

VANITA VISHRAM WOMEN'S UNIVERSITY
(Managed By: Vanita Vishram, Surat)
1st Women's University of Gujarat



VANITA VISHRAM
WOMEN'S UNIVERSITY
— SURAT —

SCHOOL OF VOCATIONAL STUDIES

DEPARTMENT OF FASHION DESIGNING
B.VOC. FASHION DESIGNING

SYLLABUS

W.E.F 2021-2022

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1. PREAMBLE – VVWU

Vanita Vishram Women's University (VVWU) is the First-ever Women's University in Gujarat approved by the Government of Gujarat under the provisions of the Gujarat Private Universities Act, 2009. It is a University committed to achieving Women's Empowerment through Quality Education, Skill Development, and employment opportunities for the girl students through its model curriculum, integration of technology in pedagogy, and best-in-class infrastructure. The focus is on prioritizing practical components and experiential learning supported through academia-industry linkages, functional MoUs, skill development training, internships, etc. It aims at providing opportunities for the girl students for holistic development and self-reliance.

VISION

Empowerment of women through quality education and skill development, so as to make them strong pillars of stability in society.

MISSION

To provide Education and Professional Training to all women for their all-round development, so as to enable them to become economically independent and socially empowered citizens.

2. SALIENT FEATURES

- Based on NEP-2020 and CBCS.
- Interdisciplinary as well as multidisciplinary.
- Practical-oriented, skill-based and vocational.
- Based on experiential learning.

- Greater exposure to internships, hands-on training, project work, field work, presentations, etc.
- The mode of instruction shall be offline.
- Qualified and Competent Faculty Members for effective teaching-learning.
- Employment-Generating.

3. INTRODUCTION TO THE PROGRAM

It has been a long-felt necessity to align higher education with the emerging needs of the economy so as to ensure that the graduates of higher education systems have adequate knowledge and skills for employment and entrepreneurship. The higher education system has to incorporate the requirements of various industries into its curriculum, in an innovative and flexible manner while developing a holistic and well-groomed graduate.

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to the Bachelor of Vocation (B.Voc.) Degree Program with multiple exits such as Diploma and Advanced Diploma under the National Skills Qualifications Framework (NSQF).

The B.Voc. program is focused on universities and colleges providing undergraduate studies that would also incorporate specific job roles and their NOSs along with broad based general education. This would enable the graduates completing B.Voc. to make meaningful contributions to accelerating India's economy by gaining appropriate employment, becoming entrepreneurs, and creating appropriate knowledge.

The undergraduate program in Fashion Designing is a three-year skill based and job-oriented course that has multiple exit points. The course content is designed so as to equip the students with the theoretical as well as practical aspects of the fashion industry. It Goes beyond formal teaching and focuses on developing independent thinking and impactful execution. Fashion Designing is the art of applying design, aesthetics, and natural beauty to clothing and its accessories. It is influenced by cultural and social attitudes and has varied over time and place.

4. PROGRAM OBJECTIVES (PO_s)

Each Graduate in Fashion Designing should be able to:

1. Introduce the students to the art of applying design and aesthetics to clothing.

2. It focuses on the development of knowledge and skills and helps them in developing their collection and creating a brand.
3. It will provide opportunities for creative expression and critical thinking in all aspects of design.
4. The Course will help the students understand consumer behavior.
5. The Course will create awareness among the students about the current and future trends in the industry and also develop a research aptitude in them.

5. PROGRAM SPECIFIC OUTCOMES (PSO)

Upon completion of the B.VOC. Fashion Designing /B.VOC. Fashion Designing (Hons) program, the students would:

1. The program places emphasis on practical, industry-oriented training.
2. It is intended to train future fashion leaders to design fashion collections.
3. It is an intensive course that is driven by a systematic technical approach, research, creativity, and imagination, with a focus on the detailed knowledge of the subject.
4. The course relies on tracking the evolving trends and innovations of the Indian and International Fashion industries.
5. It will develop competencies that will enable the students to start entrepreneurial ventures.
6. They will learn about the workings of the various departments in the garment Industry.

GENERAL COMPONENT

**GC PAPER DIGITAL AND SOCIAL MEDIA MARKETING
(THEORY)**

Total 4 credits = 60 hrs

Course Objectives:

- To make the students aware about the importance and use of Digital Marketing
- To make them aware about the types and benefits of online advertising
- To enable them to develop skills to use SMM for their business
- To enhance their knowledge about Search Engine Optimization

Course Outcomes:

- Students will become mindful about the importance of digital marketing in today's time

	Topic	No. of hours	No. of Credits
1	Digital Marketing a) Introduction b) Traditional v/s Digital Marketing c) Characteristics of Digital Marketing d) Digital Marketing Strategy e) Understanding Digital Consumer	15	1
2	Online Advertising a) Introduction b) Objective of Advertising c) Online Ad Format d) Search Engine Ad e) Network Advertising f) Affiliate Programs g) Landing Pages	15	1

3	Social Media Marketing (SMM) <ul style="list-style-type: none"> a) Introduction b) Myths of SMM c) Characteristics of Successful SM Marketer d) SMM Plan and Tools e) Social Media: Facebook, Instagram, LinkedIn and Twitter f) Podcasts and Webinar 	15	1
4	Search Engine Optimization (SEO) <ul style="list-style-type: none"> a) Introduction b) Process of SEO c) On-Page Optimization d) Off-Page Optimization e) Search Engine Result Process f) SEO Tools 	15	1
Total No. of Hours & Credit		60	4

Authors Name	Name of the book	Name of Publisher
Dr. Aabha Singhvi,	Digital and Social Media Marketing (DSMM)	Orange Books Publication · ISBN: 9789356212213 · Edition: 1, 2022

Yash Chetan Doshi -	Digital Marketing Essentials You Always Wanted to Know	Vibrant Publishers, ISBN: 9781949395747, 194939574X Edition: 1, 2020
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Examination Head	Marks
Internal Examination	20
Attendance	05
Faculty Evaluation (Any 3 components) 1. Assignment 2. Article Writing 3. Project Work 4. Report Writing 5. Class Exercise 6. Quiz 7. Viva-Voce 8. Book Review or Article Review 9. Seminar/ Class presentation/Poster presentation participation/ Group Discussion/Role Play 9. Workshops	15
Total	40 Marks
External Examination	Marks
Written Exam	60 Marks
Total	60 Marks

GENERAL COMPONENT

**GC PAPER PUBLIC SPEAKING
(THEORY)**

Total 4 credits = 60 hrs

Course Objectives:

- To make the students understand the concepts and models of communication
- To help the students become a better public speaker and listener, while maintaining ethical standards.
- To effectively organize materials in preparation for a speech

Course Outcomes:

- The students will understand the concepts that serve as a basis for effective speaking and be able to apply this conceptual knowledge in practice to give effective speeches.
- The students will become good analytical listeners
- The students will be able to develop and demonstrate verbal and nonverbal competencies.
- The students will gain confidence to speak publicly in a variety of situations.

Block No.	Topic	No. of hours	No. of Credits
1	<ul style="list-style-type: none">• Basic communication concepts, processes, and models; Communication concepts and principles of public speaking• Steps and methods of speech preparation; Ethics in public speaking• Effective listening, the listening process, and types of listening	15	1

	<ul style="list-style-type: none"> • Listening barriers; Identifying and improving listening styles; Evaluating speech and effective speech techniques. 		
2	<ul style="list-style-type: none"> • Identifying sources; Tools and techniques for selecting and refining speech topics; • Identifying speech purposes • Audience analysis techniques • Informative, persuasive, and ceremonial speeches • Supporting materials for a speech; Resources for supporting materials; Uses of different supporting materials 	15	1
3	<ul style="list-style-type: none"> • Efficient organizational methods; Good form in speech preparation; Guidelines for organizing components and main points in a speech; Patterns of organization; Constructing an outline • Developing an effective introduction and conclusion • Good form in speech writing; Stylistic devices; Writing a well-developed speech 	15	1
4	<ul style="list-style-type: none"> • The mechanics of verbal and nonverbal communication in speech delivery • Modes of speech delivery; Speaking style and language • Effective delivery techniques; Incorporating presentation aide 	15	1
Total No. of Hours & Credit		60	4

REFERENCES:

Sr. No.	Name of the Author(s)	Name of the Book	Name of the Publisher
1.	DeVito, J.A. (2009).	The Essential Elements of Public Speaking.	(3rd ed.) Boston: Pearson Education, Inc.
2.	Lucas, S.E. (2009).	The Art of Public Speaking.	(10th ed.) New York: McGraw - Hill Co.
3.	Zarefsky, D. (2011).	Public Speaking: Strategies for Success	(6th ed. Boston: Pearson Education, Inc).

Evaluation Pattern

Examination Head	Marks
Internal Examination	20
Attendance	05
Faculty Evaluation (Any 3 components) 1.Assignment 2.Article Writing 3.Project Work 4.Report Writing 5.Class Exercise 6.Quiz 7.Viva-Voce 8.Book Review or Article Review 9.Seminar/ Class presentation/Poster presentation participation/ Group Discussion/Role Play 9.Workshops	15
Total	40 Marks
External Examination	Marks
Written Exam	60 Marks

Total	60 Marks
Grand Total	100 Marks

GENERAL COMPONENT

**GC PAPER PRINCIPLES & PRACTICES OF MANAGEMENT
(THEORY)**

Total 4 credits = 60 hrs

Course Objectives:

- To make the students aware about the fundamentals of Management
- To make them understand the concept of planning, organizing, staffing, directing and controlling

Course Outcomes:

- The students will be able to understand and apply the principles of management to their core area

Block No.	Topic	No. of hours	No. of Credits
1	Introduction To Management a. Definition b. Management as Science and Art c. Classification of Managerial Functions d. Henri Fayol's Principles e. Development of Management Thought (Briefly)	15	1
2	Planning a. Definition, Benefits and Principles b. Types of Planning c. Steps in Planning Process Organizing a. Definition, Structure and Principles b. Forms of Organization Structure c. Formal and Informal Organization	15	1
3	Staffing –Management of Personnel a. Personnel Management-Significance and Nature b. Functions c. Recruitment, Selection and Placement Direction-Human Factor in Managing a. Definition and Principles b. Functions of Supervisor	15	1

	<ul style="list-style-type: none"> c. Significance of Supervision d. Leadership-Definition and Styles e. Motivation-Definition, Maslow's Need Hierarchy Model, Mc Gregor's Theory 'X' and 'Y'M 		
4	<p>Managerial Control</p> <ul style="list-style-type: none"> a. Definition and Characteristics b. Process of Control c. Control Techniques-Tradition and Contemporary <p>Management Techniques</p> <ul style="list-style-type: none"> a. TQM b. Kaizen c. Quality Circles 	15	1
Total No. of Hours& Credit		60	4

REFERENCES: -

Sr. No.	Authors Name	Name of the book	Name of Publisher
01	T. N Chhabra	Principles and Practice of Management	
02	Prasad, L.M.	Principles and Practice of Management	Sulatan Chand
03	Pany Tushar K	Management Principles and Application	Kalyani, New Delhi
04	P.G. Aquinas	Organizational Behaviour	Excel Books, New Delhi.
05	Scanlon Burt K.,	Principles of Management and Organization Behaviour	John Wiley and Sons, 1973.
	Jerry Billy E. Goetz,	Management Planning and Control	McGraw-Hill, New York, 1979.

07	Joan Woodward (ed.)	Industrial Organization, Behaviors and Control	Oxford University Press, London, 1970.
08	Paul E. Holden, L.S. Fish, and Hubert L. Smith	Top Management Organization and Control	McGraw-Hill, New York, 1981

EVALUATION SCHEME

Examination Head	Marks
Internal Examination	20
Attendance	05
Faculty Evaluation (Any 3 components) 1.Assignment 2.Article Writing 3.Project Work 4.Report Writing 5.Class Exercise 6.Quiz 7.Viva-Voce 8.Book Review or Article Review 9.Seminar/ Class presentation/Poster presentation participation/ Group Discussion/Role Play 9.Workshops	15
Total	40 Marks
External Examination	Marks
Written Exam	60 Marks
Total	60 Marks
Grand Total	100 Marks

Course Outline
Department of Fashion Designing
SEM-VI

Skill Component			
FD 11210 : FASHION EVENT MANAGEMENT (THEORY)			
Total 4 credits = 60hrs			
<p>Course Objectives:</p> <ul style="list-style-type: none"> ● To create an understanding of the different types of fashion events and the planning required for their successful organisation. ● To familiarise the students with the various practical steps required for successful organisation of fashion events and impart knowledge about the ways in which all the relevant activities could be effectively coordinated. ● To impart practical knowledge of the main administrative, design, marketing, operational and risk management steps required for the successful organisation of fashion events through project work. <p>Course Outcomes: The Course will provide students with hands-on experience in managing fashion events from start to finish.</p>			
Block No.	Topic	No. of hours	No. of Credits
1.	<p>INTRODUCTION TO EVENT MANAGEMENT</p> <ul style="list-style-type: none"> ● Events defined, Size and types ● Event team and its management ● Qualities of event manager ● Code of ethics ● Feasibility factors (SWOT analysis, Keys to success) ● 5 C's of events 	15	1
2.	<p>CONCEPT & DESIGN</p> <ul style="list-style-type: none"> ● Developing the concept- Planning, controlling, organizing, evaluation ● Choosing the event sight ● Developing the theme/ set designing ● Conducting rehearsals ● Providing Services and Arranging Catering ● Protocol ● Backstage Management 	15	1

3	FASHION MARKETING & PROMOTION <ul style="list-style-type: none"> ● Nature and Importance of Event Marketing ● Importance of promotion Use of different media – Print media, Networking Components, Radio, T.V, Internet, cable, Outdoor media, sponsorships at venues Factors making promotion effective ● Event sponsorship ● Fashion PR and Publicity 	15	1
4	FINANCIAL ASPECT <ul style="list-style-type: none"> ● Event Budgeting, estimating the cost of events ● Break even analysis/profit-loss ● Tips to make event profitable SAFETY AND SECURITY <ul style="list-style-type: none"> ● Occupational safety and health ● Risk Management LICENSES REQUIRED IN FASHION EVENTS	15	1
Total No. of Theory Hours & Credits		60	04

REFERENCES -

Sr. No.	Authors Name	Name of the book	Name of Publisher
01	Sanjaya singh Gaur, Sanjay V. Saggere	Event marketing & management	Frank Bros & CO.
02	Getz D Cognizant	Event Mgmt& Event Tourism	Communication Corporation
03	Raguda	Media & Communications Mgmt	Himalaya Publishing House
04	Gold Blatt	Best Practices in Modern Event mgmt	
05	Dr. C.B. Memoria	Principles & Practices of marketing in India	
06	Watt D. Longman	Leisure & Tourism Events Mgmt& OrganizationalMgmt	
07	Weaver D.John	Tourism Mgmt	Wiley & Sons
08	J.M. Mathe	Hospitality marketing & management	Avishkar Publications

FD 11210 : FASHION EVENT MANAGEMENT (THEORY)

Hours/week	Total Credit	Exam hours	Internal Marks	External Marks	Total Marks
4	4	2.5	40	60	100

Skill Component			
FD 11220- PRODUCT DEVELOPMENT (PRACTICAL)			
Total 4 credits = 60 hrs			
Course Objectives:			
<ul style="list-style-type: none"> ● To enhance the use of different techniques in designing processes. ● To undertake trend research forecast in detail and predict upcoming trend. ● To build a designer's portfolio that inculcates various aspects of students' work during the course. ● To develop a sustainable design in given limitations. 			
Course Outcomes:			
Students will develop the creative skill of developing designs for different products.			
Block No.	Topic	No. of hours	No. of Credits
1	INTRODUCTION <ul style="list-style-type: none"> ● Need for developing a product ● Steps in developing a product ● Estimating the cost of the product ● Marketing & sale 	15	1
2	DEVELOPMENT OF PRODUCT <ul style="list-style-type: none"> ● Development of design ● Selection of final designs through questionnaire ● Development of design into prototype ● Final evaluation of products ● Packaging of the product ● Costing & labeling ● Marketing of the product 	15	1
3	VISUAL MERCHANDISING <ul style="list-style-type: none"> ● Display of merchandise as per theme 	15	1
4	EXHIBITION CUM SALE <ul style="list-style-type: none"> ● To organize an exhibition cum sale and get feedback from customers 	15	1
Total No. of Hours& Credit		60	4

REFERENCES –

Sr. No.	Authors Name	Name of the book	Name of Publisher
01	Carolyn Mair(2018)	The Psychology of Fashion	Routledge; 1st edition
02	Leslie Davis Burns (1997)	The Business of Fashion: Designing, Manufacturing, and Marketing	Fairchild Books
03	AarthiGunnupuri(2016)	Start Up Your Fashion Label	Collins; 1st edition
04	Akhil J.K. (2016)	Visual Merchandising: Quick Reference	Createspace Independent Pub
05	Sandip G. Prajapati (2016)	Effect Of Visual Merchandising Tools On Buying Behavior Of Youths	LAP LAMBERT Academic Publishing
06	Xia Jiajia(2019)	Fantastic Designs In The Store: An Overall Guideline on Corporate Identity, Visual Identity and Interior Design	Sendpoints

FD 11220- PRODUCT DEVELOPMENT (PRACTICAL)					
Hours/week	Total Credit	Exam hours	Internal Marks	External Marks	Total Marks
4	4	2.5	40	60	100

Skill Components			
FD11230 : FASHION SHOW-III(PRACTICAL)			
Total 4credits = 60hrs			
Course Objectives:			
<ul style="list-style-type: none"> ● To undertake trend research forecast in detail and predict an upcoming trend. ● To widen the students' exposure to the scope of women's and children's clothing. ● To understand women's and children's body proportions. ● To design a clothing line for women and children by understanding different themes and occasions. ● To explore and design different fashion accessories and footwear to give a complete look to the garment. 			
Course Outcomes:			
<ul style="list-style-type: none"> ● Students will gain knowledge about different themes required in the field of fashion. ● They will be able to draw different clothing lines based on selected/ particular themes. ● Students will develop an approach through ideation. ● They will be able to conceptualize their ideas and amalgamation of different accessories with the garments. 			
Block No.	Topic	No. of hours	No. of Credits
1	FASHION DESIGN RESEARCH <ul style="list-style-type: none"> ● Review the previous 10 years' trends and their impact. ● Research fashion trends and identify the emerging theme Product range and previous designs developed by the designers.	15	1
2	PORTFOLIO PREPARATION <ul style="list-style-type: none"> ● Theme Board ● Inspiration Board ● Style Board 	15	1
3	PORTFOLIO PREPARATION <ul style="list-style-type: none"> ● Fabric Board ● Color Board ● Mood Board ● Accessory Board 	15	1
4	ORGANIZING AND PARTICIPATING IN FASHION SHOW	15	1
Total No. of Hours& Credit		60	4

FD 11230 : FASHION SHOW-III(PRACTICAL)					
Hours/week	Total Credit	Exam hours	Internal Marks	External Marks	Total Marks
4	4	-	40	60	100

Guidelines for Evaluation

1. Internal Evaluation:

Attendance (punctuality) -	10 marks
Individual file -	20 marks
Finishing and submission of the article -	10 marks

Total	40 marks
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2. External Evaluation

Theme, Design concept (Overall stylistic concept)-	10 marks
Authenticity and originality-	10 marks
Pattern Construction-	10 marks
Creativity and craftsmanship-	10 marks
Finishing-	10 marks
Presentation of Collection-	10 marks

Total	60 marks
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Skill Components			
FD 11240 : APPRECIATION OF TEXTILE CRAFT (PRACTICAL)			
Total 6 credits = 90hrs			
Course Objectives:			
<ul style="list-style-type: none"> ● To impart knowledge regarding traditional textiles of India. ● To develop the handicraft sector, increase handicraft exports and welfare of artisans. ● To strengthen textile education in today's world. 			
Course Outcomes:			
<ul style="list-style-type: none"> ● Students will be able to differentiate between embroidery, painting, printing and weaving works of different states. ● Students will be able to use different techniques in their collections. ● Students will be able to understand the problem, issues and other important conditions of craftsmen working on traditional textiles of different regions of India. 			
Block No.	Topic	No. of hours	No. of Credits
1	Needlecraft of India Kashida, Kasuti, Kantha, Chikankari, Kutch & Kathiawadi, Phulkari, Chamba, Manipuri Note: 1. Demonstration of traditional techniques, color and motifs 2. Development of desired product	30	2
2	Dyed, Painted and Printed Textiles Kalamkari, Bandhani, Pichwais, Bagru, Batik, Laheriya, Madhubani Note: 1. Demonstration of traditional techniques, color and motifs 2. Development of desired product	30	2
3	Woven Textiles of India Patola, Paithani, Baluchar, Kanjivaram, Jamdani, Chanderi Note: 1. Demonstration of traditional techniques, color and motifs 3. Development of painted sheets (Acrylic colors on TK Sheets)	30	2
Total No. of Hours& Credit		90	6

REFERENCES

Sr. No.	Authors Name	Name of the book	Name of Publisher
01	Savitri Pandit	Indian Embroidery	Jaymudra, Baroda
02	ShailjaNaik	Traditional Embroideries Of India	A.P.H. Publishing Corporation
03	John Gillow&Nicholas Barnard	Traditional Indian Textiles	Thames And Hudson Publishers
04	Veronica Murphy &rose Mary Crill	Tie-Dyed Textiles Of India	Victoria &Albert Museum- Mapin Publishing Pvt Ltd
05	Rustam J Mehta	MasterPieces Of Indian Textiles	D.B.Taraporevala Sons & Co. Pvt. Ltd
06	JasleenDhamija&Jyotindra Jain	Hand Woven Fabrics Of India	Mapin Publishing Pvt Ltd. Ahmedabad
07	G.K.Ghosh& Shukla Ghosh	Ikat Textiles Of India	A.P.H.Publishing Corporation
08	Linda Lyton	The Sari	Thames & Hudson
09	Gulab Kothari	Colourful Textiles of Rajasthan	Jaipur Printers
10	-	Textiles and Crafts of India	NIFT Publication Division

FD11240 : GARMENT CONSTRUCTION(MENS WEAR) (PRACTICAL)

Hours/week	Total Credit	Exam hours	Internal Marks	External Marks	Total Marks
6	6	2.5	40	60	100