

6.1 MANAGEMENT

RATIONALE-

The knowledge of this subject is required for all engineers/technicians who wish to choose industry/field as their career. This course will also help those engineers who want to open their own industrial units. This course is designed to develop understanding of various functions of Management, Marketing Techniques, Various Entrepreneurial support systems and preparation of project Report.

1. Production to Management

- Principles of management
- Functions of management
- Importance of management
- Scope of management
- Qualities of management
- Levels of management

2. Entrepreneurship And Its Support System

- Concept/Meaning/Need
- Qualities of an Entrepreneur
- Support System- DIC, Commercial Banks, SIDBI, IDBI, NABARD

3. Market Survey And opportunity Identification

- How to start a small scale industry
- Procedures for Registration of small scale industry (S.S.I)
- List of items Reserved for exclusive Manufacture in S.S.I
- Assessment of Demand And Supply in potential Areas of Growth
- Consideration in Product selection.

4. Communication

- Meaning, Need, Scope of Communication
- Importance of Communication
- Types of Communication
- Barriers of Communication

5. Environmental Consideration

- Concept of Ecology & Environment
- Types of Pollution (Air,Water,Noise)
- Factors Contributing to Air, Water & Noise Pollution.
- Measures to control Air, Water & Noise Pollution.

6. Financial management

- Introduction to Financial management
- Functions of Financial management
- Objectives
- Taxes; Income Tax, Sales, Excise Duty, Custom Duty, Value Added Tax (Vat)

7. Miscellaneous:

- Leadership
- Motivation
- Labor
- Workers participation in Management
- Structure of Industrial Organization.

RECOMMENDED BOOKS

1. Entrepreneurship development and management, A.K. Singh, 2006
2. Entrepreneurial development, Shobha Singh Khanka, 2006
3. Entrepreneur development, Satish Taneja, 2010

6.2 FASHION RETAILING AND APPAREL MERCHANDIZING

RATIONALE:

Some diploma holders of fashion design may find employment in export houses and apparel merchandizing agencies. After studying this subject the students will understand marketing in domestic and international markets and their quota systems. It focuses attention on apparel industry giving thorough knowledge of merchandizing.

DETAILED CONTENTS

1. Concept of retailing
2. Introduction to various terms
cost price, selling price, markups, markdowns
3. Introduction to retail organizations
 - Departmental Store
 - Discount Stores
 - Specialty Stores
4. Concept of wholesale merchants and agents
5. Sales promotion policies- procedures
6. Concept of visual merchandising
7. Apparel Industry Profile
 - Current Indian export and India's position in the world apparel/textile market.
 - Apparel cluster along with their specialties – Mumbai, Chennai, Ludhiana, Delhi etc.
 - Buyer classification and buying network in exports
8. Fashion merchandizing
Introduction to fashion marketing and merchandizing principles- retail, wholesale, boutique, designer – wear, couture, prêt-o-porter (ready to wear), haute couture (hi-fashion)
9. Sourcing
Assignment based on the market survey within the local market for various fabrics, trims and accessories.

RECOMMENDED BOOKS

1. Fashion from concept to consumer
2. Fashion and retail Merchandising
3. Inside the fashion Business by Joonow, Jea
4. Fashion Merchandising by Stone, Ela
5. Ready to Wear Apparel Analysis by petty and Brown

SUGGESTION

6.3 PORTFOLIO DEVELOPMENT

RATIONALE:

Portfolio provides a challenging platform for the students to demonstrate their analytical skills necessary for fashion designing. Thus the student should be able to design a catalogue depending on various design themes for boutiques and domestic markets/area of their interest for their future professional use. Here they have to summaries their whole learning of 6 semesters into one portfolio.

DETAILED CONTENTS

Practical Exercises

1. Design Collection
 - a. Select a theme
 - b. Design and illustrate the final garments keeping in the mind the colour, silhouette, drape / surface etc.
2. Create 2 design each for the following:
 - a. Casual wear
 - b. Evening wear (Party wear)
 - c. Bridal wear
 - d. School uniforms
 - e. Sketching a figure in western wear with 2 colour medium.
 - f. Sketching a figure in Indian wear using 2 colours.
 - g. Sketching a composition of figure in colours.
 - h. Sketching a stylized composition of figure in pencil shading.
 - i. Sketching a composition of accessories with different effects.
 - j. Creative sketching using any 5 themes.
 - k. Logo design.
 - l. Magazine cover.
 - m. Digital compositions and collages.

RECOMMENDED BOOKS:

1. How to create your final collection by Mark Atkinson.
2. Fashion portfolio by Anna Kiper.
3. Design your fashion portfolio by Steven Faerm.
4. Fashion sketchpad by Tamar Daniel.

5. Fashion designers sketch books by Hywel Davies.

SUGGESTION

6.4 CREATIVE PATTERN MAKING

RATIONALE:

After Mastering the basics of pattern making student need to develop pattern on various concepts & themes. Here we stress on introducing the basic pattern making techniques to creative pattern design for clothing.

DETAILED CONTENTS

1. Adaptions of different pattern for adults
2. Adaptions of different pattern for kids.
3. Selection of different pictures and making patterns for them.
4. Thematic based patterns.
5. Creative pattern making with the help of draping.

RECOMMENDED BOOKS:

6. Integrating draping drafting and drawing by Bina Abling.
7. Drawing drapery from head to toe by Cliff Young.

6.5 MAJOR PROJECT

RATIONALE:

Individual creativity is expressed in design collections. It will enable them to comprehend the relevance of class-room knowledge and skills. Therefore, a student of fashion design should be able to incorporate what she has learnt in the last five semesters through this diploma programme in the live presentation.

DETAILED CONTENTS

As far as possible students should be given live project problems with a view to:

- i. Develop understanding regarding the size and scale of operations and nature of field work in which students are going to play their role after completing the courses of study.
- ii. Develop understanding of subject based knowledge given in the classroom in the context of its application at work places.
- iii. Develop firsthand experience and confidence amongst the students to enable them to use and apply polytechnic/institute based knowledge and skills to solve practical problems of the world of work.
- iv. Develop special skills and abilities like interpersonal skills, communication skills, attitudes and values.

For the fulfillment of above objectives, polytechnic may establish close linkage with 8-10 relevant organization for providing such an experience. It is necessary that each organization is visited well in advance and activities to be performed by students are well defined. The chosen activities should be such which are of curricular interest to students and of professional value to industrial/field organizations. Each teacher is expected to supervise and guide 5-6 students.

Efforts should be made to identify actual field problems to be given as project work to the students. Project selected should not be too complex which is beyond the level of the students. The placement of the students for such a practical cum project work should match with the competency profile of students and the project work assigned to them. Students may be assessed both by

industry and polytechnic faculty. The suggested performance criterion is given below:

- a) Punctuality and regularity
- b) Initiative in learning/working at site
- c) Level/proficiency of practical skills acquired
- d) Sense of responsibility
- e) Self expression/Communication skills
- f) Interpersonal skills
- g) Report writing skills
- h) Viva voice

Suggested Practical Exercises

1. Making a design collection
 - Selection of a theme
 - Finalizing five designs
 - Development of designs into garments
 - Final presentation of the garments
2. Training with a Boutique/domestic garment production house for minimum of 4 weeks/ one month
 - Submission of a report at the end of training

A viva voice examination shall be conducted at the end of the project for assessing the work of the student. The examination committee for this purpose shall consist of a professional designer and the teacher who has guided the project. The project work should be properly displayed by the students.

RECOMMENDED BOOKS

1. Felt fashion: Couture projects from garments to accessories by Jenne Giles.
2. The fashion designer survival guide by Mary Gehlhar (Foreword by FurstenBerg)

6.6 DIGITAL PRESENTATION TECHNIQUE

RATIONALE:

In today's Digital world, where everything has been digitized, it becomes essential to use the similar technique in designing to have a professional approach towards design; this course explores digital presentation media for fashion designing students and will also help them to have an open career option for fashion magazines. Student will create fashion, mood inspiration, illustrations, flats and complete design presentations while exploring the vast selections of tools and methods within these media.

ASSIGNMENTS

- I. Adobe software for creation of personal creative fashion mood boards and concept and inspirational charts in response using the contemporary examples and explore the internet, pinterest etc.
- II. Selection of the fashion charts, such as colour, fabric, production charts in order to complete the presentation of their personal fashion portfolio. They will be encouraged to include the creative & experimental approaches developed over course in the final body of work; a reflection of an exciting approach to digital presentation that meets technical accuracy that characterize a professional level digital presentation.
- III. Photography
 - Students have to train themselves to take pictures & photos of their designs and prepare their portfolio with live photoshoots.
 - Lectures from photographer
 - Preparation of slides of the outfit prepared
 - Photo shoots indoor or outdoor
 - Magazines columns
- IV. Students have to capture various live events and fashion shows
- V. Presenting your project digitally
 - a) Report presentation

b) Photo presentation shoots

SUGGESTION