

**PUNJAB TECHNICAL UNIVERSITY, JALANDHAR STUDY SCHEME FOR
B.SC(FASHION TECHNOLOGY) V SEMESTER**

S.NO	CODE	SUBJECT	L	T	P	Marks		Total marks
						External	Internal	
1	BFT-301	Fashion Industry (Theory)	3	—	—	60	40	100
2	BFT-311	Industry Internship (Practical)	—	—	2	60	40	100
3	BFT-303	Leather Technology (Theory)	3	—	—	60	40	100
4	BFT-313	Leather Technology (Practical)		—	2	60	40	100
5	BFT-305	Marketing Fashion (Theory)	3	—	—	60	40	100
6	BFT-307	Volume Production and Quality Control (Theory)	3	—	—	60	40	100
7	BFT-317	Garment Construction (Practical)	—	—	2	60	40	100
8	BFT-315	Art Appreciation (Practical)	—	—	2	60	40	100
9	BFT-319	Computer Aided Fashion Designing (Practical)	—	—	2	60	40	100

B.Sc FASHION TECHNOLOGY (V SEMESTER)

BFT-301: Fashion Industry

THEORY:

- Introduction to fashion industry in its levels- couture, ready to wear, mass production.
- Organizational set-up of fashion industry
- The different departments and personnel
- Role of a Fashion designer- the multifarious jobs at the designing and production stage.
- Role of coordinator and an assistant designer
- Sample maker and his contribution in the design department
- Role of a sketcher/ fashion illustrator in the fashion industry.
- Role of a Merchandiser at all levels of designing, planning, production and marketing.
- Machine man and his contribution in the fashion industry.
- Quality control inspector- his job profile, the modus operandi.
- Sewing room supervisor- his role in the production department of fashion industry
- Marketing executive – role and importance in a fashion industry.
- Industrial visit.

BFT 311: Industry Internship

PRACTICAL:

Student will undertake 15 day Internship in the Garment Industry, Working on Designing and, Finally Forming a survey report on the industry, its type, its working, its departments and personnel, Jobs undertaken, References, Observations, etc.

BFT-303: Leather Technology

THEORY:

- History of leather
- Classification of Leather
- Leather processing and printing
- Leather dyeing process- the dyes, the methods of dyeing, suitability of dyes, the processes involved
- Leather finishing process- the importance, the processes involved.
- Quality control in leather industry.
- Leather craft line

BFT-313: Leather Technology

PRACTICAL:

- Industry visit Leather processing and printing
- Leather dyeing process- the dyes, the methods of dyeing, suitability of dyes, the processes involved
- Leather finishing process- the importance, the processes involved.
- Quality control in leather industry.
- Leather craft line- drawing and designing of footwear
- Leather craft line- drawing of garments
- Leather craft line- drawing of belts, bags, other accessories etc.,

BFT-305: Marketing Fashion

THEORY:

- Introduction to Marketing
- Marketing Plan and Processes
- Marketing terminology
- Factors influencing fashion
- Fashion cycles
- Forecasting fashion
- Fashion market and marketing environment
- Fashion marketing planning
- Market research
- User's buying behavior
- Marketing communication.

BFT-307: Volume Production and Quality Control

THEORY:

- Basic methods study – introduction, method study part in your job, sequence of improvement, principles of motion economy, how to record methods
- Basic work measurements – work measurements, elements, timing, timing errors, rating, allowances, standard time calculation, PMTS
- Balancing – basics, theoretical balance, skills inventory, initial balance, balance control
- Production systems
- Planning and control
- Principles of Cutting- types of cutting in the fashion industry
- Principles of Sewing- types of machines and accessories to simplify and modernize the concept of basic sewing.
- Principles of Pressing- types of press.
- Packaging - various methods, people involved and precautions to be taken.
- Quality control at each stage
- Quality standards- ISO, etc.
- Quality from design to dispatch- introduction, design, cloth and trimmings, fusible, cutting, making up, after make, quality cycle.
- Production and people training- importance, methods of training, how training can be made effective
- Charting and layouts- introduction, single line, double line, product layout, process layout.

BFT-317: Garment Construction

PRACTICAL:

- Design a dress for college going girl based on the fundamentals of Dress Designing (Atleast one dress)
- Traditional to contemporary garments at least 2 garments
- Theme based garments upper and lower at least 2 garments per theme
- Western fashioned garments at least 2 garments.

BFT-309: Art Appreciation

PRACTICAL:

All the contents of the syllabus will have descriptive as well as illustrative study in the class. Inferences could be collected from historic books, internet, encyclopedias, etc.

- Ancient Indian historic period's influences- , architecture, culture, religion, tradition, people, incidents- Application of these influences in designing garments.

- Medieval Indian historic period's influences- architecture, culture, religion, tradition, people, incidents- Application of these influences in designing garments
- Modern Indian historic period- architecture, culture, religion, tradition, people, incidents-Application of these influences in designing garments.
- Western art influences - Application of these influences in designing garments.
- Greek Historic Period- Application of these influences in designing garments.
- Roman renaissance- Application of these influences in designing garments.
- Modern Period World Art like, Modern Buildings, Paintings, Architecture, Sculptures, and Films etc- Application of these influences in designing garments.

BFT- 319: Computer Aided Fashion Designing – II

PRACTICAL:

Software to be used:

Photoshop & CorelDraw

I- Any spreadsheet application (like Microsoft Excel) for Creating the Technical Specification Sheet. (The Spreadsheet application should have graphic import capabilities)

II- Any Illustration Software having standard illustration tools, layer functionality and capability to export/save graphics in different file formats (jpeg, gif, bmp, tiff, psd etc..) and different resolutions. Preferably CorelDraw.

Syllabi:

Taking a garment (from a good fashion magazine) as an inspiration create the following using the software mentioned above.

1. Technical Illustration (right measurement /proportions) (both front & back) meant for the production/manufacturing of the garment.

This illustration should include basic

- a. Silhouette
- b. Stitch Lines
- c. Trims
- d. Other Fashion Details like Plackets, Pockets, Collars, and Cuffs etc...

2. Fashion Illustration meant for the presentation/demonstration/display of the garment before production.

The student must learn to use Corel Draw to create the Fashion illustration of the garment taken above (As done on paper in previous semesters).

1. croqui
2. croqui in motion,
3. design silhouettes,
4. color / texture / print on dress
5. Make swatch board