

Bachelors in Arts with With Community Science
Category-V

**DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-FAS 8-HSC:
FASHION PRODUCT DEVELOPMENT**

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Fashion Product Development	4	2	0	2	Class XII	NIL

Learning Objectives

- To provide learners with a comprehensive understanding of the apparel industry, and key product development approaches.
- To develop the ability to conduct market research, analyse consumer trends, and identify opportunities for new products.
- To provide learners with a comprehensive understanding of the garment design process, from concept generation to pre-production planning.
- To develop knowledge of industrial practices such as techpack preparation, costing, and sample development and evaluation.
- To familiarize learners with the process and challenges of new product development and innovation in fashion.

Learning Outcomes

The students would be able to:

- Describe the structure of the apparel industry
- Explain the different product development approaches and conduct market research to identify new product opportunities.
- Generate design concepts using inspiration research, mood boards, concept statements, sketches, and CAD tools.
- Develop a garment collection by applying the steps of the design process.
- Develop techpack for garment designs.
- Estimate the material requirement and prepare a cost sheet for the design.
- Describe the role of various types of samples used in garment manufacturing.
- Enumerate the steps in the development of prototype and fit samples
- Evaluate prototype samples based on various criteria
- Conduct fitting sessions for sample evaluation.
- Explain the process and challenges of new product development and propose solutions for innovation in apparel design.

THEORY
(Credits 2; Hours 30)

UNIT I: Apparel Industry and Fashion Product Development

6 Hours

This unit introduces the structure and functioning of the apparel industry and explores the different approaches to product development and the role of market research in identifying trends and opportunities.

- Profile of Indian apparel industry - domestic and export sectors
- Role and types of product development - customer specification-based, trend-based, product enhancement, innovative products
- Market research for product development - consumer research, trend analysis, opportunity identification

UNIT II: Design Concept and Steps in Line Development

6 Hours

This unit provides an overview of the development of garment collections from concept generation to line planning.

- Concept and Design Development: Ideation and inspiration research, Concept statement, mood and theme boards, Flat sketches and CAD-assisted design development, Design review, refinement, and finalisation
- Materials and Line Planning: Fabric, trims, and accessory selection, fabric and material board, Line planning, including garment variety and production feasibility
- Technical and Sample Preparation: Technical sketches, specification sheets, pattern making, sample preparation

UNIT III: Techpack, Costing and Sample Development

10 Hours

This unit introduces industry practices related to preparation of techpacks, cost estimation, and sample development processes, prior to production.

- Techpack - importance, components, and terminology
- Cost sheet preparation - Estimation of fabrics, materials, supplies and production processes
- Importance of sample making - Types and role of samples
- Steps in development of prototype and fit samples, Evaluation criteria for prototype samples
- Conducting fit sessions, Preparations for fitting, sample evaluation

UNIT IV: New Product Development

8 Hours

This unit talks about the process involved in new product development, from idea generation to product launch, and highlights the key challenges faced during development, including cost, competition, and market uncertainty.

- Process in New Product Development: Idea generation and screening, concept development and testing, product design and prototype development, market testing, commercialization, and product launch.
- Challenges in New Product Development: High development cost, market uncertainty, technological constraints, changing consumer preferences, intense competition, time-to-market pressure, and risk of product failure.

PRACTICAL

(Credits 2; 60 Hours)

1. Illustration of garments on a fashion croqui with appropriate fabric rendering techniques.
2. Line Development Project comprising four garments for selected season
 - a. Ideation and inspiration research,
 - b. formulation of concept statement
 - c. development of mood and theme boards
 - d. preparation of flat sketches
 - e. design review, refinement, and finalisation.
3. Development of tech-pack/ specification sheet of any one final design
4. Preparation of cost sheet
5. Construction of prototype sample of any one garment

Essential Readings

UNIT I

This unit provides an understanding of the structure and functioning of the apparel industry in both domestic and export sectors. It introduces various approaches to product development and emphasizes the role of market research in identifying consumer needs, trends, and business opportunities.

- **Aspelund, K.** (2010). *Design process*. Fairchild Publications.
- **Bryant, M. W., & DeMers, D.** (2005). *The spec manual (2nd ed.)*. Fairchild Books.

UNIT II

This unit focusses on the process of developing a garment collection from concept creation to final line planning. It covers ideation, material selection, technical development, and sample preparation required to transform design ideas into production-ready garments.

- **Sarkar, P.** (2015). *Garment manufacturing: Processes, practices and technology*. Online Clothing Study.

UNIT III

This unit introduces industry practices related to technical documentation, costing, and sample development prior to production. It highlights the importance of techpacks, cost estimation, and fit evaluation in ensuring product accuracy, quality, and production efficiency.

- **Sarkar, P.** (2015). *Garment manufacturing: Processes, practices and technology*. Online Clothing Study.
- *Tech pack book for fashion: Clothing design sketchbook journal for fashion designers*. (2021). Independently published.
- **Lee, J., & Steen, C.** (2019). *Technical sourcebook for apparel designers*. Bloomsbury.

UNIT IV

This unit explains the systematic process of developing a new product, from idea generation to commercialization. It also discusses the key challenges faced during product development, including cost management, competition, and market uncertainty.

- **Aspelund, K.** (2010). *Design process*. Fairchild Publications.
- **Frings, G. S.** (2007). *Fashion: From concept to consumer (9th ed.)*. Prentice Hall

Suggested Readings

- Kunz, G., & Glock, R. (2004). *Apparel manufacturing: Sewn product analysis (4th ed.)*. Pearson.
- Bubonia, J. E. (2017). *Apparel production terms and processes (2nd ed.)*. Fairchild Books.
- Seivewright, S., & Sorger, R. (2016). *Research and design for fashion*. Fairchild Books.
- Tain, L. (2018). *Portfolio presentation for fashion designers*. Fairchild Books.

Note: Examination scheme and mode shall be as prescribed by the Examination branch, University of Delhi, from time to time

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DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-FAS 10-HSC: GARMENT PRODUCTION AND QUALITY MANAGEMENT

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Garment Production and Quality Management	4	3	1	0	Class XII	NIL

Learning Objectives

- To provide learners with an understanding of quality concepts and quality management practices in the apparel industry.
- To develop knowledge of in-production, post-production, and inspection processes in garment manufacturing.
- To familiarise learners with sourcing strategies, production systems, and equipment used in apparel manufacturing.
- To enable learners to understand the workflow from fabric sourcing and cutting to finishing, folding, packing, and final garment inspection.
- To introduce principles of production efficiency, including time and motion studies, and their role in productivity improvement.

Learning Outcomes

The students would be able to:

- Explain the concepts of quality, dimensions of quality, and components of quality management in garment production.
- Identify and apply relevant quality standards and specifications in the apparel industry.
- Describe the steps and strategies involved in the sourcing of fabrics and trims for garment production.
- Explain the role of Marker making, Marker Modes, Marker efficiency in garment production.