DFDM-13

Practical - of Fashion Illustration

Unit-I

Fashion Illustration , Illustration of normal and fashion flash figure in different view- front, side ,3/4 back, tilted , figure in different position.

Basic sketching and technique - Lines, diagonal, checks, simple checks.
National and International motif collection – Microtip pen (Medium)

Unit II:

Facial feature and expression in different front, ¾ and side face with different hair style.

Facial feature- The eye, nose, ears, mouth, head.

Hair Style- Traditional hair style and western hair style.

Unit III:

Hand and legs movement with skin colors, hand ,the arms, the legs, upper body and fashion figure nude illustration .

Unit IV:

Draping of swim wear , sports wear , basic garment draping.

Swim wear- one piece, two pieces.

Sports wear- men's sports wear, women's sports wear.

Basic garments draping- Indian garment, western garment.

Course of Study
Diploma in Fashion Designing & Marketing
Subject: -Ornamentation Technique
Code No. - DFDM –14

Theory -of Ornamentation Technique

Max Marks-100

Unit I:

Introduction to ornamentation technique, Types ornamentation technique, equipment required for fabric ornamentation technique, selection and transfer of design on fabric.

Unit II:

Printing

- Block Printing- Various type of block, process of block printing, uses of dyeing and colour precaution.
- Stencil Printing- Type of stencil, stencil making, printing process uses of colour.
- Screen Printing-Screen making and exposing method, preparation and full process of printing.
- Roller Printing- Method of printing, equipment of print precaution and full printing processes.

Unit III:

Painting

- Fabric Painting-Painting tools, method & precaution different type of colour filing.
- Nib painting-painting method, painting material, precaution.
- Con Painting- painting method, painting material, precaution.
- Glass Painting- painting method, painting material, precaution.

Unit IV:

Dyes

Classification of dyes

- Natural dyed
- Man made or synthetic dyes

Tie & Dye

- Dying method

Unit V:

Embroidery-

- Indian traditional embroidery
different type of stitches (Minimum 40)

Aari work - different type of stitches.

Machine embroidery- different type of stitches
Other method of ornamentation- patchwork, appliqué work, piping, Tubing, laces, button, ribbon, beads

Course of Study
Diploma in Fashion Designing & Marketing
Subject: -Ornamentation Technique
Code No. - DFDM –14

Practical -of Ornamentation Technique

Unit I:

Embroidery

- (a) Hand –different type of stitches by needle.
- (b) Aari- different type of stitches by Aari.
- (c) Machine- different type of stitches by Machine.

Unit II:

Printing

- (a) Hand printing-
 - Block printing
 - Screen printing
 - Stencil printing
 - Batik printing
 - Tie & Dye
- (b) Machine printing-Roller printing

Unit III:

Painting

- Fabric painting
- Glass painting
- Nib painting
- Cone painting

Unit IV:

Various fabrics swatches collection & texture knowledge .(50 sample)
Swatches- cotton, khaadi, polyester, georgette, silk, net, chiffon, crap,
synthetic, lenin, gebedian, denim.

Course of Study
P.G. Diploma in Fashion Designing & Marketing
Subject:-Jewellery Designing
Code No.-DFDM-15

Theory -of Jewellery Designing

Max Marks-100

Unit I:

Jewels-Jewellery tools and equipments of jewellery, jewellery sizes all types of beads, all type of jewellery material , different technique of jewellery making , different jewels element, latest and new creation of jewels.

Unit II:

Metal- Study of different metal, precious metal, introduction of metal, types of metal colour, jewellery base metal, branded jewellery.

What is needed to know about jewellery metals?

Carat-Study of carat, different gold carat, precious stone's carat, effect of carat in jewellery's astrology.

Stone-Classification of stone, introduction of stone, source of stone, study of different stone.

Unit III:

Astrology and jewellery –Usage of astrology in jewellery, jewels and jewellery in astrological light.

Unit VI:

Principal and elements of designing, fashion and costume jewellery designing study.

Traditional and modern jewellery designing.

Unit V:

Scope and prospects- jewellery makets, jewellery
Career opportunities in jewellery designing.

Course of Study
P.G. Diploma in Fashion Designing & Marketing
Subject:-Jewellery Designing
Code No.-DFDM-15

Practical -of Jewellery Designing

Fancy-Jewellery material making.

- Clay & Paper jewellery.
- Fashion & Costume jewellery designing and construction.
- Modern jewellery designing.
- Different jewellery designing and construction.

SECOND SEMESTER

Course of Study
P.G. Diploma in Fashion Designing & Marketing
Subject:-Marketing Management and Packing Presentation
Code No. DFDM -21

**Theory- of Marketing Management
and Packing Presentation**

Max Marks-100

Unit I:

Introduction- Definition, importance of Marketing, Marketing and selling, marketing tasks.

Unit II:

(a) Market segmentation -Need for market segmentation, basics and available target marketing strategies.

(b) Market Research -Concept, Objectives and importance and methodology marketing research.

(c) Marketing Mix Element

Product :

Definition and concept, type of product, product life cycles and its various stage and how to manage it. Marketing strategies at various stages of PLC and importance of branding.

Unit III:

(a) Pricing:

Concept importance, pricing strategies.

i. Pricing objectives

ii. Types of price policies.

(b) Distribution

Concept, importance, levels of distribution, channel members and their Importance.

i. Meaning definition and nature

ii. Function of distribution channel

iii. Type of distribution channels

iv. Role of middle men

Unit IV:

Promotion

Concept, importance types of media, how & when to use them, the communication process, promotional mix, advertising, publicity, personal selling & sales promotion.

Unit V:

Packaging

- (a) Introduction, considerations, function, strategies, importance & criticism of packaging.
- (b) Hangers, cartons, bags.
- (c) Catalogues, storage & dispatches.

Course of Study
P.G. Diploma in Fashion Designing & Marketing
Subject:-CAD for Apparel Design
Code No.-DFDM-22

Theory- of CAD for Apparel Design

Max Marks-100

Unit I: _

Knowledge of computer and Internet

- What is Computer
- Importance of Computer
- Structure of Computer
- Types of Computer

Unit II:

Introduction and Graphic Designing Software

- Paint Brush
- Coral Draw
- Photo Shop
- Illustrator
- Comparison between coral draw and other designing soft ware

Unit III:-

(a) Color theory of graphic designing software

- Three color-RGB
- Four color-CMYK

(b) Basic graphic tools –

- Tools for designing
- Tools for coloring
- Tools for special effect
- Tools for editing
- Tools for text page set up, and print set up etc.

Unit IV:-

- Layering and Image Editing.

Unit V:-

- Types of files- PDF, EPS, JPS, PAT, AI, GIF, CDR, etc.

Course of Study
P.G. Diploma in Fashion Designing & Marketing
Subject:-CAD for Apparel Design
Code No.-DFDM-22

Practical -of CAD for Apparel Design

1. Practically knowledge of –

Make file, folder, save, selection, moves, delete, copy, cut, paste, undo, redo, page size, unites, import command and export command.

2. Tools

- For object making
- Figure making
- Prints, texture ,color
- Special effects , bitmap editing
- 3D effects, transparency.
- Image editing.

3. Two color pattern & multicolor pattern.

4. Neck lines- Basic & Designer.

5. Figure-Block figure, stick figure, flesh figure with different movements.

6. Garment Designing- Salwar suit, parallel suit, chudidhar & kurta, skirt top, Capri, jacket & trouser, frock, swimming costume, evening gown, lehanga, saree.

7. Print- Nursery print, floral print, teenager print, traditional print, geometrical prints, cross-stitch print etc.

8. Back ground setting according to dress.

9. Color mixing, shading.

10. Mixing of two images.

Course of Study
P.G. Diploma in Fashion Designing & Marketing
Subject:-Fashion Illustration
Code No.-DFDM-23

Theory-of Fashion Illustration

Max Marks-100

Unit I:-

- a) Draping of Indian garment on flesh figures.
Types of Indian garment-
Salwar suit, salwar variation, saree, lehanga chunni, Dhoti kurta and regional dresses
- b) Draping of western garment on flesh figures.
Types of western garments-
Skirt, top, Indo western garment, evening gown, jeans, Capri.

Unit II:-

Medium – Effect of medium, type of medium.
Use of various mediums for preparing effective illustration water colour, Poster colour, Crayons, oil poster, pencil, water proofink, microtip wash, charcoal, photo and Fuji colors.

Unit III:-

Color- Different color effect, type of color.
Color wheel- Hot color, cool color, tint and pants.
Color wheel-Primary color, Secondary color, and tertiary color.
Hot Color/Warm Color-red, Yellow and Orange
Cool Color- Green, Blue and Violet.

Unit IV:-

Garment design detail skirts, bows, belts and pants.
Type of Skirt- Pencil Skirt, Umbrella Skirt, Circular Skirt, Mini Skirt, Full Skirt, Rep & round Skirt, asymmetrical Skirt, puff skirt.

Type of belt -Decorative belt, plastic belt, stylish belt, Leather belt, wooden belt.

Type pant- Trouser, executive pant cargo pant.

Drapes garment details according to season, festival and party.

Unit V:

Accessories-

Drapes garment, according to season with different accessories-

Scarf, headgear, Jewellery, Bags and shoes. (Footwear)

Jewellery- Metallic jewellery, eco friendly jewellery.

Bag- Executive bag, tracking bag.

Footwear- Children, women, men

Course of Study
P.G. Diploma in Fashion Designing & Marketing
Subject:-Fashion Illustration
Code No.-DFDM-23

Practical -of Fashion Illustration

1. Draping of Indian garment on flesh figure.
2. Draping on western garment on flesh figure.
3. Use of various medium for preparing effective illustration water color, poster color, crayons, oil poster, pencil, water proof ink, microchip wash, charcoal, photo and Fuji colors.
4. Color wheel, hot color, cool color, tint & shades.
5. Garment design details skirts, bows, belt and pants.
6. Drapes garment according to season with different accessories- Scarf, headgear, jewellery, bags and shoes.
7. Port-folio presentation.

Course of Study
P.G. Diploma in Fashion Designing & Marketing
Subject:- Advance Apparel Construction & Drafting
Code No.-DFDM-24

**Theory-of Advance Apparel
Construction & Drafting**

Max Marks-100

Unit I:

1. Study of paper pattern .and Garment components.

a) Making Basic Body Block

- Body block
- Skirt block
- Sleeve block

(b) Types of Pattern-

- Master Pattern
- Working Pattern
- Market Pattern
- Production Pattern
- Graded Pattern

(c) Pattern Making Terminology

- Pattern Term
- Fabric terms
- Drafting

(d) Pattern Components

- Upper garments Components
- Lower garments Components

Unit II:

Dart Manipulation:

- Dart and dart equipments
- Method of dart Manipulation
- Style development
- Rules of dart Manipulation

Unit III:

Pattern Adaption to basic block for different garment

- Different style of blouse(any five)
- Different style of Lehanga (any two)
- Evening gown (any two)

Unit IV:

Lay Out

Principal of Lay – Out-

- Lay out variation- all over print, one direction print, on striped print.
- Lay out loss and profit.

Unit V:

Draping

- Principal of draping
- Elements of fabric
- Loss and Profit of draping
- Basic body block draping

Course of Study
P.G. Diploma in Fashion Designing & Marketing
Subject:-Advance Apparel Construction & Drafting
Code No.-DFDM-24

Practical- of Advance Apparel Construction & Drafting

1. Block Pattern-

- Skirt block.
- Body block.
- Sleeve block.
- Trousers block size medium.

2. Cutting stitching & finishing of garments-

- A Line frock.
- Princess line dress.
- Shirt.
- Trouser.
- Lenga Choli (Traditional dress)
- Blouse.

Course of Study
P.G. Diploma in Fashion Designing & Marketing
Subject:-Project and Viva -Voce
Code No.-DFDM-25

Theory- Project and Viva -Voce

Max Marks-100

- Based upon working experience of any designing marketing consultancy of 60 hrs. The candidate has to submit report in the form of a dissertation.