

U.P. Rajarshi Tandon Open University, Prayagraj
Proposed Course Structure
U.G. Programme: Subject Name: Textile Designing

Year	Semester	Course Code	Title of paper	Credits
Core Course				
1	First Semester	UGTD- 101	Drawing and sketching	4
1	Second Semester	UGTD- 102	Elementary textile science	4
2	Third Semester	UGTD- 103	Drafting and pattern making	4
2	Fourth Semester	UGTD-104	Stitching	4
Discipline Centric Course				
3	Fifth Semester	DCETD-101	Fashion concepts	3
		DCETD-102	Textile coloration and printing technology	3
3	Sixth Semester	DCETD-103	Traditional textile and craft	3
		DCETD-104	Marketing and sales management	3

Syllabus for B.A. in Textile Designing

Programme: Bachelor of Arts	Year: First	Semester: First
Subject: Textile Designing		
Course Code: UGTD-101N	Course Title: DRAWING AND SKETCHING	
Course Objectives:- <ul style="list-style-type: none"> ➤ Learners will be aware about Definition of Line, quality of Line. ➤ To study about Art material Basics of Sketching. ➤ Learners will be aware about Illustration and Composing Scenes Symbols ➤ To study about Monumental Sketching; Land Scapes; Seascapes; Nature 		
Course Outcomes: <ul style="list-style-type: none"> ➤ Learners will be able to define Definition of Line, quality of Line. ➤ Learners will be able to know about Art material Basics of Sketching. ➤ Learners will be able to know about flower making and Animal Study; Bird Study; Fishes Study; Butterflies Study. 		
Credits: 4	Type of Course: Core	
Max. Marks: 100	Min. Passing Marks: 36	
(Syllabi should be framed block wise/unit wise)		
Blok- 1	Material, Indoor, Outdoor	
UNIT-1	Introduction to Art material, Your Work place; Basics of Sketching, Definition of Line, quality of Line; Perspective Drawing; Illustration.	
UNIT- 2	Object Drawing, Place for Design; Still Life; Composing Scenes Symbols.	
UNIT- 3	Monumental Sketching; Land Scapes; Seascapes; Nature	
Blok-2	Colour, Nature-1, Nature-2	
UNIT- 4	Writing; Water colour; Poster Colour; Pastel	
UNIT- 5	Flower Study; Leaf Study; Trees & Twigs study; Vegetable Study	
UNIT- 6	Animal Study; Bird Study; Fishes Study; Butterflies Study	
Blok-3	Nature-3, Nature-4	
UNIT- 7	Insets; Mountains Rivers etc. Sketching With Different Mediums; Colouring With Different Mediums.	
UNIT- 8	Cartooning; Rendering Sketches; Design Conversion-1; Design Conversion-2	
Suggested Text Book Readings: Suggested Readings: <ul style="list-style-type: none"> • Designing - An Introduction by Karl Aspelund published by Fairchild Books 2015 Pg. no. 2, 3, 69-127 		

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• Understanding Color - An Introduction for Designers by Linda Holtzschue published by John Wiley & Sons, Inc. 2011

Pg. no. 68-92

- Vogue Magazine (India), Editor Priya Tanna published by Conde Nast India Pvt. Ltd.
- Elements of Design – Albert W. Porter, Davis Publications Inc., U.S. 80 pages
- Gini Stephen Frings (2007), Fashion Concept to Consumer 1.
- Pearson Elaine Stone (2013), 2. Dynamics of Fashion,
- Fair Child Books Fred Davis (2002), Fashion, Culture and Identity, University of Chicago Press

Suggested Digital Platform:

<https://www.hamstech.com/principles-and-elements-of-fashion-designing>

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.

Suggested Continuous Evaluation Methods:

Seminar/ Presentation on any topic of the above syllabus/ Test with multiple choice questions/ short and long answer

questions/ Attendance

Course pre requisites: The eligibility for this paper is 10+2 with any subject

At the End of the whole syllabus any remarks/ suggestions: Students will be able to understand the importance, need

This course can be opted as an elective by the students of following subjects:- **N.A.**

Syllabus for B.A. in Textile Designing

Programme: Bachelor of Arts	Year: First	Semester: Second
Subject: Textile Designing		
Course Code: UGTD-102N	Course Title: ELEMENTARY TEXTILE SCIENCE	
Course Objectives:- <ul style="list-style-type: none"> ➤ Learners will be aware about introduction to textile. ➤ To study about Fiber Identification and Chemical Aspect of Textile. ➤ Learners will be aware about Natural and Man Made Fivers. ➤ To study about Spinning and Manufacturing of Yarn, Fabric Construction Methods. ➤ To Study about Textile Finishes. 		
Course Outcomes: <ul style="list-style-type: none"> ➤ Learners will be able to aware about introduction to textile. ➤ Learners will be able to study about Fiber Identification and Chemical Aspect of Textile. ➤ Learners will be able to aware about Natural and Man Made Fivers. ➤ Learners will be able to Know about Spinning and Manufacturing of Yarn, Fabric Construction Methods. ➤ Learners will be able to Study about Textile Finishes. 		
Credits: 4	Type of Course: Core	
Max. Marks: 100	Min. Passing Marks: 36	
(Syllabi should be framed block wise/unit wise)		
Blok-1	introduction to textile, FIBER IDENTIFICATION AND CHEMICAL ASPECT OF TEXTILE	
UNIT- 1	Meaning and definition, history, Importance and relation with home science, factors affecting purchasing of cloths, classification of textile fibres, properties of fibres:- physical, chemical and mechanical properties	
UNIT- 2	Introduction, kinds of identification test:-appearance test, feeling test, breaking test, burning test, creasing test, tearing test, ink test, oil test, moisture test, microscopic test, chemical or solubility test, specific gravity test, chemistry of textile fibres.	
Blok-2	NATURAL AND MAN MADE FIBERS.	
UNIT- 3	cotton:-history and origin, processing of cotton fibre, characteristics of cotton	
UNIT- 4	linen :-history and origin, preparation of linen, characteristics of linen wool :-history and origin, classes of wool, classification of wool fibres, kinds of woollen fabrics, manufacture of wool, characteristics of wool silk:-history and origin, production of silk, filature operations, manufacture of silk yarn, finishing of silk, kinds of silk, characteristics of silk	
UNIT- 5	Rayon: - history and origin basic methods of producing rayon filament, kinds of rayon, preparation of rayon, characteristics of rayon Nylon: - history and origin, method of manufacture of nylon fibre, types of nylon yarn, characteristics of nylon modern fibers:- decran, polyester, orlon, acrylion, dyanel, creslon, varal, jafran, derben, vicara, saran, fibre glass, asbestos, slag wool, orifin	

Blok-3	SPINNING AND MANUFACTURING OF YARN, FABRIC CONSTRUCTION METHODS,
UNIT- 6	introduction, types of spinning, types of fibres:- staple and filament, formation of yarn from fibres, yarn dimensions, count and denier, difference between warp and weft yarn , classification of yarn:- simple and complex yarn
UNIT- 7	Introduction, types of fabric construction methods, essential parts of loom, process of weaving, kinds of weave
UNIT- 8	history and origin, kinds of knitted fabric, knitting stitches, knitting needles, gauze, Wales and course, demerits of knitted fabrics, hosiery, and selection of knitted fabric.
Blok-4	TEXTILE FINISHES
UNIT- 9	Introduction, aims and Objectives of finishes, factors influencing the type of finish to be given, and types of finishes
<p>Suggested Text Book Readings: Suggested Readings: • Perspective Drawing Handbook by Joseph D'Amelio published by Dover Publications (2004) • Figure Drawing for Fashion Design by Elisabetta Drudi published by The Peppin Press 2001 Suggested Digital Platform: https://www.amikosimonetti.com/life/drawing-the-fashion-figure-with-9-heads-proportion-part-1 https://www.pinterest.com/cls1956/croquis/ https://www.fashionistasketch.com/draw-fashion-croquis/</p> <p>This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.</p> <p>Suggested Continuous Evaluation Methods: Class Performance/Practical Exam/Submission/Viva/Attendance</p> <p>Course pre requisites: The eligibility for this paper is 10+2 with any subject</p> <p>At the End of the whole syllabus any remarks/ suggestions: Students will be able to illustrate basic male, female and kids croquis and basic fashion silhouettes.</p>	
This course can be opted as an elective by the students of following subjects:- N.A.	

Syllabus for B.A. in Textile Designing

Programme: Bachelor of Arts		Year: Second	Semester: Third
Subject: Textile Designing			
Course Code: UGTD-103N		Course Title: DRAFTING AND PATTERN MAKING	
Course Objectives:-			
<ul style="list-style-type: none"> ➤ Learners will be aware about Basics , Drafting. ➤ To study about Pattern layout, Advanced pattern layout. ➤ To study about Basic of block. 			
Course Outcomes:			
<ul style="list-style-type: none"> ➤ Learners will be able to aware about Basics , Drafting ➤ Learners will be able to Draw Pattern layout, Advanced pattern layout. ➤ Learners will be able to know about Basic of block. 			
Credits: 4		Type of Course: Core	
Max. Marks: 100		Min. Passing Marks: 36	
(Syllabi should be framed block wise/unit wise)			
Blok-1	Basics , Drafting		
UNIT- 1	importance of drafting, paper pattern individual pattern, standard pattern, Block pattern, bodice block, trade block, Under Graduate block, pattern manipulation, drafting formula, tools used in drafting, making on professional pattern pieces, laying and cutting of fabrics, pinning, tailor tucks, removing the pattern and markings, measurements, body width, body length.		
UNIT- 2	Basic block for children, basic block for adults, collars, skirts.		
Blok-2	Pattern layout, Advanced pattern layout		
UNIT- 3	importance of pattern layout, pattern preliminaries, importance of pattern making, pattern layout for kids garments, pattern layout for ladies garments, cloth estimation and it's costino, calico patterns, printed and the patterned fabric, novelty material, off grain material, Determining the direction of nap, design for plaid material, cutting in plaid checks and striped material, matching plaid design throughout the garment, cutting twills on the bias, maximum utilisation of material, casting of garment.		
UNIT-4	Pattern making theory- lace, yokes, measurement, selvedge, gathers, Tucks and pleats, dart manipulation, relocating a basic dart, moving bodice block dart, advanced pattern making.		
Blok-3	CAD FOR TEXTILE		
UNIT-5	Computer Fundamentals		

UNIT-6	History of computer. Classification of Computers, How computer works,
UNIT-7	Processing Unit, Different types, of Memory, Boolean Theory
UNIT-8	Introduction of Input devices Introduction of Output devices
Blok-4	Windows Operating System & Networking
UNIT-9	Types of Software, Language and their utilities
UNIT-10	File, Disk and Display Management
UNIT-11	Networking, (Types/Command/Options)
UNIT-12	Introduction of Internet
Blok-5	Various designing & presentation software
UNIT-13	Paint (Options & Tools) CorelDraw (Options & Tools)
UNIT-14	Photoshop (Options & Tools) Word Processing & Power Point (Options & Tools) Introduction to advanced fashion designing softwares.
Blok-6	Layout & Project
UNIT-15	Shapes, Compositions, & Color Schemes Design development for fabrics- booti, border, etc
UNIT-16	Different types of Placements Samples of Prints along with colourways
<p>Suggested Text Book Readings: Suggested Readings:</p> <ul style="list-style-type: none"> • Textiles- Fiber to Fabric (6th Edition), by Corbman, P.B. (1985), published by Gregg Division/McGraw Hill Book Co., US. Joseph, M.L., (1988), 576 Pages • Essentials of Textiles (6th Edition), by Joseph, M.L., (1988), published by Holt, Rinehart and Winston Inc., Florida, 400 pages <p>Suggested Digital Platform: https://www.ethicalfashnerd.com/journal/elements-of-a-textile-who-are-the-people-behind-the-fabric/ https://www.testertextile.com/the-four-elements-of-textile-fiber-concept-form-structure-and-characteristic/</p> <p>This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.</p> <p>Suggested Continuous Evaluation Methods: Seminar/ Presentation on any topic of the above syllabus · Test with multiple choice questions/ short and long answer questions · Attendance</p> <p>Course pre requisites: The eligibility for this paper is 10+2 with any subject</p> <p>At the End of the whole syllabus any remarks/ suggestions: Students will be able to understand and learn how various fibers and yarns are obtained and processed.</p>	
<p>This course can be opted as an elective by the students of following subjects:- N.A.</p>	

Syllabus for B.A. in Textile Designing

Programme: Bachelor of Arts	Year: Third	Semester: Fifth
Subject: Textile Designing		
Course Code: UGTD-104N	Course Title: STITCHING	
Course Objectives:- <ul style="list-style-type: none"> ➤ Learners will be aware about introduction to textile. ➤ To study about Basics of Stitches and Embroidery ➤ Learners will be aware about Basics of Smocking and Basics of Craft 		
Course Outcomes: <ul style="list-style-type: none"> ➤ Learners will be able to aware about introduction to textile. ➤ Learners will be able to study about Basics of Stitches and Embroidery. ➤ Learners will be able to aware about Basics of Smocking and Basics of Craft . 		
Credits: 4	Type of Course: Core	
Max. Marks: 100	Min. Passing Marks: 36	
(Syllabi should be framed block wise/unit wise)		
Blok-1	Basics of Stitches and Embroidery	
UNIT- 1	Stitching	
UNIT- 2	Utility Bags	
UNIT- 3	Embroidery	
UNIT- 4	Patch Work	
Blok-2	Basics of Smocking and Basics of Craft	
UNIT- 6	Quilting	
UNIT- 7	Smocking	
UNIT- 8	Matty Craft	
UNIT- 9	Needle Craft	
Suggested Text Book Readings: Suggested Readings: <ul style="list-style-type: none"> • Fashion Merchandising by James Clark. • Fashion Trends Forecasting by Gwyneth Holland. • Fashion Design: Apparel Industry by Manish Kushwaha. • Indian Apparel Industry: Challenges and opportunities by Rajendra Kumar Aneja. • Fashion Forecasting by Akhil JK. Suggested Digital Platform: https://www.apparesearch.com/apparel_industry.html https://www.sciencedirect.com/topics/engineering/textile-and-apparel-industry This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design. Suggested Continuous Evaluation Methods:		

Seminar/ Presentation on any topic of the above syllabus/ Test with multiple choice questions/ short and long answer

questions/ Attendance

Course pre requisites: Student must have qualified Certificate Course.

At the End of the whole syllabus any remarks/ suggestions: Students will be able to study Apparel Industry and apparel

manufacturing process.

This course can be opted as an elective by the students of following subjects:- **N.A.**

Syllabus for B.A. in Textile Designing

Programme: Bachelor of Arts		Year: Second	Semester: Fifth
Subject: Textile Designing			
Course Code: DCETD-101 N		Course Title: Fashion Concepts	
Course Objectives:-			
<ul style="list-style-type: none"> ➤ Learners will be aware about Fashion Barriers.. ➤ To study about Fiber Glossary, Identifying Fashion. ➤ Learners will be aware about fashion Industry. . 			
Course Outcomes:			
<ul style="list-style-type: none"> ➤ Learners will be able to aware about Fashion Barriers.. ➤ Learners will be able to study about Fiber Glossary, Identifying Fashion. ➤ Learners will be able to aware about fashion Industry. . 			
Credits: 3		Type of Course: Core	
Max. Marks: 100		Min. Passing Marks: 36	
(Syllabi should be framed block wise/unit wise)			
Blok-1	Fashion Barriers		
UNIT- 1	Objectives, Introduction to Fashion; Categorization of Fashion; Importance of Accessories, Types of Accessories- Belts, Jewellery, Watches, Hand bags, Footwear, Umbrellas, Bows & Neckties. Headgears & Hats. Scarves, Shawls, Muffler, Spectacles, Cosmetics, Gloves;		
UNIT- 2	Difference between hide & Skin, Types of leather, Varnished leather of Painted leather, Flanks of Shank, Recognizing leather, Preserving skins, Instruments used for leather, Threads used to stitch leather, Types of polishes.		
Blok-2	Glossary, Identifying Fashion		
UNIT- 3	Glossary of Terms used in the clothing industry A to Z		
UNIT- 4	Selection of Fashion, Personality, Clothes Styles & Body Shapes; Figure Proportions, Diagram of a normal Figure, Narrow-Shoulder, wide hip figure types, Camouflaging through optical Illusion, Compliments looks with colour, Clever use of colour, Colour & your figure; Complimentary figures, Tall & slender figures, Tall & angular, Average & well-proportioned, Petite & slender, Short & heavy, Plump; Figure problems, Maternity wear.		
Blok-3	The fashion Industry		
UNIT- 5	A Designer's responsibility, The designer's field, Skill required by a fashion designer, Working Environment; The Indian Fashion Industry, Handy-crafts, Extent & Geographical spread of craft production, Size of Domestic market, Size of Export Market; Indian Fashion Designer; Western Fashion Designe		

Suggested Text Book Readings:

Suggested Readings:

- Fashion Merchandising by James Clark.
- Fashion Trends Forecasting by Gwyneth Holland.
- Fashion Design: Apparel Industry by Manish Kushwaha.
- Indian Apparel Industry: Challenges and opportunities by Rajendra Kumar Aneja.
- Fashion Forecasting by Akhil JK.

Suggested Digital Platform:

https://www.apparesearch.com/apparel_industry.html

<https://www.sciencedirect.com/topics/engineering/textile-and-apparel-industry>

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.

Suggested Continuous Evaluation Methods:

Seminar/ Presentation on any topic of the above syllabus/ Test with multiple choice questions/ short and long answer

questions/ Attendance

Course pre requisites: Student must have qualified Certificate Course.

At the End of the whole syllabus any remarks/ suggestions: Students will be able to study Apparel Industry and apparel

manufacturing process.

This course can be opted as an elective by the students of following subjects:- **N.A.**

Syllabus for B.A. in Textile Designing

Programme: Bachelor of Arts		Year: Second	Semester: Third
Subject: Textile Designing			
Course Code: DCETD-102N		Course Title: TEXTILE COLOURATION AND PRINTING TECHNIQUES	
Course Objectives:-			
<ul style="list-style-type: none"> ➤ Learners will be aware about introduction to textile. ➤ To study about Fiber Identification and Chemical Aspect of Textile. ➤ Learners will be aware about Natural and Man Made Fivers. ➤ To study about Spinning and Manufacturing of Yarn, Fabric Construction Methods. ➤ To Study about Textile Finishes. 			
Course Outcomes:			
<ul style="list-style-type: none"> ➤ Learners will be able to aware about introduction to textile. ➤ Learners will be able to study about Fiber Identification and Chemical Aspect of Textile. ➤ Learners will be able to aware about Natural and Man Made Fivers. ➤ Learners will be able to Know about Spinning and Manufacturing of Yarn, Fabric Construction Methods. ➤ Learners will be able to Study about Textile Finishes. 			
Credits: 4		Type of Course: Core	
Max. Marks: 100		Min. Passing Marks: 36	
(Syllabi should be framed block wise/unit wise)			
Blok-1	Basics to printing, Types of printing, Printing equipments		
UNIT- 1	Making paper patterns, making a stencil, making blocks, making screens		
UNIT- 2	Vegetable printing, fabric printing, free hand painting, embossed painting		
UNIT- 3	Tools, machine, looms, the textile industry.		
Blok-2	Dying and advance printing, Special treatment, Dyes-1, Dyes-2, Dyes-3		
UNIT- 6	Tie and dye, batik, photographic screen, discharge printing.		
UNIT- 7	Combination printing, texture printing, lace making, macrame		
UNIT- 9	Textile dyes, dye source, dyes for fabrics, pigment, pigment groups, there are three basic classes of pigments, coloration chart, factors affecting colours, colour remover, Dye classification, acid or naphthol dyes, azoic or Naphthol dyes, basic dyes, direct dyes, disperse dye, mordant dyes, reactive dyes, pre metalized dyes, sulphur dyes, vat dyes, fluorescent brightness.		
UNIT- 10	Sulphur dyes, mordant dyes, vat dyes, natural dyes.		
	Synthetic dyes, mineral dyes, acetate dyes, dye fixation.		
Blok-3			
UNIT- 11	Transferring of designs, digital printing of textiles, painting, printing, the benefits of direct		

printing, the benefits of heat transfer, non textile dyes, importance of pigments, extender pigments, types of vehicles, colour ways.

Suggested Text Book Readings:

Suggested Readings:

- Designing - An Introduction by Karl Aspelund published by Fairchild Books 2015 Pg. no. 2, 3, 69-127
- Understanding Color - An Introduction for Designers by Linda Holtzschue published by John Wiley & Sons, Inc. 2011 Pg. no. 68-92
- Elements of Design – Albert W. Porter, Davis Publications Inc., U.S. 80 pages

Suggested Digital Platform:

<https://www.invisionapp.com/defined/elements-of-design>

<https://99designs.com/blog/tips/principles-of-design/#:~:>

[text=The%20principles%20of%20design%20are,has%20to%20have%20a%20purpose.](https://99designs.com/blog/tips/principles-of-design/#:~:)

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.

Suggested Continuous Evaluation Methods:

Class Performance/Practical Exam/Submission/Viva/Attendance

Course pre requisites: The eligibility for this paper is 10+2 with any subject

At the End of the whole syllabus any remarks/ suggestions: Students will be able to learn elements of design, principles

and color theory.

This course can be opted as an elective by the students of following subjects:- **N.A.**

Syllabus for B.A. in Textile Designing

Programme: Bachelor of Arts		Year: Second	Semester: Sixth
Subject: Textile Designing			
Course Code: DCETD-103 N		Course Title: TRADITIONAL TEXTILE AND CRAFTS	
Course Objectives:-			
<ul style="list-style-type: none"> ➤ Learners will be aware about introduction to textile. ➤ To study about Traditional Textiles. 			
Course Outcomes:			
<ul style="list-style-type: none"> ➤ Learners will be able to aware about introduction to textile. ➤ Learners will be able to study about Fiber Traditional Textiles. 			
Credits: 3		Type of Course: Core	
Max. Marks: 100		Min. Passing Marks: 36	
(Syllabi should be framed block wise/unit wise)			
Blok-1	Traditional Textiles		
UNIT- 1	Historical Background Introduction to Indian Textiles Indian Crafts Indian Folk Arts		
UNIT- 2	Introduction, Dacca muslin, Dacca Sarces, chanderi sarees, Baluchar sarces, bracade, pitamber, ptola, Bandhani, kalamdar chamba Rumal.		
UNIT- 3	Embroideries of India – Chikan kari of Utter Pradesh, Kasuti of Karnataka, Phulkari of Punjab, Kashida of Kashmir, Kantha of Bengal, Sindh Embraiderly.		
Blok-2	Design Development		
UNIT- 4	Sources of Design Design arrangement for various mediums of printing		
UNIT-5	Study of Western Traditional Designs Study of Modern Designs		
UNIT- 6	Indian Handicrafts Floor Coverings and wall decorations		
Blok-3	Designing for fabrics		
UNIT- 7	Making designs for fabrics		
UNIT- 8	Designing Checks and stripes		
UNIT- 9	Designing borders etc		
UNIT- 10	Setting of Design Repeats		
Suggested Text Book Readings:			
Suggested Readings:			
<ul style="list-style-type: none"> • 'Fashion Marketing' by Mike Easey, published by OM Book Services for Blackwell science publishing 			

• 'Fashion Design - Process, Innovation & Practice' by Kathryn Me -keivey, published by OM Book sen/ices for Black

well science publishing.

• "Fashion Buying' by Helen Goworek, published by OM Book Service for Black well science.

• 'Color forecasting' by Tracy Diane & Tom Cassidy. Published by Om Book International for Black well publishing1.

• 'Fashion Marketing Merchandising' by manmeet sodhia published by Kalyani publisher

• 'Inside Fashion Design' by' Sharon Lee Tate Published by Pearson Education (Singapore) Pvt Ltd.,'

Suggested Digital Platform:

<https://www.marketing91.com/what-is-fashion-marketing/>

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<https://www.referralcandy.com/blog/fashion-marketing-examples/>

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.

Suggested Continuous Evaluation Methods:

Seminar/ Presentation on any topic of the above syllabus• Test with multiple choice questions/ short and long answer

questions• Attendance

Course pre requisites: The eligibility for this paper is Diploma in Fashion Designing

At the End of the whole syllabus any remarks/ suggestions: Students will be able to learn about fashion marketing, fashion

supply chain and various factors related to it.

This course can be opted as an elective by the students of following subjects:- **N.A.**

Syllabus for B.A. in Textile Designing

Programme: Bachelor of Arts	Year: Second	Semester: Sixth
Subject: Textile Designing		
Course Code: DCETD-104 N	Course Title: Marketing and Sales Management	
Course Objectives:- <ul style="list-style-type: none"> ➤ Learners will be aware about introduction to textile. ➤ To study about Fiber Identification and Chemical Aspect of Textile. ➤ To study about Spinning and Manufacturing of Yarn, Fabric Construction Methods. ➤ To Study about Textile Finishes. ➤ Introduce the students to Photography and guide them on tools required for Fashion photography. 		
Course Outcomes: <ul style="list-style-type: none"> ➤ Learners will be able to aware about introduction to textile. ➤ Learners will be able to study about Fiber Identification and Chemical Aspect of Textile. ➤ Learners will be able to Know about Spinning and Manufacturing of Yarn, Fabric Construction Methods. ➤ Learners will be able to Study about Textile Finishes. 		
Credits: 3	Type of Course: Core	
Max. Marks: 100	Min. Passing Marks: 36	
(Syllabi should be framed block wise/unit wise)		
Blok-1	Marketing	
UNIT- 1	Attaining a good finish	
UNIT- 2	Fitting problems & Solutions	
UNIT- 3	Packaging & Labelling	
Blok-2	Fashion Merchandising	
UNIT- 4	An introduction to fashion marketing Fashion Marketing; and its practice Fashion marketing, Vs Fashion Industry Ethical Issue in Fashion Marketing An overview of Fashion Marketing Process, the fashion consumer and organizational buyer -Study of fashion buyer ,Study of fashion consumer decision ,Psychological process ,Sociological aspects of consumer behavior The organizational buyer	
Blok-3	Marketing Management	
UNIT- 5	An introduction to fashion marketing Fashion Marketing; and its practice Fashion marketing, Vs Fashion Industry Ethical Issue in Fashion Marketing An overview of Fashion Marketing Process, the fashion consumer and organizational buyer -Study of fashion buyer ,Study of fashion consumer decision ,Psychological process ,Sociological aspects of consumer behavior The organizational buyer	
UNIT- 6	Fashion marketing research - The purpose of marketing research, Data sources, Practical sampling methods Primary data collecting methods , Data Collection methods	

	,Questionnaire design, Attitude measurement and rating scalar. The role of marketing research in new product development. Segmentation and marketing mix - Mass marketing and marks segmentation, Segmentation: rationale, bases and strategy, Positioning and perceptual mapping, Fashion marking mix
UNIT- 7	Pricing garments and fashion services ,Different views of price ,The role of price decision within marketing strategy, External factors influencing price decision ,Internal factors influences price decision, Main methods of setting prices ,Pricing strategies in Relation to new producer ,Pricing strategies to match the competitive, Price Changes
UNIT- 8	Fashion distribution-The importance of fashion retailing Structural issuer, the industries components Trends in retailing the internet the gray market, Retail Marketing effectiveness
UNIT- 9	Career guidelines :The press Assistance, Public relations Assistant, General duties of the Asst.buyer ,Assistant designers for a high street retailer, Assistant Designer, Visual Merchandising, Costume Designer Working for a magazine, Fashion predictor, Product development, Textile Agent, Recruitment consultant, New Media promotion, Supplier

Suggested Text Book Readings:

Suggested Readings:

- Quality Assurance for Textiles and Apparel by Sara J. Kadolph.
- An Introduction to Quality Assurance for the Retailers by Pradip V. Mehta.
- The Fundamentals of Quality Assurance in the Textile Industry by Stanley Bernard Braham.

Suggested Digital Platform:

<https://searchsoftwarequality.techtarget.com/definition/quality-assurance>

<https://www.dialog.com.au/open-dialog/the-difference-between-quality-assurance-and-quality-control/>

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Fashion Design.

Suggested Continuous Evaluation Methods:

Seminar/ Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer

questions • Attendance

Course pre requisites: The eligibility for this paper is Diploma in Fashion Designing

At the End of the whole syllabus any remarks/ suggestions: Students will be able to learn and practice quality assurance

of fashion products.

This course can be opted as an elective by the students of following subjects:- **N.A.**

U.P. Rajarshi Tandon Open University, Prayagraj
Proposed Course Structure
U.G. Programme: Subject Name: Textile Designing

Year	Semester	Course Code	Title of paper	Credits	Study Material
Core Course					
1	First Semester	UGTD- 101	Drawing and sketching	4	Approved
1	Second Semester	UGTD- 102	Elementary textile science	4	Approved
2	Third Semester	UGTD- 103	Drafting and pattern making	4	Approved
2	Fourth Semester	UGTD-104	Stitching	4	Approved
Discipline Centric Course					
3	Fifth Semester	DCETD-101	Fashion concepts	3	Approved
		DCETD-102	Textile coloration and printing technology	3	Approved
3	Sixth Semester	DCETD-103	Traditional textile and craft	3	Approved
		DCETD-104	Marketing and sales management	3	Approved