

**KURUKSHETRA UNIVERSITY KURUKSHETRA**  
**BACHELOR OF FASHION AND APPAREL DESIGN (BFAD)**

**SEMESTER-V**

| <b>Code No.</b> | <b>Subject</b>                | <b>Marks</b> | <b>Time</b> |
|-----------------|-------------------------------|--------------|-------------|
| BFAD-301        | World Costumes                | 120+30*      | 3 hrs.      |
| BFAD-302        | Retailing & Fashion Promotion | 120+30*      | 3 hrs.      |

**Practical / Lab based Courses**

|          |                                 |    |        |
|----------|---------------------------------|----|--------|
| BFAD-351 | Grading                         | 50 | 3 hrs. |
| BFAD-352 | Textile Designing               | 50 | 3 hrs. |
| BFAD-353 | Color & Texture                 | 50 | 3 hrs. |
| BFAD-354 | Traditional Indian Embroideries | 50 | 3 hrs. |
| BFAD-355 | CAD-II                          | 50 | 3 hrs. |

**TOTAL**

**550**

\* Internal Assessment

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**BACHELOR OF FASHION AND APPAREL DESIGN (BFAD)**  
**SEMESTER-V**  
**WORLD COSTUMES**  
**(THEORY)**

**Course Code: BFAD-301**

Duration of exam: 3 hrs

M.M.: 150

Theory Exam: 120

Int. Assesment: 30

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of 5-10 short type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.
- Practical examination will be conducted externally.

**Unit-I**

- To understand the characteristics of the costumes of various parts of the world like: Egypt, Crete & Greece, Rome.
- To study the changes happened in clothing style of
  1. Ancient Egypt.
  2. Germanic ( Pre-history & early times)
  3. Ancient Greece
  4. Ancient Rome.
  5. Byzantine – middle age.
  6. Romanesque.
  7. Gothic.

**Unit-II**

- Modern age:-
  1. Renaissance - Renaissance fashion  
Spanish fashion.  
Netherlands fashion.
- Recent Times:-
  1. Neoclassicism - English fashion.  
Director & Empire.  
Biedermeier.

- 2. Romanticism - Neo – Rococo.  
The Victorian Era.
  - 3. Art Novean - Belle Époque.  
Reform - Art Novean.
- Present Day :- 20<sup>th</sup> century
    - 1. The Twenties.
    - 2. The Thirties.
    - 3. The Forties.
    - 4. The Fifties.
    - 5. The sixties.
    - 6. The seventies.
    - 7. The eighties.
    - 8. The nineties.
  - Theme Presentation.

## **REFERENCES**

### **Text books:**

- Phyllis Tortora Keith Eu Bank. Survey of Historic costumes.
- Laver James, Thames and Hudson. Costume and Fashion-A Concise History, 2002.
- Payinne. History of Costume.
- Cassin Scott Jack. The Illustrated Encyclopedia of Costume and Fashion from 1066 to Present. Brockhampton Press, 1997.
- Cuming Valerie and Ribeiro Aileen. The Visual History of Costume, Batsford, 2002.
- Walter Huchinson. Costumes of World (Vol. II).

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**BACHELOR OF FASHION AND APPAREL DESIGN (BFAD)**  
**SEMESTER-V**

**RETAILING AND FASHION PROMOTION**  
**(THEORY)**

**Course Code: BFAD-302**

Duration of exam: 3 hrs

M.M.: 150

Theory Exam: 120

Int. Assesment: 30

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of 5-10 short type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q. No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

**Unit-I**

- **Retailing**
  1. Introduction to fashion retailing:-fashion retailing in the past and its changing dimensions
  2. Types of retailers and ownerships: - specialty stores, department stores, mass stores, promotional stores, multiple-unit store (chain, department store group), retail organization (small and large store), discount retailing, mail order houses.
  3. Elements of retail mix
  4. Retail strategies:- value directed retailing, service oriented retailing, unique merchandising, shopping as entertainment, main street retailing, global expansion
  5. Retail pricing:- role of price decision within marketing strategies, external and internal factors influencing price decision, main methods of setting prices, pricing strategies for new products, price changes.
  6. Record keeping: - unit control, inventory and physical control.

## Unit -II

- **Fashion promotion**
  1. Planning and direction
  2. Fashion advertising :- kinds of advertising, co-operative advertising, scheduling and planning, media
  3. Publicity: - campaigning, special events and fashion shows.
- **Visual merchandising**
  1. Store planning and design.
  2. Windows & interiors,
  3. Elements of visual merchandising.
  4. Departments and evaluations.

## REFERENCES

### Text books:

- Frings, Gini Stephens. Fashion: from concept to consumer. Pearson publication, 6<sup>th</sup> edition.
- Ellen diamond. Fashion retailing. Pearson publication, 2<sup>nd</sup> edition.

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**BACHELOR OF FASHION AND APPAREL DESIGN (BFAD)**  
**SEMESTER-V**  
**GRADING**  
**(PRACTICAL)**

**Course Code: BFAD-351**

Duration of exam: 3 hrs

M.M.: 50

Practical Exam: 50

- Pattern Grading Fundamentals: Introduction, Pattern terminology, Grading terminology, Grade distribution
- Grading on the Cartesian Graph: The Cartesian graph, Cardinal points, Pattern orientation, developing grade rules.
- Methods of grading: Manual, machine and computer grading.
- Grading for the Basic Pattern Blocks: Grading procedures; bodice front, bodice back with shoulder dart, sleeve, skirt front and back, pant front and back
- Grading various style patterns: Princess line bodice, circular skirt full roll collar etc.
- Grading with specification chart

## **REFERENCES**

### **Text books:**

- Cooklin G. Pattern grading for women's clothes. Blackwell Scientific Publications, London
- Price. J. & Zamkoff, B. Grading techniques for modern designs. Fairchild publications New York.
- Scheier, M. The ABC's of grading. Bronville New York.
- Goulbourn Margartha. "Introducing Pattern Cutting, Grading and Modelling", Batsford Pub. UK.
- Shoben Maartin. "Grading", Batsford Pub. UK.
- Price Jeanneand Zamkoff Bernard. "Grading Techniques for Modren Design", Fair child Pub.

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**BACHELOR OF FASHION AND APPAREL DESIGN (BFAD)**  
**SEMESTER-V**  
**TEXTILE DESIGNING**  
**(PRACTICAL)**

**Course Code: BFAD-352**

Duration of exam: 3 hrs

M.M.: 50

Practical Exam: 50

- Role of Textile Designer
- Types of Printed textile Designs: Motifs, styles and layouts; one way, two way, four way and tossed.
- Design development by manipulating motif and its components: Spot designs. Border designs, all over designs and pallove designs.
- Textile designs from different parts of the world: Indian, oriental African, American, European, Persian etc.
- Stylization of motifs from nature; floral, animal, marine etc.
- Different layout techniques for repeats: for border patterns and all over patterns
- Experiments with colour combinations and colour ways
- Rendering techniques: Swatch collection and development of designs from swatches
- Theme based design development: for men, women's and kid's wear (selection of motif, arrangement of motifs, swatch preparation and illustration of design on croque)
- Development of designs for block, screen, yarn dyed and jacquard designs

**REFERENCES**

**Text books:**

- A handbook of Designers, Mary Paul Yates .W.W.Norton and Co
- African Printed Textile Designs. Diana V., Horne Stemmer House
- Textiles: A Handbook for Designers. Mary Paul Yates. W.W> Norton and Co.

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**BACHELOR OF FASHION AND APPAREL DESIGN (BFAD)**  
**SEMESTER-V**  
**COLOUR & TEXTURE**  
**(PRACTICAL)**

**Course Code: BFAD-353**

Duration of exam: 3 hrs

M.M.: 50

Practical Exam: 50

- Introduction :- Basic Rendering techniques;
  1. Patterns:- Stripes, checks, Prints, texture.
- Rendering material / texture:-
  1. Denim,
  2. Felt,
  3. Gauze,
  4. Net,
  5. Velvet,
  6. Knits,
  7. Fur,
  8. Silk,
  9. Wool.
- Rendering Garments ( 2D & 3D ) :-
  1. Garment details;- gathers, folds, pleats, tuks.
  2. Draping garments
  3. Women's wear;- Trousers, Dress, Salwar- kameez, Coats & Jackets, Sari
  4. Men's wear;- Shirt, Trouser, Coat & blazer.
  5. Children's wear
- Accessories :- To be prepared in collage form:-
  1. Hats
  2. Scarves
  3. Bags
  4. Belts
  5. Shoes
  6. Gloves
  7. Sunglasses
- Jewellery (basic drawing & rendering):-
  1. Necklace
  2. Ear rings
  3. Nose ring
  4. Armlet
  5. Finger ring

## **REFERENCES**

### **Text books:**

- Bina Abling, Fashion Sketch Book, Fairchild publications.
- Seaman Julian. Foundation in Fashion Designing and Illustration, BT Batsford. 2001.
- Mary Ganthe. Fashion and Color, Rock port publishers.
- Sumathi G.J. Elements of Fashion and Apparel Design, New age International.

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**BACHELOR OF FASHION AND APPAREL DESIGN (BFAD)**  
**SEMESTER-V**  
**TRADITIONAL INDIAN EMBROIDERIES**  
**(PRACTICAL)**

**Course Code: BFAD-354**

Duration of exam: 3 hrs

M.M.: 50

Practical Exam: 50

- **Making samples of:-**

1. Kantha of Bengal
2. Phulkari of Punjab
3. Kasuti of Karnataka
4. Kasida of Kashmir
5. Chamba Rumal of Himachal Pradesh
6. Chikankari & zardozi of Uttar Pradesh
7. Sindhi and Abla Bhart of Gujarat
8. Appliqué work of Orissa
9. Manipuri Embroidery

## **REFERENCES**

### **Text books:**

- Jasleen Dhamija. Hand Woven Fabrics of India. Mapin Publishing, Pvt Ltd, 1989.
- Savitri Pandit. Indian Embroideries.
- Kamala Devi Chattopadhyaya. Indian Embroideries. Wiley Eastern Ltd, New Delhi, 1977.
- Barbara Snooke B,T. Encyclopedia of Needle Work. Bate ford Ltd. Heartside Press.
- Pevl. Learning to Embroideries. Publications INC New York.

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**BACHELOR OF FASHION AND APPAREL DESIGN (BFAD)**  
**SEMESTER-V**  
**CAD-II**  
**(PRACTICAL)**

**Course Code: BFAD-355**

Duration of exam: 3 hrs

M.M.: 50

Practical Exam: 50

- Design & Repeat.
- Fabric design.
- Texture Mapping
- Color ways (color separation).
- Weave.
- Spec. Creation
- Story Boards.

**REFERENCES**

- Tutorials on Reach Fashion Studio, Reach CAD, Reach Style Manager.
- Beazley Alison and Bond Terry, Computer Aided Design and Product Development, Blackwell, 2003.

**KURUKSHETRA UNIVERSITY KURUKSHETRA**  
**BACHELOR OF FASHION AND APPAREL DESIGN (BFAD)**

**SEMESTER-VI**

| <b>Code No.</b> | <b>Subject</b>                   | <b>Marks</b> | <b>Time</b> |
|-----------------|----------------------------------|--------------|-------------|
| BFAD-321        | Fashion Communication            | 120+30*      | 3 hrs.      |
| BFAD-322        | Entrepreneurship                 | 120+30*      | 3 hrs.      |
| BFAD-323        | Apparel Production Technology-II | 120+30*      | 3 hrs.      |

**Practical / Lab based Courses**

|          |                         |    |        |
|----------|-------------------------|----|--------|
| BFAD-371 | Surface Ornamentation   | 50 | 3 hrs. |
| BFAD-372 | Portfolio Development-1 | 50 | 3 hrs. |
| BFAD-373 | Accessory Designing     | 50 | 3 hrs. |
| BFAD-374 | Project Work            | 50 | 3 hrs. |
| BFAD-375 | CAD-III                 | 50 | 3 hrs. |

**TOTAL**

**700**

\* Internal Assessment

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**BACHELOR OF FASHION AND APPAREL DESIGN (BFAD)**  
**SEMESTER-VI**  
**FASHION COMMUNICATION**  
**(THEORY)**

**Course Code: BFAD-321**

Duration of exam: 3 hrs

M.M.: 150

Theory Exam: 120

Int. Assesment: 30

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of 5-10 short type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q.No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

**Unit-I**

- Understanding clothing:-Purpose of clothing.
  1. Protection of clothing
  2. Modesty
  3. Attraction and communication.
- Clothing culture & communication, men and women's clothing, role and status of clothing.
- Consumer behavior:-
  1. Factors influencing consumer buying behavior; - age, gender, balance, location, work, wealth, consumer profile, psychographic and motivation, other psychological approaches.

**Unit-II**

- PR and its importance in fashion:-
  1. Role of fashion PR
  2. PR method for fashion
  3. Event planning
  4. Wardrobe consultation
  5. Trend forecasting

- Organization of fashion shows:-
  1. Types of fashion shows
  2. Check points for fashion shows
  3. Fashion designers and their work
  4. National and international.
- PR in future.

## **REFERENCES**

### **Text books:**

- Blythe Jim. Marketing Communication. Pearson education. 2000.
- Boyd Jr Westfall Starch. Marketing Research. Text and cases.
- Costabtino Maria. Fashion Marketing and PR. Bt B Atsford Ltd.1998.
- Koiter. Marketing Management. Pearson education. 2003.
- Mike Easey. Fashion Marketing, Blackwell Science. 2002.

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**BACHELOR OF FASHION AND APPAREL DESIGN (BFAD)**  
**SEMESTER-VI**  
**ENTREPRENEURSHIP**  
**(THEORY)**

**Course Code: BFAD-322**

Duration of exam: 3 hrs  
 M.M.: 150  
 Theory Exam: 120  
 Int. Assesment: 30

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of 5-10 short type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q.No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

### Unit-I

- Introduction to entrepreneurship development and factors influencing entrepreneurship
- Entrepreneurial environment and its analysis
- Government policies for setting up new enterprises
- Opportunities in services service industries commercial banks and financial institutions
- Planning SSI
  1. Planning: its importance, types and steps of planning
  2. Steps of planning SSI
  3. Technical dimensions for setting up an enterprise

### Unit-II

- Forms of business organizations
  1. Forms of ownership
  2. Sole proprietorship
  3. Partnership
  4. Co-operative society
  5. Joint-stock company
  6. Public and private limited companies
- Problems of small industry
  1. Power shortages
  2. Project planning
  3. Finance
  4. Raw material
  5. Production constraints
  6. Regulations

### REFERENCES

#### Text books:

- Harvard Business Review on Entrepreneurship. Harvard Business school press.
- Abrams Grant Pass. Entrepreneurship: Strategies & Resources. 2<sup>nd</sup> edition. Oregon: oasis press.
- David H. Bangs. The Business Planning Guide. Upstar Publishing Company, Chicago.
- Marc J. Dollinger. Entrepreneurship: Strategies & Resources.
- Robert D. Hisrich Peters. Entrepreneurship. Tata-Mc Graw Hill.

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**BACHELOR OF FASHION AND APPAREL DESIGN (BFAD)**  
**SEMESTER-VI**  
**APPAREL PRODUCTION TECHNOLOGY-II**

**(THEORY)**

**Course Code: BFAD-323**

Duration of exam: 3 hrs

M.M.: 150

Theory Exam: 120

Int. Assesment: 30

- Examiner will set nine questions in all
- All the questions will carry equal marks
- Question No. 1 will be compulsory consisting of 5-10 short type questions and spread over the entire syllabus
- The remaining eight questions will be set from unit 1 and 2, four questions from each unit
- The candidates are required to attempt five questions. Q.No. 1 will be compulsory and remaining four questions will be attempted selecting two questions from each unit.

**Unit-I**

- Fusing technology:-
  1. Support material & their importance.
  2. Base cloth
  3. Coating system machinery and equipment
  4. Quality control
- Sewing technology:-
  1. Components of sewing; - stitches, seams, feed system, threads, ticket number.
- Basic sewing machines: - general sewing, over locking, safety stitching, blind stitching, button holes, bastacking, button sewing special sewing machine.
- Finishing and pressing process, trimming finishing process.

**Unit-II**

- Production technology:-
  1. Common characteristics of production systems.
  2. Manual system.
  3. Making through
  4. Section or process system
  5. Progressive bundle system
  6. Mechanical transport system

7. Selective conveyor belt system
  8. Unit production system
  9. Quick response system
- Quality control from design dispatch:-
    1. Introduction to quality control
    2. Purpose
    3. Quality definition
    4. Sampling
    5. Terms
    6. Characteristics
  - Quality control department and its functions:-
    1. Quality level
    2. Quality specification
    3. Tolerances
    4. NACERAP
    5. ISO 9000 and total quality management

## **REFERENCES**

### **Text books:**

- Carr & Latham (IV ED.). Technology of Clothing Manufacture
- Gerry Conklin (II ED.). Introduction to Clothing Manufacture

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**BACHELOR OF FASHION AND APPAREL DESIGN (BFAD)**  
**SEMESTER-VI**  
**SURFACE ORNAMENTATION**

**(PRACTICAL)**

**Course Code: BFAD-371**

Duration of exam: 3 hrs

M.M.: 50

Practical Exam: 50

- **Quilting & Patch work:** - Introduction, tools, material, techniques and types of embroidery – Cut work, Cross stitch, couching, Glass work, drawn thread work.
- **Crochet:** - Introduction, tools, material, techniques and types – Single, double, circular, making crochet samples.
- **Special techniques:** - Smocking, ribbon work, beads and sequence work, hand fabric painting, nail weaving.
- Developing one product based on techniques of Surface Ornamentation (one or more).

**REFERENCES**

**Text books:**

- Shallaja Naik. "Traditional Embroideries of India", APH Publishing Corporation, NewDelhi. 1996.
- Snook Barbra. "Creative Art of Embroidery", Numbley Pub. Group Ltd, London 1972.
- Mathew Anne. "Vouge Dictionary of Crochet Stitches", David and Charles, London 1989.
- Anand, M. R. "Textiles and Embroideries of India", Marg Publications, Bombay, 1965.

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**BACHELOR OF FASHION AND APPAREL DESIGN (BFAD)**  
**SEMESTER-VI**  
**PORTFOLIO DEVELOPMENT-1**

**(PRACTICAL)**

**Course Code: BFAD-372**

Duration of exam: 3 hrs

M.M.: 50

Practical Exam: 50

**Unit-I**

- **Developing portfolio for mass production**
  1. Male –
    - Casual wear
    - Formal wear
    - Party wear
    - Sportswear
    - Power wear
    - Preparation of -spec sheet, swatch sheet, flat sketch sheet
  2. Kids –
    - Casual wear
    - Formal wear
    - Party wear
    - Sportswear
    - Power wear
    - Preparation of -spec sheet, swatch sheet, flat sketch sheet

**Unit-II**

- **Developing portfolio for High Fashion**
  1. Mood board preparation for male:- Preparation of Inspiration sheet, Theme sheet, Forecast color sheet, Client profile sheet, Design Preparation sheet, construction of any one garment with spec sheet.
  2. Mood board preparation for kids:- Preparation of Inspiration sheet, Theme sheet, Forecast color sheet, Client profile sheet, Design Preparation sheet, construction of any one garment with spec sheet.

## **REFERENCES**

### **Text books:**

- Bina Abling. Fashion Illustration.
- Harold Carr. Fashion Design & Product Development.
- Marian L. Davis. Visual Design & Dress.
- Linda Tain. Portfolio Presentation for Fashion Designers, 2<sup>nd</sup> Edition.

### **Magazines/ Journals:**

- Global Apparel
- Image Business of Fashion.
- INDIA Vogue/INTERNATIONAL VOGUE
- Fashion ELLE
- In touch with fashion
- Hi-blitz
- Moda
- Glad rags
- Brides Now

**KURUKSHETRA UNIVERSITY KURUKSHETRA**  
**BACHELOR OF FASHION AND APPAREL DESIGN (BFAD)**  
**SEMESTER-VI**  
**ACCESSORY DESIGNING**

**(PRACTICAL)**

**Course Code: BFAD-373**

Duration of exam: 3 hrs

M.M.: 50

Practical Exam: 50

- Introduction to accessory design: - various types of shoes, handbags, hats and gloves etc.
- Collection of materials related to the accessories based on different themes: - tribal, ethnic, contemporary, traditional, and fusion (file work with theory, picture sample).
- Collection and presentation of materials related to the accessories based on different themes: - tribal, ethnic, contemporary, traditional, and fusion (file work with articles).
- To create accessories from each theme (head dress, foot wears, handbags, jewelry, belts, gloves etc).

**REFERENCES**

**Text books:**

- Jay Diamond, Ellen Diamond. .Fashion Apparel and Accessories.
- France Borel. The Splendor of Ethnic Jewelry. NJ Abram Inc, New York.
- Mookherjee Ajit. 5000 Designs and Motifs from India. Dover Publications Inc., 1996.
- Judith Rasband. Strategies for Women. Delmar Publishers London.
- Mc Jimsey and Harriet. Art and Clothing Selection. Iowa State University Press, Jowa.
- Jacob Solinger. Apparel Manufacturers Handbook.

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**BACHELOR OF FASHION AND APPAREL DESIGN (BFAD)**  
**SEMESTER-VI**  
**PROJECT WORK**

**(PRACTICAL)**

**Course Code: BFAD-374**

Duration of exam: 3 hrs

M.M.: 50

Practical Exam: 50

- Visit to the Craft Mela/Handicraft Unit/Handicraft Cottage Industry.
- Documentation of the Craft Mela/Handicraft Unit/Handicraft Cottage Industry.
- Adaptation of traditional designs from craft items and modifying as per modern trends.
- Development of any utility craft items.
- Documentation and project proposal for developed utility craft item.
- Presentation.

**REFERENCES**

**Text books:**

- Douglas Bullis. Fashion Asia, Thames and Hudson. 2000.
- Polhemus Ted. Style Surfing, What To Wear in 3<sup>rd</sup> Millennium, Thames and Hudson, 1996.
- Mookherjee Ajit. 5000 Designs and Motifs From India, Dover Publications Inc., 1996.
- Prakash K. Ideas – Rajasthan Folk Art, English Edition, 2003.
- Walter Hutinson, Costumes of the World.

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**BACHELOR OF FASHION AND APPAREL DESIGN (BFAD)**  
**SEMESTER-VI**  
**CAD-III**

**(PRACTICAL)**

**Course Code: BFAD-375**

Duration of exam: 3 hrs

M.M.: 50

Practical Exam: 50

- Pattern Making.
- Grading (skirt, trouser, shirt, girls top, etc).
- Marker Making
  1. Marker making of one garment.
  2. Marker making of various garments having same size.
  3. Marker making of various garments of different sizes.