



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024.

B.Sc. Fashion Technology and Costume Designing

Course Structure under CBCS

(For the candidates admitted from the academic year 2010-2011 onwards)

Semester	Part	Course	Title	Instr Hours/Week	Credit	Exam Hours	Marks		Total
							Int	Ext	
I	I	Language Course – I (LC) – Tamil*/Other Languages ** #		6	3	3	25	75	100
	II	English Language Course - I (ELC)		6	3	3	25	75	100
	III	Core Course – I (CC)	Introduction to Fashion Designing	6	4	3	25	75	100
		Core Course – II (CC)	Fashion Illustration - Practical	6	4	3	40	60	100
		First Allied Course –I (AC)	Textile Science	6	4	3	25	75	100
				30	18				500
II	I	Language Course – II (LC) - – Tamil*/Other Languages ** #		6	3	3	25	75	100
	II	English Language Course – II (ELC)		6	3	3	25	75	100
	III	Core Course – III (CC)	Fashion Clothing & Psychology	6	5	3	25	75	100
		First Allied Course – II (AC)	Wet Processing	5	4	3	25	75	100
		First Allied Course – III (AC)	Wet Processing Lab.	3	2	3	40	60	100
	IV	Environmental Studies		2	2	3	25	75	100
	IV	Value Education		2	2	3	25	75	100
				30	21				700
II	I	Language Course – III (LC) – Tamil*/Other Languages ** #		6	3	3	25	75	100
	II	English Language Course - III (ELC)		6	3	3	25	75	100
	III	Core Course – IV (CC)	Sewing Techniques	6	5	3	25	75	100
		Core Course –V (CC)	Sewing Techniques (Practical)	4	4	3	40	60	100
		Second Allied Course – I	Indian Textiles & Embroidery	6	3	3	25	75	100
IV	Non Major Elective I - for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto +2 but opt for other languages in degree programme	Fashion Accessories Designing	2	2	3	25	75	100	
				30	20				600

IV	I	Language Course –IV (LC) - Tamil*/Other Languages ** #		6	3	3	25	75	100	
	II	English Language Course – IV (ELC)		6	3	3	25	75	100	
	III	Core Course – VI (CC)	Garment Manufacturing Technology		5	5	3	25	75	100
		Second Allied Course - II	Pattern Making and Grading		5	4	3	25	75	100
		Second Allied Course - III	Pattern Making and Grading - Practical		4	3	3	40	60	100
	IV	Non Major Elective II - for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto +2 but opt for other languages in degree programme	Visual Merchandising		2	2	3	25	75	100
IV	Skill Based Elective I			2	4	3	25	75	100	
				30	24				700	
V	III	Core Course – VII (CC)	Fashion Business		5	5	3	25	75	100
		Core Course – VIII (CC)	Children’s Garment - Practical		5	4	3	40	60	100
		Core Course – IX (CC)	Textile Testing		6	5	3	25	75	100
		Core Course – X (CC)	Textile Testing (Practical)		5	4	3	40	60	100
		Major based Elective – I	Fashion Merchandising		5	5	3	25	75	100
	IV	Skill based Elective –II			2	4	3	25	75	100
		Skill based Elective – III			2	4	3	25	75	100
				30	31				700	
VI	III	Core Course – XI (CC)	Export Documentation		6	5	3	25	75	100
		Core Course – XII (CC)	Quality & Cost Control		6	5	3	25	75	100
		Core Course – XIII (CC)	Adult’s Garment - Practical		6	5	3	40	60	100
		Major based Elective II	Computer Aided Designing		6	5	3	25	75	100
		Major based Elective III	Computer Aided Designing - Practical		5	4	3	40	60	100
V	Extension activities			-	1	-	-	-	-	
	Gender Studies			1	1	3	25	75	100	
				30	26				600	
		Total		180	140				3800	

Internship for 10 days during the summer vacation after the II year in Textile Designing, Processing & Garment constructing units.

Note:

	Internal Marks	External Marks
1. Theory	25	75
2. Practical	40	60

3. Separate passing minimum is prescribed for Internal and External marks

The passing minimum for CIA shall be 40% out of 25 marks [i.e. 10 marks]

The passing minimum for University Examinations shall be 40% out of 75 marks [i.e. 30 marks]

* for those who studied Tamil upto +2 (Regular Stream)

** Syllabus for other Languages should be on par with Tamil at Degree level

those who studied Tamil upto 10th or +2, but opt for other languages in degree level under Part I should study special Tamil in Part IV

*** Examination at the end of the next semester.

Extension activities shall be out side the instruction hours.

கற்பிக்கும் கால அளவு

மோழிப் பாடங்கள் - 1 மதிப்பீடு = 2 மணிநேரம் கற்பித்தல் வகுப்பு
கலை மற்றும் அறிவியல் பாடங்கள் :1 மதிப்பீடு = 1 மணிநேரம் கற்பித்தல் வகுப்பு
[Lecture]
= 2 மணிநேரம் பயிற்சி வகுப்பு
[Tutorial]
= 2-3 மணிநேரம் செய்முறை வகுப்பு
[Practical]

CORE COURSE I – INTRODUCTION TO FASHION DESIGNING

Unit I

Fashion Concept

Meaning of Fashion, Origin of Fashion, Meaning of Fashion Designing, Classification of Fashion, Influence of Fashion; Fashion illustration and Fashion cycle.

Unit II

Fashion Industry and Fashion Promotion

Fashion Industry - Boutique and its importance, present structure of Fashion industry; Textiles and materials in Fashion industry; the structure of the Fashion market.

Fashion Promotion – Impact of Fashion promotion; Fashion Advertising and its objectives, fashion journalism and its objectives;

Unit III

Elements of art and Principles of Design

Design – Structural design, decorative design, basic silhouette. Elements of art and principles of design. Application of principle of design in dress.

Unit IV

Color

Introduction to color, color wheel (Prang & Munsell system)

Properties and qualities of color, color scheme Theories of color harmony, color and garment, color selection. Principles of combining color. Procedure for combining color.

Unit V

Career in fashion

Scope of Fashion business, choosing a career in Fashion, Career in Manufacturing, Designing, Career in Retailing, Residential Buying office careers, Career in Fashion service organizations, Freelancing.

Reference:-

1. Suzanne G. Marshall, Hazel O. Jackson M. Sue Stanley, Mary Kefgen, Individuality in clothing Selection and Personal Appearance, Phyllis Touchie Specht, New Jersey, 2000.
2. Kitty G. Dickerson, Inside the Fashion Business, Pearson Education, Singapore, 2003.
3. Kathryn Mokelvey, Janine Munslow, Fashion Design Process, Innovation And Practice, Black Well Science Ltd, U.K, 2005.
4. V.D. Dudeja, Professional Management of Fashion Industry, Gangandeeep Publications, New Delhi, 2005.

CORE COURSE II - FASHION ILLUSTRATION (Practicals)

BASIC SKETCHING

1. Pencil grading and smudging techniques.
2. Human figures in proportion using 8-head theory.
3. Drawing eyes, nose, ears , lips, face and hair style.
4. Sketching of different angles of foot and palm
5. Sketching fullness, hemlines and waist bands.
6. Sketching of seams and shirring.

SKETCHING ON BASIC CROQUI

Sketching of

1. necklines, collars, sleeves and cuffs.
2. children's wear
3. women's wear
4. men's wear
5. accessories

.Reference:

Costume drawing by Patrick Taylor.

FIRST ALLIED COURSE-1 - TEXTILE SCIENCE

Unit I: -

Fiber and Yarn manufacturing

Fiber – Definition, Classification of Fiber.

Yarn – Definition, Conventional ring spinning method- Passage of material through carding, doubling, combing, drawing, roving, and spinning. Yarn twist, yarn count. Types and characteristics of yarns – ply yarns, cable yarns, double yarns and novelty yarns and its types.

Unit II: -

Yarn manufacturing

Modern spinning methods – Passage of material through open end spinning, Friction spinning, Electrostatic spinning, Airjet spinning, Twistless spinning. Filament yarn spinning methods wet spinning, dry spinning, melt spinning, (Bicomponent spinning, film splitting).

Sewing thread – construction of threads, thread sizes, thread selection

Unit III: -

Weaving

Preparation for weaving (warping, sizing, looming) Basic loom structure. Weaving- Definition, Primary motion – shedding – Definition and a brief explanation, picking (shuttle and shuttle less looms), beating up. Secondary motion – Definition and Ancillary motion. Types of selvages. Construction of cloth designs - Design, draft and pegplan. Classification of weaves – plain weave, twill, Satin, Crepe, Pile, double cloth, (Climax) dobby and Jacquard, (double lift double cylinder) Identification of woven fabric defects.

Unit IV: -

Knitting

Knitting – Definition, Comparison between woven fabrics and knitted fabric. Classification of knitted fabrics weft knitting – plain knit stitch, Rib stitch, Warp knitting - Tricot knit, Raschel Knit, Milanese Knit, (Jacquard knit, pile knit, Terry knit, velour knit) Identification of knitted fabric defects.

Unit V: -

Felted and Non woven fabrics

Felted fabrics – Felting process. Types of felt, properties and uses of felt. Non woven – Definition, classification of non-woven fabrics, web forming techniques, bonding techniques, and finishing techniques. Characteristics of non-woven, uses of non-woven fabrics.

References:

1. Corbman B.P Fibre to Fabric, International Students Edition Mc Graw Hill Book Co-Singapore, 2000.
2. Smith, J.L. Textile processing, Abhishek Publications, Chandigarh, 2003.
3. Gokarneshan U, Fabric Structure and Design, New age International Publishers 2004.
4. Kate Wells, Fabric Dyeing and Printing, Conran Octopus 2000.
5. Sara J. Radolph and Anna L. Lang Ford, Textiles, Prentice hall, New York, 2002.

Core Course III - Fashion Clothing & Psychology

Unit – I

Fashion Accessories – Shoes, handbags, jewellery, hats, ties and others. Prepare an album for accessories.

Unit – II

Figure irregularities – stout figure, thin figure, slender figure, narrow shoulders, broad shoulders, round shoulders, large bust, flat chest, large hip, large abdomen, round face, large face, small face and broad face, prominent chin and jaw and prominent forehead. Wardrobe planning and factors to be considered while selecting clothes for different age groups (men and women)

Unit – III

Factors affecting fashion changes – Psychological needs of fashion, Social Psychology of fashion, Technology, Economical, Political, legal and seasonal.

Recurring silhouettes – changes in silhouettes from 1895 onwards; fashion cycle; Prediction fashion; Role of costumes as status symbol, clothes as sex appeal, self identity, cultural value.

Unit – IV

Fashion forecasting – Colour, fabrics, current fashion silhouettes, texture, designs - Designer types – classicist, idealist, Influenced, Realist, Thinking poet.

Unit – V

World fashion Centres – France, Italy, America, India, Far East.

Reference Books:

1. Benneett, “Femina Book of Fashion”, coleman & Co., Ltd., Mumbai (1998)
2. Jeaneettee A. Jarnow, Miriam Guerrerio, “Inside the Fashion Business”, Mecomillion Publishing Company, New York
3. Harriet T, Mc Jimsey, “Art and fashion in clothing selection”, The Iowa state University Press, Ames, Iowa

FIRST ALLIED COURSE II - WET PROCESSING

Unit – I: Textile Processing

Definition, Need for Processing, Dry and Wet Processing as related to common, fabrics: Cotton, Silk, Wool, synthetics.

Unit – II: Preparatory process

Meaning, Need for preparatory processes. Types - Singeing, Scouring, bleaching, mercerizing, desizing.

Unit – III: Dyeing

Classification of dyes and Stages of dyeing, Characteristics of dyes, Direct, Vat, Sulphur, reactive, naphthol, acid, Basic and Disperse Dyes - Method of dyeing Cotton, Silk, Wool and Synthetics with respective dyes, Dyeing of fibre blends.

Unit – IV: Printing and Printing procedure

Definition types, Direct styleblock stencil, screen, roller printing, Duplex printing, Rotary, Transfer printing, Discharge style Resist style, Batik, tie and dye, Minor printing methods- Flocking, Marbling, Photoprinting, Warp printing and Air brush printing.

Unit – V: Textile Finishes

Calendaring, Tentering, Stiffening, Decanting, Beetling, Glazing, Schreinerizing, Embossing, Moiering, Ciering, Raising, Napping, Giggling, Shearing. Water Proofing, Water repellency, Sanforizing, Wash and Wear, fire proofing silk, weighing, Crepe and Crinkle effect.

Reference:

1. Manivsakam.N. Treatment of Textile processing Effluents, Sakthi Publications, Coimbatore, 1995.
2. Shenai, V.A. History of Textiles Design, Sevak Publications, Mumbai, 1995.
3. Sule, A.D. - Computer colour analysis- Textile applications, New Age International Private Limited, New Delhi, 2002.
4. Nalankilli.G., Chemical Preparatory Process, NCUTE Publication, New Delhi.

First allied course III - WET PROCESSING - PRACTICALS

1. Identification of fibres – Microscope, burning, solubility tests
2. Pretreatment- Scouring, Desizing, Mercerizing of cotton
3. Dyeing of cotton, silk, wool and synthetic textiles using - Direct, Vat, Sulphur, Reactive, Acid, Basic and Disperse dyes.
4. Printing of cotton using block and screen printing (2 samples each)
5. Printing of Tie and dye and Batik. (2 samples each)

References:

1. Shenai, V.A., Technology of Textiles Processing, Chemistry of Dyes and Principles of Dyeing, A Sevak Publication, Bombay, 2002
2. Manivasakam.N. Treatment of Textiles Processing, Effluents, Sakthi Publications, Coimbatore, 1995.
3. Gulrajani,M.L., Deepti Gupta, Natural Dyes and their Application to Textiles, Indian Institute of Technology, New Delhi, 1992.
4. Shenai, V.A., History of Textiles Design, sevak Publications, Mumbai, 1995.

CORE COURSE IV - SEWING TECHNIQUES

Unit I: - Sewing Equipment

Sewing machines- parts and their function, care and maintenance. Tools for measuring, marking, cutting & pressing. Selection of thread and needle for various types of fabric.

Body measurements:

Introduction, Measurements – where and how to take them. Eight head theory – relative length and girth measures for a grown up proportionate human body. Standardizing body measurement.

Unit II: - Seams and Fullness: Definition, Choice of seam, Seam types & their finishes.

Fullness: Definition, Types of fullness – Darts, Tucks, Pleats, flares, godets, gathers, shirrs & frills. Calculating material requirements.

Unit III: - Sleeves and skirts.

Sleeves:- Classification of sleeves, types of sleeves- plain, puff at top, bottom, bell, bishop, circular, leg-o-mutton, sleeveless styles, kimono & raglan. Pattern preparation for these sleeves.

Skirts: Different types of skirts – Drafting patterns for semicircular and circular skirts.

Unit IV: - Neck finishes and yokes

Neck finishes: -Definition, Bias- definition, joining bias and uses. Bias facing and bias binding. Collars – definition, parts of collar, factors to be considered in designing collar, classification of collar. Drafting for peter pan, cape, scallop, puritan, sailors, Chinese and Turtleneck collar.

Yokes: - Definition, selection of yoke design, creating variety in yoke. Drafting patterns for yoke without fullness, yoke with fullness within the yoke & yoke supporting or releasing fullness. Attachment of yokes.

Unit V: - Pockets and plackets

Pockets- Definition, classification, selection of pocket and creating variety in pockets.

Plackets- Definition, characteristics of a good placket, classification – continuous bound, bound & faced, fly opening, zipper, tailored and center front / shirt placket.

Trimmings:- Definition, types -Bias trimming, Ricrac ,ruffles, embroidery, smocking, faggoting, Applique, lace, lace motifs, Scalloped edging, decorative fastening – belts & bows.

References:

1. Mary Mathews, Practical Clothing Construction Part-II. Designing, Drafting and Tailoring Bhattarams Reprographics (P) Ltd., Chennai 2001
2. Zarapkar K.R, System of Cutting, Navneet Publications India 2005
3. Hilary Campbell, ” Designing Patterns Om Book Services, New Delhi, 2003.
4. Helen Joseph-Pattern Making for Fashion Design, Armstrong Pearson Education, Delhi, 2000.
5. Mary Mulasi, Garments with style, Chiton Book Company, Pennsylvania, 1995.

CORE COURSE V – SEWING TECHNIQUES (Practicals)

1. Demonstrating- operating, cleaning and oiling of sewing machine.
2. Demonstration of taking body measurement.
3. Preparing samples for
 - i) seams.
 - ii) seam finishes
 - iii) darts and tucks
 - iv) flare, frills, ruffles & godets
 - v) pleats and gathers
 - vi) skirts (any 5 types)
 - vii) bias facing & binding
 - viii) yokes (any 2 type)
 - ix) Placket (any 2 type)
 - x) pockets (any 2 type)
 - xi) trimming (any 2 type)
 - xii) embroidery (any 5 types)

References:

1. Mary Mathews, Practical Clothing Construction Part-II. Designing, Drafting and Tailoring Bhattarams Reprographics (P) Ltd., Chennai, 2001.
2. Zarapkar K.R, System of Cutting, Navneet Publications India 2005

SECOND ALLIED COURSE I (AC)
INDIAN TEXTILES & EMBROIDERY

Unit I: - Origin of Costumes

Theories of clothing origin, Invention of needle, Development of sewing, Development of garment styles. Role of costumes. History of Indian Garments from ancient to modern times.

Unit II: - Traditional Woven Textiles

Dacca muslin, Jamdani, Chanderi, Baluchar Buttedar, Brocades- Kam Kawab, Paithani, Peethamber, Kancheepuram brocade, Banaras brocade, Himrus and Amrus, Kashmiri shawl.

Unit III: - Traditional printed and dyed Textiles

Printed Textiles: Kalamkari. Block printing, Roghan printing and other printed and painted textiles (Mata – mi- pachedi, Pabuji-ka-pad)

Dyed Textiles: Ikat, Patola, Bandhani, Laharia, Mashru

Unit IV: - Embroideries of India

Kantha of Bengal, Gujarat embroidery, Kasuti of Karnataka, Chamba roomal of Himachal, Pulkari of Punjab, Chikankari of Uttar Pradesh.

Unit V: - Costumes of India

Introduction to Traditional Indian dress. Costumes of West Bengal, Assam, Bihar, Uttar Pradesh, Rajasthan, Gujarat, Maharashtra, Punjab, Kashmir, Himachal Pradesh & South India. An introduction on Traditional ornaments of India.

References:

1. James Laver, Costume and Fashion and Concise History Published by Thames & Hudson, London, 2002.
2. Dr. Parul Bhatnagar Traditional Indian and Textiles. Published by – Abhisek Publications – Chandigarh, 2004.
3. Jasleen Dhamija and Jyotindra Jain Hand wove Fabrics of India - Mapin Publishing Pvt.Ltd. Ahmedabad, 2002.
4. John Gillow and Bryan World Textiles a visual guide to traditional techniquesBulzinch Press Book Little Brown and Sentence Company, London. 1999.
5. Manmeet Sodhia , History of Fashion,Kalyani Publishers, New Delhi, .2000

Non Major Elective I - Fashion Accessories designing

Unit 1 : Introduction to Fashion Accessories

The accessories industries; The business of accessories; Economic importance of accessory industry; Marketing of accessories; Accessory designers

Unit 2: Sketching Accessories

Sketching Jewellery; Sketching sun glasses; Sketching hats; Detailing for other accessories

Unit 3: Fashion Accessories

Foot wear; Handbags; Belts; Gloves; Hats; Scarves; Ties; Sunglasses; Production development and design of these accessories; Nature of these industries; Production of these fashion accessories; Use of fashion accessories for different occasions

Unit 4: Jewellery

Types of Jewellery; Fine Jewellery; Bridge Jewellery; Costume Jewellery; Production of Jewellery; Use of jewellery for different occasions

Unit 5: Children's fashion Accessories

Bib ,bootees, caps, gloves ,accessories for different occasions, Fine Jewellery

References

1. Valerie Campbell – Harding, Machine Embroidery – Stitch patterns, Kyodo Printing Co. Pvt. Ltd, Singapore, 2004.
2. Hanlyn octopus, Professional Skills made easy, Octopus Publishing group – New York, 2001.
3. 3. Easy to make book vol:1-vol:18,Octopus Publishing group – New York, 2002

SEMESTER – IV - CORE COURSE – VI
GARMENT MANUFACTURING TECHNOLOGY

Unit I:

Planning, drawing and reproduction of the marker. The requirements of marker planning. Efficiency of the marker plan. The spreading of the fabric to form a lay. The requirement of the spreading process. Methods of spreading, nature of fabric packages. The cutting of fabric, objectiveness of cutting and methods of cutting.

Unit II:

The properties of seam, seam types, stitch types. Sewing machine feed mechanism, sewing machine needles, Sewing threads, fiber type, construction of thread finishes. Thread sizing, thread packages, cost, properties and seam performance. Sewing problems, Problems of stitch formation. Problem of pucker, problems of Damage to fabric along the stitch line. Testing for sewability and Tailorability.

Unit III:

Basic sewing machines and associated work aids, simple automation .

The use of components & trims – Labels and motifs, lining, Interlining, wadding, lace, braids & elastics, Hooks and loop fastening, Seam binding and tape, Shoulder pad, Eyelets & laces, Zip fastener, Buttons, Tack buttons, Snap fasteners and Rivets, Performance properties of components and trims.

Unit IV:

Fusing – Definition, advantages of fusible interlinings, Fusing process. The means of fusing, Fusing equipments, Methods of fusing, quality control in fusing. Alternative of fusible interlining.

Unit V:

Pressing: the purpose of pressing, categories of pressing, means of pressing, pressing equipments and methods, pleating, permanent press. Pressing practices in Indian Industries

Reference:

1. Philip Kotler and Kevin Lane, Marketing Management, Keller, Pearson Education Inc., Delhi., 2006.
2. Kitty G. Dickerson, Inside the Fashion Business, Pearson Education, Singapore, 2003.
3. Kathryn Mokelvey, Janine Munslow, Fashion Design Process, Innovation And Practice, Black Well Science Ltd, U.K, 2005.
4. Dudeja.V.D., Professional Management of Fashion Industry, Gangandeeep Publications, New Delhi, 2005.
5. Introduction to clothing production management – 2nd edition, A.J. Chutter, Blackwell Science, New Delhi., 2000
6. Gerry Cooklin, Garment technology for Fashion Designers –Blackwell Science, New Delhi ,2000.
7. Gerry cooklin, Introduction to clothing manufacture –Blackwell Science, New Delhi, 2000.

SECOND ALLIED COURSE II - PATTERN MAKING AND GRADING

Unit I: Fabric preparation & layout planning:

Fabric preparation : Preparing the fabric for cutting, Importance of grain in fabric cutting and garment construction. Methods of straightening fabric grains.

Lay planning Introduction, Rule to remember in pattern layout. Types of layout. Transferring pattern markings, stay stitching, ease stitching.

Unit II: Drafting and Draping:

Drafting: Preparation of paper patterns. Advantages of paper pattern. Pattern drafting with personal measurement. Principles for pattern drafting. Preparing draft for basic bodice, sleeve and skirt pattern.

Draping: Definition, types of dress form, preparation of adhesive paper dress form, Draping technique. Draping basic blocks (bodice, sleeve & skirts.).

Unit III: Flat pattern Techniques:

Definition, Pivot method, Slash & spread method, measurement method. Creating styles through dart manipulation and relocation of dart.

Unit IV: Commercial pattern and pattern grading:

Commercial pattern: Definition, merits and demerits, Development of commercial pattern.

Pattern Grading: Definition, Grading terminology, selecting a grading system, grading techniques, their advantages and disadvantages. Computer grading. Grading procedures. Grading of basic block using draft grading systems.

Unit V: Pattern alteration, Garment fitting and assembling.

Pattern alteration: Methods of identifying pattern alteration. General principles for pattern alteration. Common pattern alteration in a fitted bodice pattern.

Garment fitting and Assembling: Standards for a good fit, checking for good fit, solving fitting problems and remedies.

References:

1. Amaden Gewford, Fairchild Fashion Draping, Connje publication, Inc 2005.
2. Hilary Campbell, Designing Patterns, Om Book services, New Delhi, 2003.
3. Helen Joseph-Pattern Making for Fashion Design, Armstrong Pearson Education, Delhi, 2000.
4. Sandra Betzina, Fast Fit, the Taunton press, Inc New York London, 2003.

SECOND ALLIED COURSE III

PATTERN MAKING AND GRADING (PRACTICALS)

1. Preparing bodice blocks for the standard measurement.
2. Preparation of
 - I) dress form. Demonstration of draping method.
 - II) Commercial Pattern
 - III) Patterns for Children's Garments.
 - IV) Patterns for Grown-ups
 - V) Samples for relocation of darts, introducing fullness using pivot, slash & spread method
 - VI) Layout for different Garments
3. surface enrichment (Painting, zardoshi, bead work, stone work etc.)

References:

1. Mary Mathews, Practical Clothing Construction, Part- II. Designing, Drafting and Tailoring- Bhattarams Reprographics (P) Ltd., Chennai, 2001.
2. Zarapkar K.R, System of Cutting, Navneet Publications, India, 2005.

Non Major Elective II - Visual Merchandising

Unit 1: Introduction to Visual Merchandising

Visual merchandising and display; Purpose of visual merchandising; Store image; Target customers; Seasonal visual merchandise; Windows

Unit 2: Display and Display Settings

Types of display; Promotion vs. institutional display; Type of display setting Attention drawing devices: Colour; Lighting; Line and composition; Scale; Contrast; Repetition; Humour; Surprise and shock;

Unit3 : Store and Window Settings

Exterior of the store; Window in store front design; Display window; Special windows

Unit4 : Mannequins

Types of mannequins; Alternatives to mannequin; Dressing up of mannequin

Unit5: Merchandise Display

Planning a display; Visual Merchandiser in store promotion; Scheduling the promotion

Reference:

- 1 Jeannette Jarnow, Dickerson, Inside the Fashion Business, Prentice hall, USA.
- 2 Darlie Koshy, Effective export marketing of Apparel, Global business press, 1996.

CORE COURSE VII (CC) - FASHION BUSINESS

Unit – I - Basic Communication

Fashion Communication Process, Problems and Networks. Fashion Verbal communication: Language as a vehicle of communication, Non-Verbal Communication.

Unit – II – Inter Personal communication

Study and practical of inter-personal, small group and presentation skills essential to effective social, business and professional interaction. Fashion Communicative devices in commercial publicity: letter styles, designs, pictorial presentation, slogans, colour variations.

Unit – III – Cultural and Inter cultural Communication

Cultural and intercultural communication theory and behaviour, development of specific communication skills for effective inter-cultural communication.

Unit – IV – Group Discussions

Principles and methods of modern group discussions, press conferences , interviews, seminars.

Unit – V – Fashion Business

Business of fashion, Scope, forms of business ownership, growth and expansion. Industry trends, Market trends, Trade shows, Development of regional fashion centres, Fashion advertising.

Reference Books:

1. Beer, David.P, Writing and Speaking in the Technology Professions A Practical Guide, The institute of Electrical and Electronics Engineering. Inc New York, 1982.
2. Houpp, Kenneth and Thomas, Reporting Technical Information, Mc Millan Publishing Co., Inc Newyork, 1980.
3. Quible, Zane, Margaret Johns and Dennish Mott, Introduction to Business Communication, Prentice hall of India Private Ltd, 1981.
4. Easey M, Fashion Marketing, Blackwell Sciences, 1994.
5. Jeannette Jarnow, Dixerson, Inside the Fashion Business, Prentice hall, USA.

CORE COURSE VIII (CC) - CHILDREN'S GARMENT (PRACTICALS)

Design and Construction of the following Garments

1. Infant Dresses
 - a) Jabla
 - b) Panty
 - c) Bib
 - d) Bonnet
 - e) Baby Frock
 - f) Baby Bed Set

2. Toddler's Dresses
 - a. Romper
 - b. Frock-A-line, summer, Yoke frock

3. Pre schooler's Dresses (Boys)
 - a. Shirt
 - b. Shorts

Constructing one in each item.

4. Pre Schooler's Dresses (Girls)
 - a. Full skirt
 - b. Blouse

Constructing one in each item.

Reference Books:

1. Zauapikal .K.P. System of Cutting, Navneet Publications India 2005
2. Hilay Campbell, Designing Patterns, Om book Services, New Delhi, 2003

CORE COURSE IX (CC) - TEXTILE TESTING

Unit I: Quality control: Definition and its importance.

Humidity: Definition and its influence on fiber properties Standard atmospheric condition, Standard testing atmosphere. Standard regain, Moisture content and regain. Measurement of atmospheric condition – wet and dry bulb Hygrometer and sling Hygrometer.

Unit II:

Fiber Testing: Fiber length – Baer sorter and Fibrograph, Fiber strength – Stelometer, Fiber fineness – Micronaire, Fiber maturity, Trash content - determination – Trash analyzer.

Unit III:

Yarn testing: Determination of yarn count – quadrant, Analytical & Beesley balance. Twist – Direction of twist and amount of twist, Twist effect on fabric properties. Strength of yarn-Single yarn strength tester. Crimp – Shirley crimp tester. Yarn appearance tester. Evenness – Uster Evenness tester, Hairiness – Uster Hairiness tester.

Unit IV:

Fabric Testing: Fabric strength tester – Tensile strength, tearing strength & bursting strength. Abrasion – Types of abrasion – pilling – Martindale pill box tester.

Unit V:

Drape – Drape meter, Fabric stiffness - Shirley stiffness Tester, crease recovery – Shirley crease recovery tester.

Reference:

1. Principles of textile testing by J.E. Booth., C.B.S., publishers & distributors, New Delhi, 1996.
2. Mishra S.P and Kesavan B.K, “Fibre Science”, Kumarapalayam, S.S.M. Institute of Textile Technology

CORE COURSE –X (CC) - TEXTILE TESTING (Practicals)

1. Determining of

- i) fiber length and uniformity
- ii) fiber fineness.
- iii) fiber strength
- iv) moisture content.
- v) Roving and Yarn count
- vi) lea strength / single yarn strength and elongation
- vii) yarn twist
- viii) yarn crimp
- ix) fabric strength count and bursting strength
- x) fabric abrasion resistance.
- xi) Fabric drape
- xii) fabric stiffness
- xiii) fabric thickness.

Reference:

1. Principles of textile testing by J.E. Booth., C.B.S., publishers & distributors, New Delhi, 1996.

MAJOR BASED ELECTIVE – I - FASHION MERCHANDISING

Unit I: Fashion marketing for buyers

The fashion marketing mix, the fashion product life cycle. Customer profiles. Marketing research methods ,test marketing, Fashion product, Fashion consumer behaviour.

Unit II: Fashion Retailers

Definition, development of fashion. Types of fashion retail outlets, career in fashion Retailing, Merchandising policies.

Unit III: Trends in Fashion Retailing

Introduction, consumerism, organizational flexibility, increased competition, Growth of large-scale fashion retailing. Emerging forms of Fashion retailing.

Unit IV: Buying offices

Types of Resident buying offices, Fashion consultant, trade publications.

Unit V: The fashion office

Advertising, publicity, visual merchandising, developing a fashion image.

Reference:

1. Suzanne G. Marshall, Hazel O. Jackson M. Sue Stanley, Mary Kefgen, Individuality in clothing Selection and Personal Appearance,Phullis Touchie Specnt ,New Jersey, 2000.
2. Kitty G. Dickerson, Inside the Fashion Business, Pearson Education, Singapore,2003.
3. Kathryn Mokelvey, Janine Munslow, Fashion Design Process, Innovation And Practice, Black Well Science Ltd, U.K,2005.
4. Dudeja V.D., Professional Management of Fashion Industry, Gangandeeep Publications, New Delhi, 2005.

CORE COURSE –XI (CC) - EXPORT DOCUMENTATION

Unit – I – Export Market

Export Marketing of apparel, global scene, prospects for Indian apparel in overseas market, Globalization.

Unit – II - Credit

Export credit – short term, anticipatory letter of credit (L/C), packing credit, negotiation of bills, short, medium & long term export credits, methods, role of terms of payment in international trading. Factors responsible for counter trade growth.

Unit – III - Trade

Domestic trade vs international trade, regional trade blocks, nature of foreign exchange market, main functions, business & environment – social & logical. Business ethics.

Unit – IV - Document

Major documents for exports – International codes for products & services, principle, auxilliary documents, documents for claiming export assistance.

Unit – V - Policies

Standard policies – Indian trade policies, India's foreign trade policy: Export & import policy.

Reference:

1. Jeannette Jarnow, Dickerson, Inside the Fashion Business, Prentice hall, USA.
2. Richard Hill, Ralph & James, Industrial Marketing, AITBS Pub., 1998.
3. Philip Kotler, Marketing Management, Prentice Hall, New Delhi 2000.
4. Dickerson, Textiles & Apparel, in the Global economy, Prentice Hall, 3rd ed, 1998.
5. Darlie Koshy, Effective export marketing of Apparel, Global business press, 1996.

CORE COURSE – XII - QUALITY & COST CONTROL

Unit – I – Basics of Quality Control

Definition and Scope of Quality Control – Establishing Merchandising Standards – Establishing Raw Material Quality Control specifications – Quality Control of Raw Material.

Unit – II – Quality Control System

Establishing Processing quality specification – Training Quality Control Personnel – The Quality Standard Control – Quality Control Inspection, Procedures for processing – Quality control of finished garments – Quality control and Government contacts – Quality Control for Packaging, Warehousing and shipping – Statistical Quality Control, Sampling plans – industry – wide quality standards.

Unit – III – Basics of Production control

Function of Production control – Production, Analysis – Quality Specifications – Quantitative specifications – Scope of Apparel Manufacturing Activity – Co-ordinating Departmental Activities – Distribution of Documents and Records.

Unit – IV – Production Control System

Type of Control forms – Basic Production Systems – Principles for Choosing a Production System – Evaluating Production Systems – Flow Process Grids and Charts – Basic Flow Process Grid Construction – Flow Process Grids for Production control – Scheduling Calculation; Graph Methods. Scheduling Bundles of Varying Amounts. Mathematical formulas for scheduling – Producing Many Styles Simultaneously – Producing Many styles consecutively in one line.

Unit – V – Cost Control

Function of Cost Control: Types of Costs and Expenses – Apparel Manufacturing Cost Categories – Sales Cost Control – Purchasing Cost Control – Production Cost Control – Administration cost control – Cost Ration Policies – the manufacturing Budget – Cash flow Control – Standard Cost Sheet, Break–Even Charts.

Reference

1. .Patty Brown, Janett Rice,-Ready to wear apparel analysis,Prentice Hall,1998.
2. Salinger, Jacob Apparel, “Manufacturing Analylsis”, New York, Textile Books Futs, 2001

CORE COURSE XIII - ADULT'S GARMENT (Practical)

Design and Construction of any one type of :

- i) kameez.
- ii) salwar / Chudidar
- iii) kurta.
- iv) pyjama.
- v) shirt.
- vi) pant.
- vii) blouse
- viii) nightdress / housecoat
- ix fashionable wear.

- x) Saree petticoat / long skirt with top

Reference Books.

1. Zauapkar. K. R. System of cutting, Narneet Publications, India 2005
2. Hilary Campblell, Designing Patterns, on Book Services, New Delhi, 2003

MAJOR BASED ELECTIVE-II - COMPUTER AIDED DESIGNING

Unit I - Introduction

Introduction and meaning for CAD, Computer in the Fashion industry. Acceptance of new technology. Quick response technology.

Unit II – Technology in CAD

CAD in today's fashion industry. Types of CAD systems – Textile design system, illustration / sketchpad system. Texture mapping – Draping software, Embroidery system., specification and costing system. Digitizing and grading system, marker-making systems, pattern Design software, Concept of design studio robotics and Garment moving Technology. Commercial software systems.

Unit III

CAD from sketch to market – Conceptualization – Definition – Preproduction, Production and Promotion.

Unit IV

Silhouette – Introduction, Fashion cycle, understanding shape, fabric selection and silhouette – proportion, line, focal point, cut, fit and construction, co-ordinating silhouette, Rendering silhouette. Computer rendering of silhouette.

Unit V

Presentation and Graphics: Introduction, External presentation, internal presentation, planning a presentation – organization and composition. Computer generated presentation, computer generated catalogues, presentation board, Multimedia and 3 – D presentation.

Reference:

1. CAD for Fashion Design. By Rene Weiss Chase., Prentice Hall, upper saddle River, London.
2. Instrumental Colour measurements and Computer aided colour matching for textiles by H.S. Shah and R.S. Gandhi, Mahaj

MAJOR BASED ELECTIVE-III
COMPUTER AIDED DESIGNING (PRACTICALS)

1. Developing

- i) motifs using coral draw and adobe Photoshop.
- ii) weave patterns for doobby weave
- iii) weave patterns for jacquard weave
- iv) motifs for embroidery and cross stitch
- v) motifs for screen printing
- vi) patterns for pattern making and grading
- vii) design library for garment details (Skirts, Sleeves, Cuffs, Collars, and Pockets)
- viii) garment designs for children's garment with colour combination
- ix) garment designs for men's garment with colour combination
- x) garment designs for women's garment with colour combination
- xi) Texture mapping using computers (Changing different textures of garment)
- xii) Bringing variation in face framing details using computers (Changing accessories, hair style, hat, necklines, eye glasses, Make ups)
