

M. D. University, Rohtak
Scheme of Examination for
Fashion Designing 2010-11
(Advance Diploma) 3rd Yr.
Annual

<u>Sr.No</u>	<u>Course No.</u>	<u>Nomenclature of Paper</u>	<u>Max. Marks.</u>	<u>Periods / Week</u>
1.	031	Advertising & Marketing in Fashion Industry	50	3
2.	032	History of Fashion	50	3
3.	033	Practical-I (Basic Designing)	100	4
4.	034	Practical-II (Garment Construction)	100	4

M. D. University, Rohtak
Advanced Diploma in Fashion Designing 3rd Year
Theory Paper-I
Advertising & Marketing in Fashion Industry_

M.M.:50

Time: 3 Hrs.

Note:- (i) The Examiner will set question Nine in all, selecting at least two questions from each unit. The students will attempt five questions, selecting at least one question from each unit. All questions carry equal marks. Question No. I which will be compulsory and will have five to seven parts.

UNIT I

1. Definition of Marketing.
 - * Core Marketing Concepts
 - * Goals & benefits of the marketing concept
2. The marketing concept & its evolution
 - * Various concepts of marketing-Production concept
 - * Selling concepts, marketing concept, product
 - * Benefits of the marketing concepts

UNIT II

3. Product Branding
 - * Importance of branding

- * Purpose of branding
- * Branding strategies
- * Characteristics of good Brand names
- 4. Pricing
 - * Procedure
 - * Pricing methods-promotional pricing, discriminatory pricing
 - * Initial price changes

UNIT III

- 5. Direct Marketing
 - * Nature
 - * Growth
 - * Advantages
 - * Major Decisions
- 6. Advertising
 - * Different types of Advertisement.
 - * Advantages of Advertisement.
 - * Need & importance to wholesalers, retailers & consumers of Advertising.

References

1. Principles of Marketing (Dr. S.C. Agarwal)
2. Internation of Marketing (Dr. V. K. Mittal)
3. Marketing Management (Raja Gopal)

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Fashion Designing 3rd Yr.

Theory Paper-II

History of fashion

M.M-50

Time:-3 Hrs.

Note:- (i) The Examiner will set question Nine in all, selecting at least two questions from each unit. The students will attempt five questions, selecting at least one question from each unit. All questions carry equal marks. Question No. I which will be compulsory and will have five to seven parts.

UNIT-I

1. Origin of clothing: History of activities, Different types of natural fabrics, its manufacture, care and maintenance
2. Indus Valley : Culture, Dresses, Accessories, Food etc.

UNIT-II

3. Introduction to traditional costumes of following states.
 - (i) Punjab (folk wear)
 - (ii) Jammu & Kashmir (Kashmiri pandits & Muslims)
 - (iii) Himachal Pardesh (folk wear & Gaddi Tribe)
 - (iv) Rajasthan (folk wear & Bheel)

- (V) Haryana (Folk Wear)
- (VI) Gujrat (Folk Wear)
- 4. Indian Traditional Textiles
 - (i) Dyeing of Textiles (Ikkat, patola, tie & dye)
 - (ii) Printing (Hand& Block Printing)
 - (iii) Painted Textiles (Kalamkari)
 - (iv) Woven Textiles (Kanjeeveram & chanderi)
 - (V) Colours & motifs used in Indian traditional textiles.

UNIT-III

- 5. Production processes of various woven Indian textiles
- 6. Modern tools used in Fashion Industry
 - (i) Introduction, parts and basic functions of fashion maker sewing machine.
 - (ii) Introduction:- Parts & basic function & computerized embroidery machine.

References

1. Decorative Design History in Indian Textiles & Costumes.(ParulBhatnagar)
2. Career in Textile & Fashion Designing (Cameron Luther)
3. Past & Present Trends Fashion Technology (Peter Mccland)

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**Practical Paper-I
Basic Designing**

M.M.:100

Time: 4 Hrs.

- * Applique, Quilting & Patch Work. (Samples + One Artical).
- * Sketching of fashion details.
Pockets, Cuffs, Yoke, Frill, Gathers, bow & pleats.
- * Collect fabrics of different textures.
- * Designing of one garment with anyone of these color schemes. (Cool, warm or acromatic)

Note:- The Examiner will give two questions on the spot.

Q. 1 30 Marks

Q. 2 30 Marks

Scheme/File 25 Marks

Viva 15 Marks

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**Practical Paper-II
Garment Construction**

M.M.:100

Time: 4 Hrs.

- * Pattern Making of fancy neck lines & sleeves.
- * Drafting, Layout & stitching of following garments for the ladies.
 - (i) Pleated skirt with yoke & fancy top.
 - (ii) Nighty & gown. (Night Wear).
 - (iii) Kalidar Kurta & Churidar.
 - (iv) Fancy salwar-kameez suit.
 - (v) Lehanga Choli (Any one from following:-
Fish cut, kalidar, traditional.

Note:- The Examiner will give two questions on the spot.

Q. 1	30 Marks
Q. 2	30 Marks
Scheme/File	25 Marks
Viva	15 Marks