

## 2.1 ENGLISH COMMUNICATION-II

### RATIONALE

Interpersonal communication is a natural and necessary part of organizational life. Yet, communicating effectively can be challenging because of our inherent nature to assume, overreact to and misperceive what actually is happening. Poor communication or lack of communication is often cited as the cause of conflict and poor teamwork. In today's team oriented workplace, managing communication and developing strategies for creating shared meaning are crucial to achieve results create successful organizations. The goal of the communicating skills course is to produce civic-minded, competent communicators. To that end, students must demonstrate oral as well as written communication, public address and performance. The objectives of this subject are understanding how communication works, gaining active listening and responding skills, understanding the importance of body language, acquiring different strategies of reading texts and increasing confidence by providing opportunities for oral and written expressions.

### DETAILED CONTENTS

#### Section A

##### 1. READING SKILLS

Unseen comprehension passages (at least 3 passages).

##### 2. Drafting:

- 2.1 writing Notice
- 2.2 Writing Circular
- 2.3 Writing a Memo
- 2.4 Agenda for a Meeting
- 2.5 Minutes of the Meeting
- 2.6 Press release
- 2.7 Telephonic Messages
- 2.8 Paragraph writing:  
Simple and Current Topics Should be covered.

##### 3. Correspondence

- 3.1 Business Letters
- 3.2 Personal Letters

##### 4. Communication

- 4.1 Media and Modes of Communication
- 4.2 Channels of Communication
- 4.3 Barriers to Communication
- 4.4 Listening Skills
- 4.5 Body Language
- 4.6 Humour in Communication

##### 5. Personality Development

- 5.1 What is personality development?
- 5.2 How can personality development be evolved?
- 5.3 Why is personality development?

- 5.4 Types of Personality.
- 5.5 Definition and types of Interviews.
- 5.6 Essentials to achieve success in job interviews.
- 5.7 Importance of group discussions.

## **LIST OF PRACTICALS**

**(Note: The following contents are only for practice. They should not be included in the final theory examination)**

### **1. LISTENING COMPREHENSION**

- 1.1 Locating Main Ideas in a Listening Excerpt
- 1.2 Note-taking

### **2. DEVELOPING ORAL COMMUNICATION SKILLS**

- 2.1 Offering- Responding to offers
- 2.2 Requesting-Responding to Requests
- 2.3 Congratulating
- 2.4 Expressing Sympathy and Condolences
- 2.5 Expressing Disappointments
- 2.6 Asking Question-Polite Responses
- 2.7 Apologizing, Forgiving
- 2.8 Complaining
- 2.9 Persuading
- 2.10 Warning
- 2.11 Asking for Giving Information
- 2.12 Giving Instructions
- 2.13 Getting and Giving Permission
- 2.14 Asking For and Giving Opinions
- 2.15 Group Discussion

## **LIST OF REFERENCE BOOKS**

- 1.Communicating Effectively in English, Book-I by RevathiSrinivas; AbhishekPublications,Chandigarh.
- 2.High school English Grammar and Composition by Wren and Martin; S. Chand & Company Ltd., Delhi.
- 3.Communication Techniques and Skills by R. K. Chadha; DhanpatRai Publications, New Delhi.

## 2.2 HISTORY OF COSTUME

**RATIONAL:-**The students of fashion design should appreciate fashion developments of the Indian as well as western civilization to draw the inference on their influence on costume of the world.

### DETAILED CONTENTS

#### 1. Indian history

##### 1. Ancient Indian history

- Indus valley civilization
- mauryan and sunga period
- kushan dynasty
- gupta dynasty
- mughal dynasty

##### 2. Traditional costumes of India

- clothing of different states

##### 3. History of western fashion

- EGYPTIAN COSTUME –study of dates , jewellery ,hairstyles and footwear.
- GREEK COSTUME –study of dates ,sygnificiant development , costumes , jewellery, hairstyle , and footwears .
- ROMAN COSTUME- study of dates , significant development , costumes, jewellery, hairstyle , and footwears .
- BYZANTINE - study of dates ,significant development , costumes , jewellery, hairstyle , and footwears .

#### 4 Fashion Eras and Name

-victorian

-french revolution

-20<sup>th</sup> century fashion

#### 5 Present structure of The Fashion Industry

##### RECOMMENDED BOOKS

1. Costumes of india by DHAR and Parameters
2. Costumes of india and Pakistan S N DHAR
3. Ancient indian costumes by RoshanAlkazi
4. History of costume in the west Boucher
5. Costume and fashion by Browioyn
6. Costume i066-1990's by Peacock
7. Mans's Costumes – Dresses Jewellery hair style etc

## 2.3 FASHION ILLUSTRATION-II

### RATIONALE

The skill in fashion illustration is essential for the students of fashion design so as to develop in them the creativity after going through the subject, the students of fashion design will be able to illustrate different types of figures and dresses in different colour mediums.

- Drawing from a live model/three dimensional body
- Drawing from photos & converting them into fashion figures.
- Reduction and enlargement of Fashion figure.
- Project
  - Detail study in pencil with light & shade with different types of dresses and drapes.
  - Garments in different colour mediums- poster colour water proof, pencil, water colour.

E.g Draw different types of gathered dresses and shades them with pencil.

Draw different types of pleated dresses and shades them with pencil (charcoal)

Draw different types of pant shirt and shade them with pencil.

- Flesh figure in sports wear
- Flesh figure in summer casual in (water colour)
- Flesh figure in beach wear (poster colour)
- Flesh figure in winter wear (steadlers)
- Flesh figure in summer formal
- Flesh figure in indo western

### RECOMMENDED BOOKS

1 Fashion Drawing Design by Magazine of THAILAND

2.Fashion Drawing – The Basic Principles by Anne Allen Julion Seaman

3. Fashion Illustration by BeenaAbling

## 2.4 DESIGN DEVELOPMENT

### RATIONALE

The design process is fashion product development overall it is a very challenging job to create a design that is aesthetic creative and innovative at the same time. This design development has been designed for the new approaches to teaching the students to develop the aesthetic sense etc

### Illustrating different type of neckline through the design process

- Illustrating different type collars
  - Illustrating different type sleeves
  - Illustrating different type skirts
  - Illustrating different type pants
  - Illustrating different type coats
  - Illustrating different type cuffs
  - Illustrating different type waistline
  - Illustrating different type bodice styles
  - Illustrating different type accessories, bags, shoes, caps, shots etc.
  - Various projects using above illustration based on different themes and occasions
  - Various theme like
- Elements of design
- Body contours
- Design detail
- Producing production sheet with the design developed and design details like style no, swatches, costing etc.

## 2.5 GARMENT CONSTRUCTION II

**RATIONALE:-** The objective of this paper is to familiarise the student regarding fabrication of garments for children and various types of sleeves , collars and necklines etc.

### DETAILED CONTENT

- Preparation of samples of different basic shapes of necklines.
- Preparation of samples of different types of collars- Peter pan, Chinese, Sailor, Shawl, stand and fall collar etc.
- Preparation of samples of different types of sleeves and cuffs.
- Lace folder, fabric folder.

### RECOMMENDED BOOKS

- 1 Clothing Construction by Doongaji
- 2 System of Cutting by Zarapkar
- 3 Clothing Construction by Evelyn
- 4 Fashion Maker by Betty Foster

## ( COMMON TO GT /FD/TD)

### 2.7 BASIC COMPUTER EDUCATION II

#### RATIONALE:-

Basic computer education has great influence on all aspects of life. Almost all work places and living environment are being computerized. In order to prepare diploma holders to work in these environments, it is essential that they are exposed to various aspects of information technology such as understanding the concept of information technology and its scope, operating a computer, use of various tools of MS Office, using internet, etc. form the board competency profile of diploma holders. This exposure will enable the students to enter their professions with confidence, live in a harmonious way and contribute to the productivity.

#### DETAILED CONTENT

**1. Spread Sheet:** Elements of Electronics Spread Sheet, Applications, Creating and Opening of Spread Sheet, Menus, Manipulation of cells: Enter texts numbers and dates, Cell Height and Widths, Copying of cells, Mathematical, Statistical and Financial function, Drawing different types of charts. (10 periods )

**2. Presentation Software:** Creating, modifying and enhancing a presentation, Delivering a presentation, Using sound, animation and design templates in presentation.(10 periods )

**3. ICT Fundamentals:** Basics of Information Communication Technology, Computer Networks and their advantages, Types of Computer Network, Network Topologies, Basics of Transmission Media( 8 periods )

**4. Internet Advanced Services:** Downloading/uploading files using ftp/telnet, Chatting, Video conferencing, Online storage of data on Google and Yahoo, (7 periods )

#### PRACTICAL

##### Presentation Software

1. Make a presentation of College Education System using (a) Blank Presentation, (b) From Design Template, and (c) From Auto Content Wizard.
2. Make a presentation on “Wild Life”. Apply various colour schemes, and animation schemes.

## **Spread Sheet**

1. Generation of Electricity Bill, Telephone Bill, Salary Statement of an Employee and Mark Sheet of a student etc.
2. Apply various mathematical, statistical and financial functions on any worksheet.

## **REFERENCES BOOKS**

1. Microsoft Office – Complete Reference – BPB Publication
2. Learn Microsoft Office – Russell A. Stultz – BPB Publication
3. Sinha, P.K. & Sinha, Priti, Computer Fundamentals, BPB

SUGGESTION

## 2.8 ELEMENTS OF DESIGN

### RATIONALE

The students of fashion design require to know various aspects of fashion and fashion terminology to have better hold in industry.

### DETAILED CONTENTS

#### (Theory)

1. Introduction to fashion and how it evolved.
2. Definition of fashion
3. Difference between style and design
4. Fashion terminologies
5. Fashion theories, fashion cycle and factors influencing fashion
6. Fashion forecast
7. Fashion designers i.e. Indian/international
8. Fashion leaders and followers

NOTE: different journals like vogue, collezione, treads etc should be shown to the students depicting style designs.

### RECOMMENDED BOOKS

1. Fashion buying and merchandising by Sydeney Packard and arthus a witness and nathanaxehord.
2. Reatail fashion promotion and advertising by jauice Harrison hebetgrumwald.
3. Fashion buying by Hellengowrick.
4. Inside fashion business jarnow/guerrcic/judille.
5. Fashion merchandising by Elaine stone a samples.